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# Landscape MANAGEMENT

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## ■ Irrigation installation

How to install irrigation systems properly, efficiently and profitably

## ■ Software for design

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## ■ Landscape lighting

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## ■ 2002 Seed Pocket Guide

A handy reference to determine which turfgrass varieties do best in your market areas

■ **Plus:** Landscape pros speak out in "Inside the Owner's Head," numbers get crunched in Best Practices, the latest news in Industry Almanac and more.

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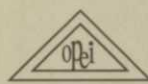
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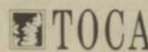
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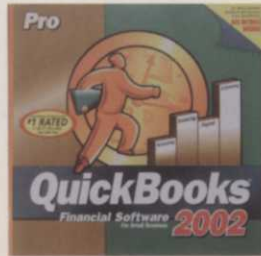




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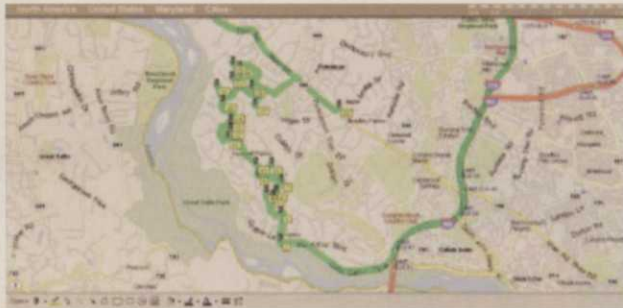


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BY RON HALL / EDITOR-IN-CHIEF

## 100 reasons to read this

**T**his is the seventh edition of our special LM 100 feature. It's one of the most rewarding projects we do each year — and one of the most difficult.

It's rewarding because it gives us the chance to reconnect with many of you and make friends with owner/operators we've missed in previous LM 100 coverage. The hard part is not being able to include every excellent company we get to know.

Some of you, the biggest Green Industry companies, have been a part of our LM 100 every year. It's vital to our readers to know who you are and how you're faring. You set the pace in the Green Industry.

### One big market

But, as big as some of you are, nobody dominates the professional landscape industry. The handful of companies that do business nationally or are leaders in America's largest and busiest markets represent a small part of this huge market. This is true for landscape design/build, installations and mowing/maintenance. Consolidation of the industry in the late 1990s saw ServiceMaster's TruGreen Companies emerge as the nation's largest maintenance operation. And the consolidation continues. Even so, the industry remains fragmented and characterized by lots of independent owners/operators.

That's not as true in the lawn care (fertility/pest control) part of the industry. TruGreen-ChemLawn remains the king in providing professional lawn care services. Almost all other applicator companies, regardless of their market areas, cross paths with TG-CL trucks.

The most noticeable trend in the contract application industry this past year has been the continued growth of Scotts Lawn Care and franchisers like Weed Man, Spring Green, Lawn Doctor and NaturaLawn of

America. Also, franchisers offering grounds services, such as Toronto-based Clintar, or commercial maintenance packages, such as U.S. Lawns, saw large growth.

### We count on you

After we publish our LM 100 issue, readers ask us how we pick the companies or categories we feature. Quite simply, we have to rely upon you, our readers.

Since most of your companies are privately owned, we count on you to let us know your revenues, services offered, market areas served and growth rate. We use this information to build our list of the 50 largest companies.

Selecting the other categories, companies and people that we feature in this issue is more subjective. We base our selections upon factors such as public service, involvement in industry associations, reputation within the marketplace and visibility. If we don't know about you and your operation, we can't feature you in this section.

If you want to be a part of next year's LM 100, or if you have an interesting story to tell, let us know. There's an entire industry out there that would like to know more about you.

.....  
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# let's hear it

YOUR OPINIONS, COMMENTS, & QUOTES

## What to charge?

How do you determine what you charge — as much as the client will pay you, or what your profit and loss statement tells you?

Call five competitors and take the average of their price. It will be three times what you're paying your employees, or what your accountant suggests. It will be less when you're starving, more when you have too much work. When you do it by bid, the hourly rate doesn't mean anything to a client. It's based on the equipment you use, the skill of the operator, your clientele, how well you're feeling and estimating that day, travel time, the difficulty of the property and the level of care it requires. It's more for certifications and experience, insurance, retirement, and perks. Also, for the risk level, gas prices, disposal fees, etc. Pricing is difficult. You could lose a client over \$1 an hour.

I advertise in the Yellow Pages and the local newspa-

per. In the newspaper, I see ads quoting mowing services for \$15 per hour. People in the Yellow Pages charge \$25 to \$37.50 per hour.

I have a small company with two full-time employees, myself and my wife. She helps with office duties and sales. I still have some long-term customers at \$25 per hour, a rate I probably don't make a profit from. I charge the majority of my customers \$30 per hour. Some newer customers are at \$33 per hour, a few more are at \$35. The companies that seem to be able to charge \$37.50 per hour have 30 or more employees. I always thought bigger companies charged more because they're bigger and have more overhead, but your State of the Industry report doesn't seem to indicate that. I pay workmen's compensation, taxes, insurance, etc. I pay my workers \$9 per hour, and I don't see how I could charge less than \$30 and still be in business. I'm trying to get my rates up to \$35 per

hour, but 90% of my market is high-end residential and \$36.78 per hour would be hard to get.

— John Knoernschild  
Admirable Landscapes, LLC  
Portland, OR

## Friendly consultation

Being a small business in a small town has given me a different perspective on consultations. When I get calls, one of the first things I ask is, "Where is the property located? Is it close to any of my current contracts?" The next thing I ask is, "How did you get my number?" If the callers got it from the phone book, it means they're on the hunt. If they heard about my company through another customer or vendor, or saw my crew, I assume they're serious.

During and after the conversation, I never feel like I lost money or gave away a service. I always make people feel that even if they don't use my services, they can call me anytime with questions. Not only do I enjoy being polite, I know that in a small town it takes just a few good references to get a business going — and it's much cheaper than the Yellow Pages.

— Aaron Arguien  
L.A. Landscape Inc. /  
Rusty Thorn Antique Roses  
Martindale, TX

Editor's response: You make an excellent point. You shouldn't charge

for every bit of information that you provide to potential clients. There is a limit to what you can give away, however, including your hard-earned expertise. Landscaping is a business, not a charity.

## MN P<sub>2</sub>O<sub>5</sub> omission

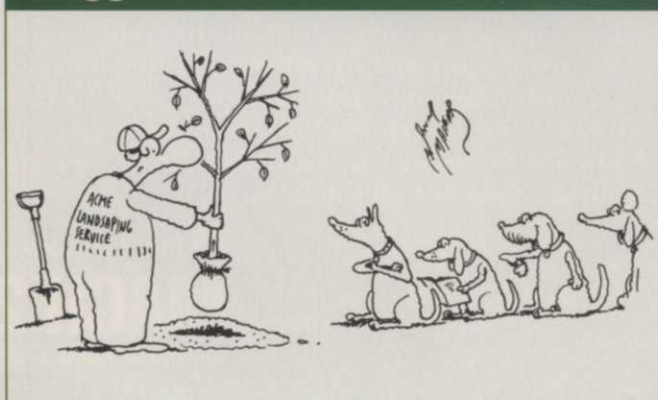
The May 2002 article on Minnesota phosphorus fertilizer limits (page 18) missed one important exemption to lawn phosphorus restrictions — that higher rates of phosphorus lawn fertilizer can be used if a soil or tissue test shows a phosphorus need. The legislation places restriction on phosphorus lawn fertilizer use — it doesn't ban it.

This follows the turf management recommendations of decades — fertilize according to plant need. When over 75% of Twin Cities metro lawn soil samples are showing "very high" phosphorus levels, it makes sense to set the "default" application rate at 0% P<sub>2</sub>O<sub>5</sub>, and only apply higher phosphorus rates if testing shows a need. Note that areas of the state with lower phosphorus soil levels are allowed to use 3% P<sub>2</sub>O<sub>5</sub> fertilizer products without soil testing.

— Ron Struss  
University of Minnesota Extension-  
MN Board of Water and  
Soil Resources

Editor's response: Thanks for this information. Readers should be aware of these details. LM regrets the oversight.

## Doggone it!





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# inside the owner's head

BY JASON STAHL / MANAGING EDITOR

## Don't let drought dry you up

**D**espite a shaky economy, most businesspeople in the Green Industry seem to be doing okay. When asked how the economy has affected his business, one gentleman said, "I fear a drought more than I do a recession."

Are droughts really that fearsome? Apparently so, judging from the latest round of conversation among members of The Owners' Network community. Selling during a drought forces you to offer services you may not previously have thought of, and sell past customers' objections.

### Advertising pays

Mark Borst's company, Borst Landscape & Design, is located in northern New Jersey, an area that's experiencing its worst drought ever. The drought began last fall, however, which gave Borst time to develop a strategy to counterattack it.

"We knew that we were going to be in trouble this spring, so we upped our advertising by 40% (about 2.5% of our company gross revenues)," Borst says.

The strategy apparently worked, as the company's sales are at the same level they were at the same time last year. But Borst is still fearful of what may transpire in June, July and August.

"We've also been offering our customers handheld watering of shrubs and ornamentals to keep promoting our design/build services," Borst says. "Plus, we've been networking a lot more with different businesses, offering them 5% of any job they refer to our company."

You know what they say: "If you can't beat 'em, join 'em." It seems Bill Holly of Central Coast Landscape and Maintenance,

Santa Cruz, CA, subscribes to that philosophy. He suggests becoming a certified water manager and offering a water auditing and drought management program to customers.

"If you know how to manage water, you most likely understand what plant material will best be suited to the limited water environment," Holly says. "You can then sell the community on your total drought survivors program. If you don't step into the niche, someone else will."



Mark Borst (left) and Bill Gerhardt agree on one drought strategy: promote hardscaping.

If you don't want to go to that extent, you can do what a friend of Jerry Merrill's did in Seattle a few years ago and focus on offering watering services in a city that has banned landscape watering. "That is, if you can access a water tank on a truck, and can find a water supply," says Merrill, of Weed Man East Idaho/Merrill Quality Landscapes, Rexburg, ID.

### Think long-term

There are lots of short-term things you can do to counter a drought's effect on your business, but the long-term is important too. A big part of this is to understand the drought situation completely and getting involved on the political side by working with state and local industry associations to educate the public on the

## Drought tips

- ▶ Increase advertising
- ▶ Offer water management services
- ▶ Promote hardscaping services

benefits the Green Industry offers to the environment. Hopefully, when a drought erupts, the education process will already be in motion.

"Hopefully your state and local associations have been working hard to educate the press about the great environmental aspects of landscaping plants and the ability of grass to transpire carbon dioxide, clean the air, prevent erosion and their other benefits," says Bill Gerhardt of Green-Scapes Landscapes Co., Columbus, OH.

Gerhardt says it's imperative to get the right message to the press when reporters come knocking on your door for comments. "Get all the hard facts you can to the press. They're looking for different spins during a drought. Just don't come across with the 'poor me syndrome' that they will try to lead you to," he says.

Short-term strategies have to be employed too though. In a drought, Gerhardt puts off a lot of landscape planting projects until fall.

"We emphasize hardscape jobs, and give 10% discounts and 90-day terms to some if they would go ahead with the project we've suggested."

— Information provided by The Owners' Network, a program created by JP Horizons, Inc. and sponsored by Weed Man. Visit the Web site [www.owners1.com](http://www.owners1.com) or call 877/574-5267.



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Consciously search for data on your customers to help you build trusting, long-lasting relationships.



## Get to **REALLY** know clients

**Y**ou say you know your customers. If so, can you answer these questions? What are the names of their spouses, kids and pets? Where did they go to school? Where are they from? What do they do for a living? How do they spend their free time? What are their favorite colors? What do they like and what don't they like about their landscaping?

This is powerful information; you should know it.

Finding out these valuable details about clients is easy. You learn most of it in casual conversation. Just be genuinely interested and ask the right questions.

I remember a conversation I had at lunch with the facility manager of General Electric Corporation in Fairfield, CT. We had just earned the contract for their world headquarters. I wondered aloud what the CEO, Jack Welch, liked and didn't like.

### **GE's Welch was impressed**

The facility manager remarked that "Mr. Welch" was an avid golfer and that he loved thick green grass. That information was priceless. I realized that if I were to succeed in this new contract, the grass at the headquarters had to look great. I suggested that next spring we renovate the most visible areas of turf on the property. After a budget review, the manager agreed.

One day soon after the newly renovated turf had matured, Mr. Welch drove by and noticed it. Later, in the company gym, he commented to the facility manager how good this area looked. He asked why the rest of the grass didn't look as good. I'll bet you can guess what happened next — we got a purchase order to renovate the rest of the 25 acres of turf on the property!

Information is powerful. Without knowing it, I was practicing a relatively new science called "psychographics." You've heard of demographics, which is gathering census type information like income, age, marital status, number of children and how many cars are in the family. Psychographics is different. It's grouping customers based on their lifestyle choices, personalities, activities, beliefs, values, wants and desires.

### **Use it to build relationships**

Once you have information like this, use it to help change relationships from being strictly business to more friendly and trusting.

Think about some of the people you've done business with over the years. Hasn't this type of relationship developed with them? Would you do business with anyone else?

This is a new way of thinking when dealing with your customers. It's consciously searching for data on customers so you understand their wants and desires. Why they buy will no longer be a mystery. You'll gain their loyalty and trust. Customer turnover can be virtually eliminated as well as most competitive bidding.

What does that mean to you? It can help you build relationships that allow you to consistently crank out double-digit profits.

Get to know your customers better. You'll be glad you did.

— *The author built and operated the largest landscape company in Connecticut before selling it in 1999. He now operates Grass Roots Consulting, Inc. Contact him at [Ed@GrassRootsConsulting.com](mailto:Ed@GrassRootsConsulting.com) or 203/858-4696.*

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We will refer you to the  
Express Blower owner nearest you



# industry almanac

NEWS YOU CAN USE

## Turf-Seed, Inc.'s new b-to-b site

HUBBARD, OR — Turf-Seed, Inc., launched a new b-to-b Web site dedicated to selling turf and forage seed products direct to distributors and commercial end users — [www.turfsource.com](http://www.turfsource.com).

## NY State turfgrass survey planned

ALBANY, NY — A New York State turfgrass survey is slated for this fall. It will be conducted by the NY Agricultural Statistics Service (NASS) in cooperation with the Department of Agriculture and Markets, the NY State Turfgrass Association, Cornell University and a committee of stakeholders representing industry sectors. State industry associations are raising funds for the survey, which is estimated to cost \$175,000.

## Metgard gets nod for non-crop use

NEW YORK — Metgard 60 DF herbicide has been registered by the EPA for applications on non-crop land. It will be marketed as a 60% dry flowable granular formulation in 8-oz. bottles.

## FNGA joins with PlantFind.com

ORLANDO, FL — The Florida Nurserymen & Growers Association (FNGA) has formed a strategic marketing alliance with on-line nursery stock purveyor PlantFind.com to allow each to extend their services to more audience within the Green Industry.

## HighGrove Partners prepares for tour



HighGrove Partners (l. to r.) Bill Lincome, Jim McCutcheon and Ken Rogers hosting tour at their facilities

sq.-ft. facility on five acres located in northwest Atlanta.

The Symposium program, sponsored by Weed Man and Husqvarna, features two days of hands-on, minds-on sessions led by industry leaders sharing proven techniques

ATLANTA — A tour of HighGrove Partners on Friday, Aug. 9, kicks off the ALCA Maintenance Symposium at the Sheraton Gateway Hotel here. *Landscape Management* magazine is the media sponsor for the Symposium.

HighGrove Partners (formerly Post Landscape Group) was formed in 1989 to provide Post Properties' high-quality landscape services to the open market. Since then, the company has grown to \$18 million in revenues, and has offices in Atlanta, GA, and Charlotte, NC. It provides comprehensive landscape services for both commercial and residential clients, offering a turnkey solution for clients by offering conceptual master planning, design, installation and maintenance services. Their headquarters is a state-of-the-art 24,000

and state-of-the-art methods for creating and growing a successful landscape maintenance business. This learning experience covers all aspects of landscape maintenance, including pricing, productivity, sales/enhancements, team building, and service line expansion. Current exterior and interior landscape maintenance business owners and top-level managers who are looking for innovative tips and techniques to take their businesses to the next level, landscape professionals diversifying their current operations with landscape maintenance services, and entrepreneurs starting landscape maintenance businesses are all encouraged to attend.

For more information, contact ALCA at 800/395-2522 or visit the ALCA Web site, [www.alca.org](http://www.alca.org).

CLIPPINGS

## Syngenta defends atrazine

GREENSBORO, NC — Syngenta Crop Protection, Inc., in a June 7 press release, strongly refuted claims by the Natural Resources Defense Council that the company's herbicide atrazine poses a risk to humans or frogs.

The NRDC pointed to a lawsuit by six current and former Syngenta workers alleging that exposure to atrazine caused them to develop prostate cancer. Syngenta says the occurrence of the cancer among the employees is no higher than would be expected among the general population.

The NRDC also pointed to a study published by a researcher in April 2002 that linked the popular herbicide to abnormalities in African clawed frogs. Syngenta says that other scientists have not been able to replicate these findings.



# Our fertilizer comes with a built-in insurance policy.



## UHS Signature Brand Fertilizers with Prospect® Plus not only provide quality nutrients, they also work to:

- Help turf establish or withstand environmental stresses
- Develop a more fibrous, extensive root system
- Enhance early plant growth and vigor
- Build greater shoot mass
- Increase uptake of soil nutrients and moisture
- Increase photosynthesis

UHS Signature Brand Fertilizers with Prospect® Plus have been impregnated with a proprietary nutrient solution that has shown a remarkable ability to improve vigor, quality and stress tolerance in turf, trees and ornamentals. The patented additive in Prospect® Plus has been tested extensively on many crops, including turf, in laboratory, greenhouse and field studies in the U.S. and several other countries.

Those studies have consistently shown a positive effect on early plant growth and development and with mature plants under stress. Sod farms results show that turf can be harvested earlier due to increased root mass and quicker establishment from seed or sprigs. Mature turf has greater root mass with a noted "tighter" visual appearance and less susceptibility to stress.

The same benefits can be found in Prospect®, a liquid micronutrient for foliar application or for use in fertigation systems.

### Effect of Fertilizer with Prospect Plus on Creeping Bentgrass Density

Ohio Turfgrass Foundation Research and Educational Center – 2000

Treatment	Rate	% Turf Density
Check		60.00
Fertilizer (46-0-0)	0.014 lb. N/1000 sq. ft.	72.00
Fertilizer (46-0-0) + Prospect Plus	0.014 lb. N/1000 sq. ft. + 48 oz./acre	77.00

Seeded on August 4, 2000 with G-2 creeping bentgrass at a rate of 2 lbs. per 1000 sq. ft. Density measurements were based on % cover taken visually on 10/4 (8 weeks after treatment)

**Study Results:** "... a significant increase in creeping bentgrass establishment two months after seeding with the application of fertilizer and Prospect Plus compared to the untreated control." A 22% improvement over check and more than a 12% increase over fertilizer alone!

For more information, contact your local UHS representative  
[www.uhsonline.com](http://www.uhsonline.com)

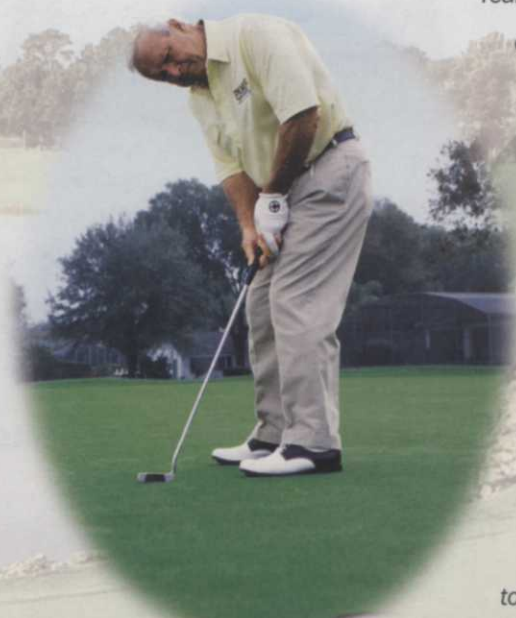
Circle No. 125





# legendary performance

*Oh, the golfer has been pretty good, too.*



Year in and year out, Palmer III Perennial Ryegrass has outperformed the competition. It's an annual headliner at the NTEP trials and sworn to by turf managers at major courses and across the south for overseeding. With its dark green color, especially low thatch tendency and high wear tolerance, it has become the centerpiece of any seed program.

Palmer III performs even better when matched with partners such as Prelude III Perennial Ryegrass, which exhibits slower and lower growth for a cleaner cut and good winter hardiness and Phantom Perennial Ryegrass, an improved variety with a medium texture that is extremely wear tolerant but transitions easily. The rich, dark green color of all three make them perfect for use on tees, roughs or fairways, especially in cool season climates and winter overseeding in southern states.

Best of all, they all come with the **Signature Pure Seed Tag™** assurance of quality.

Palmer III and Prelude III are available alone, blended together or under the well-known MarvelGreen Supreme blend name. Phantom is sold alone or in blends as well.



For more information, contact your local UHS representative  
[www.uhsonline.com](http://www.uhsonline.com)

Circle No. 126



**United**  
Horticultural Supply

# Symbiot attracts regional players

Company aims to create a national network of landscape professionals

BY JAMIE GOOCH &  
RON HALL

**DENVER, CO** — The Symbiot Business Group (SBG) counted 34 major landscape companies as Network Members following its third and final one-day seminar in Denver on May 31. Others are expected to join.

Symbiot is building a network of landscape companies and preferred vendors that, it says, will benefit from economies of scale, standardized service practices and billing and group marketing.

"Symbiot provides services and products that member companies access using the Internet," explains Steven Glover, Symbiot president and CEO. "We are not a landscape contractor, we're not purchasing the companies and we have no ownership position in these companies."

Glover is the former owner of California-based L&L Landscape Services, Inc., which he sold to the TruGreen Companies in 1999. A graduate of Brigham Young University, Glover remains active with a family business, Glover Nursery and Landscaping, in addition to founding the Internet-based SBG with his son, Matt.

Drew St. John II, Symbiot's vice president, has been in the Green Industry for more than 23 years. He says there are two arms to the company: Symbiot and the Symbiot Landscape



Network (SLN). "Symbiot is positioning itself as a success maker and a success creator for property service companies," St. John says

## Several levels of service

The Symbiot network consists of Network Members, Affiliate Members and Purchase Partner Program (P3) members.

Network Members are large landscape companies that Symbiot invites to join based on market coverage and services provided. Network Members pay Symbiot \$12,000 for the first year, then \$6,000 for the second year plus a percentage (currently 2%) of the contracts Symbiot acquires for them. They receive all Symbiot's benefits, including national business building, online tools, newsletters, Web casts, two networking meetings annually, benchmarking studies and consulting.

Affiliate Members are smaller companies that get scaled-back versions of Symbiot's services, sometimes for a fee. There are over 100 affiliate members in Symbiot, says Glover. Affiliate Members pay \$750 per year, plus a discounted fee for using Symbiot's online products.

The P3 members are na-

tional purchasing agents with whom Symbiot has negotiated discounts and customer care for its members.

Members of the Symbiot Landscape Network get access to several proprietary Internet-based software products.

"Our tools allow us to provide to the customer a unified billing system and a unified pricing system," says Glover.

"Our overall goal is to improve the profitability and

growth of companies in the Green Industry," Glover says. "We want to raise the bar on professionalism."

To help regional companies grow, Symbiot will pool the resources of its member companies. The Symbiot network will give property owners with multiple locations a single source for their landscape management while allowing them to efficiently deal with local companies, Glover explains.

## Symbiot to support ALCA

Many of Symbiot's Network Members are past or present officers of the Associated Landscape Contractors of America (ALCA). While Glover and St. John are both former presidents of ALCA, Symbiot and ALCA are completely separate. Of course, Glover is interested in maintaining a good relationship with the association.

"We really want to be supportive of ALCA," he says. "We feel that the association has supported the industry and our meetings."

Symbiot finished its initial round of member-gathering seminars May 31 in Denver. Even so, it plans to host networking meetings at ALCA's Summer Business Meeting in Keystone, CO, July 25-27; the ALCA Annual Conference in Nashville, Nov. 13-17; and the ALCA Executive Forum next February in Ft. Myers, FL.

Most Symbiot members joined the network after attending one-day seminars in Atlanta and Salt Lake City earlier this spring. With the Denver event completed, SBG has almost all of the major markets covered. It is still interested in expanding its network in Phoenix, Tucson, St. Louis, Orlando, New Orleans, Las Vegas and Philadelphia, says St. John.

For a list of Symbiot Network Members visit [www.landscapemanagement.net](http://www.landscapemanagement.net).

Companies interested in learning more about the Symbiot Business Group can browse the company's Web site at [www.symbiot.biz](http://www.symbiot.biz).

— JG and RH



## It's final: Bayer buys Aventis CropScience

**MONTVALE, NJ, AND KANSAS CITY, MO —**

Bayer CropScience, Monheim, Germany, has been formed by Bayer AG's acquisition of Aventis CropScience. The new company is divided into three business groups: Crop Protection, Bio Science and Environmental Science.

The Professional Products unit of the Environmental Science business group will cover the green and pest management industries. Josh Weeks, former vice president of Aventis Environmental Science's Chipco Professional Products group, will head the North American Professional Products unit. Weeks will report to Chris Clark, global head of the Professional Products Unit.

Bayer Environmental Science encompasses products from Aventis Environmental Products, Bayer Garden & Professional Care and Bayer Environmental Health. The business unit will offer a line of herbicides, insecticides, nematocides and plant growth regulators for the grounds maintenance, golf, lawn care, turf, nursery and ornamental, vegetation management and forestry markets.

"Bayer Environmental Science sees its future growth closely linked to the introduction of innovative new products," Weeks said. "We envision strong relationships and interaction with the research community and are excited about these new opportuni-

ties for further collaboration."

Bayer Environmental Science products for the Green Industry include Merit for grub control, and Chipco Choice and Chipco TopChoice for mole cricket and

fire ant control.

The Bayer Professional Care and Chipco Professional Products sales groups will stay in place until later this year when a combined field structure will be announced.

## People & companies



**BASF Professional Turf** appointed **Greg Thompson** marketing manager for fungicides.

**Allmand**

**Bros.** named **John "Jack" Lockwood** sales manager, **Carter Storin** southeast regional manager, **Mark Kuzelka**

operations manager, and **David Biere** manager of engineering and design.



Carter Storin



**Lifestyle Landscaping** promoted **Jon Knopf** to account manager.

**PGMS** awarded the Certified Grounds Manager (CGM) designation to **Mark Comisford**, manager of the Grounds and Roads Department at Denison University, Granville, OH; **Joseph Jackson**, assistant director of Grounds and Sanitation Services Unit at Duke University, Durham, NC; and **Michael Loftus**, assistant director of facilities management at the University of Delaware, Newark.

**Syngenta Crop Protection** named **Vern Hawkins** vice president, horticulture business unit; **Bill Lewis** vice president, professional products business unit; **Steve Ligon**, vice president, national account manager and **Rob Neill**, vice president, marketing. All are based in Greensboro, NC.



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Circle 111



## Fender honored for TPI's "Water Right" book

Doug Fender, the executive director of Turfgrass Producers International (TPI), won the 2002 Environmental Communicator of the Year award for his book, "Water Right — Conserving Our Water, Preserving Our Environment," and accompanying brochure, "Share The Water."

The award, which is sponsored in part by ProSource, a division of Agrilience, is presented by the Turf and Ornamental Communicators Association (TOCA). It recognizes outstanding efforts in communicating the benefits of environmental stewardship.

As TPI's executive director, Fender has directed the association's public education program, which includes writing articles for trade and consumer publications. With almost 25 years of Green Industry experience, Fender has focused his communication efforts on replacing myths

with scientifically based facts about turf and landscape design, installation and maintenance.

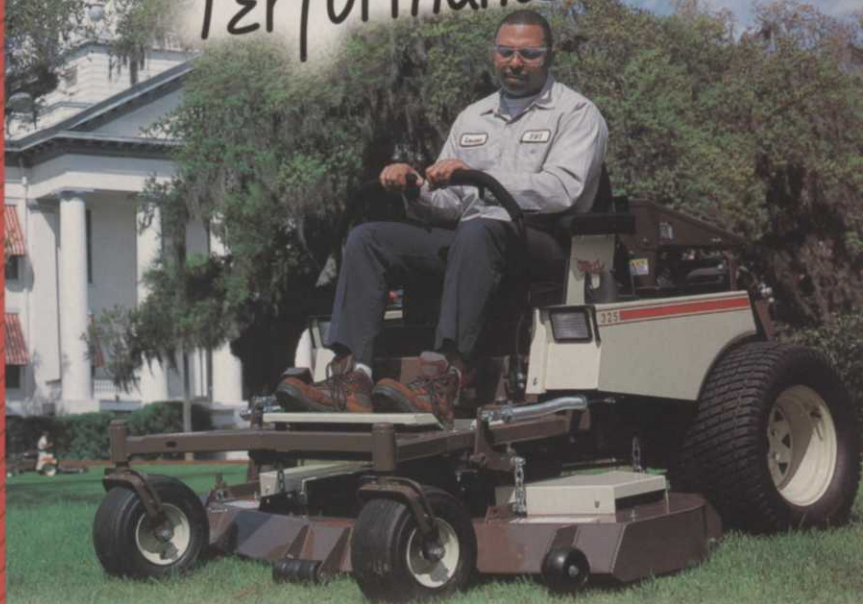
The 64-page book provides background on water usage worldwide and presents case study-based solutions. "Water Right — Conserving Our Water, Preserving Our Environment" is available as a free download on TPI's Web site, [www.turfgrassod.org](http://www.turfgrassod.org). Hardcopies of the full-color book can be ordered for \$5 by contacting the association at 1855-A Hicks Road, Rolling Meadows, IL 60008.



### Correction

In the May '02 LM, we listed the wrong city for Polaris Industries. The correct city is Medina, MN. Apologies.

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# LM

Big 50 companies ■ Top medium companies



# 1000

Top add-on services ■ Top grounds pros ■ Top industry issues

## Here they are, the best and brightest of the Green Industry

- 23** 10 niche service ideas
- 26** LM's Big 50
- 34** 10 quality small companies
- 36** 10 great medium-sized companies
- 38** 10 tough industry issues
- 40** 10 grounds pros who make a difference

# 10 niche service ideas

**Looking for a unique offering to set your company apart? Look no further, they're here**



## Putting green installation

Interest in synthetic putting greens is high and landscape pros have noticed. United Turf Industries' new Certified SofTrak Installer Program enables a landscaper, for \$2,500, to have a UTI rep come out to his location and assist him in the sale and construction of his first green. President Lance Pierce said the average job price is between \$3,000 and \$10,000 for a 300 to 800 sq. ft. green. Installers charge \$15 to \$16 per sq. ft. while incurring material costs (besides labor and others) up to \$6 per sq. ft. Visit [www.unitedturf.com](http://www.unitedturf.com).

## Xmas light installation

Christmas Décor, the leader in the Christmas light installation niche, now offers big-market franchises for \$15,900 and small-market ones for \$9,500. That includes basic supplies, training, support, and a software package. "Most guys break even after their first year," Blake Smith, president, says. "Almost all break even by the second year." Visit [www.christmasdecor.net](http://www.christmasdecor.net).

## Asphalt maintenance

Steve Ananko, owner of Evergreen Lawn Care, Toms River, NJ, needed to separate himself from his competitors, so he bought a franchise from Jet-Black International to provide asphalt maintenance for driveways and parking lots. Sealcoating a typical residential customer's driveway takes 45 to 75 minutes, and Ananko bills the job at \$150 to \$200. Visit the Web site [www.jet-black.com](http://www.jet-black.com).

## Train-scaping installation

Train landscaping is a specialized niche for upscale clients. "Our customers are generally very wealthy people who wish to have something nice and unique to show off their properties when they have company over," says Eric Peterson of Eric Peterson Landscaping and Construction, Milford, MA. Supplies for train landscaping can be expensive, from \$350 to \$500 for a locomotive and \$65 for a rail car, but installation fees are also high: \$5,000 to well over \$50,000. Landscape/garden railroad contractors can also reap nice after-sale profits from weeding and trimming the train landscape.

## Microinjection

For the price of a cordless electric drill and the fertilizer, fungicide or pesticide product you'll use, you can use the J.J. Mauget microinjection tree technology. Even if you aren't a li-

censed pesticide applicator, you can inject fertilizer. Fertilizer capsules cost \$1.87 each. A 20-in. diameter tree would take 10 units at a cost of \$18.70. Typical gross profit in this scenario would be \$70 to \$150. To learn more see [www.mauget.com](http://www.mauget.com).

## Nightscaping installation

Franchiser Outdoor Lighting provides a 150-page operations manual, a lighting demonstration kit; material sources, four days of classroom and field training, post-training phone support and access to an annual training conference. For \$15,000 to \$40,000 in inventory, plus a license fee, you can own the tools and initial marketing to get started in Outdoor Lighting. Learn more at [www.outdoorlights.com](http://www.outdoorlights.com). A similar opportunity is offered by Nite Time Decor. Call 877/522-4242.

## Handyman services



After operating All-American Grounds Maintenance in Colorado Springs for 16 years, Scot Smelker learned there was a high demand for "fix-it" services. That's why he bought a Mr. Handyman franchise. The basic franchise fee is \$6,900, with an initial package (equipment and supplies) price of \$8,500. Exclusive territories can cost from \$12,500 to \$17,500. The Web site is [www.myhandyman.com](http://www.myhandyman.com).

## Powerwashing services

Like landscaping, one pressure cleaning service can lead to another. Marathon Cleaning LLC, Bethesda, MD, started by mainly powerwashing the exteriors of businesses, but expanded their services to include windows, decks, sidewalks and more. Depending on the services you want to offer, Marathon Cleaning franchises can be started for between \$3,000 and \$10,000.

## Concrete resurfacing

PERMA-CRETE is a resurfacing product that can be installed on building exteriors, walkways, driveways and industrial floors. The product doesn't take the place of concrete, but is applied on top of existing surfaces from 1/8" to 2" thick. PERMA-CRETE is sold only to dealers at costs of \$3 to \$8 per square foot, which includes most surface preparation cleaners. Would-be PERMA-CRETE dealers must attend a one-day, hands-on demonstration in Nashville, TN, and place an order of \$5,000 to \$15,000. For information see [www.permacrete.com](http://www.permacrete.com).

## Grass art

If your customer wants a big, colorful football helmet painted on his or her lawn for "the big game," don't be afraid. Other popular designs include storks and diplomas. Just because you're not Pablo Picasso doesn't mean you have to pass up this business opportunity. All you need is spray paint, stencils and a creative eye. Once you have the stencils, you can use them over and over again. Heck, if you get really good at it, you might start advertising it on your business cards.



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Circle No. 113



# LM100

## BIG 50 COMPANIES

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Company	Headquarters	Branches & franchises	Services	Other services
1 Tru-Green	Memphis, TN	400	MN 100%	SR, RV, AC
2 Environmental Industries Inc.	Calabasas, CA	100	—	HS, GC, g.ctr., AC, EC, PL, NY, S
3 The Davey Tree Expert Co.	Kent, OH	100+	MN 96% IR 1%, other 3%	SR, RV, HS, GC, AC, PL, NY, ST, other
4 The Brickman Group, Ltd.	Langhorne, PA	85	DBI 12%, MN 82%, IR 6%	SR, RV, AC, PL, ST
5 Weed Man	Mississauga, ON, Canada	175	LC 100%	—
6 Onesource Landscape & Gold Svcs Inc.	Tampa, FL	—	DBI 20%, MN 80%	SR, RV, HS, GC, AC, PL, ST, IS, other
7 Gothic Landscape Inc.	Valencia, CA	4	DBI 68%, MN 12%, IR 20%	HS, EC, ST
8 American Civil Constructors, Inc.	Littleton, CO	14	DBI 40%, MN 30%, IR 30%	SR, RV, HS, GC, EC, PL, NY, ST, other
9 Lawn Doctor, Inc.	Holmdel, NJ	65	LC 100%	RV, ST
10 Omni Facility Svcs, Landscape Group	Norristown, PA	4	DBI 21%, MN 74%, IR 5%	SR, HS, AC, IS
11 Scotts Lawn Service	Marysville, OH	75	LC 100%	—
12 Grounds Control, Div. of Sanitors	San Antonio, TX	8	DBI 35%, MN 50%, IR 15%	SR, RV, HS, EC, other
13 American Landscape Companies	Canoga Park, CA	6	LS 45%, MN 20%, IR 25%, NY 10%	SR, RV, HS, GC, g. ctr., AC, NY, ST
14 Oak Leaf Landscape, Inc.	Anaheim, CA	3	RS 52%, MN 9%, IR 28%, NY 11%	NY
15 The Bruce Co. of Wisconsin Inc.	Middleton, WI	2	DBI 30%, MN 20%, IR 2%, other 48%	SR, GC, g. ctr., NY
16 Jensen Corp.	Cupertino, CA	2	—	RV, ST
17 Greenspace Services Ltd.	Toronto, ON, Canada	17	DBI 5%, MN 15% SR, RV, HS, ST, LC	—
18 Vila and Son Landscaping Corp.	Miami, FL	2	DBI 85%, MN 5%, IR 10%	RV, AC, NY, ST
19 The Groundskeeper	Tucson, AZ	6	DBI 25%, MN 50%, IR 19%, other 6%	RV, AC
20 Landscape Concepts Inc.	Grayslake, IL	3	DBI 45%, MN 50%, IR 5%	SR, RV, HS, GC, AC, EC, PL, ST
21 Chapel Valley Landscape Co.	Woodbine, MD	4	DBI 50%, MN 40%, IR 10%	SR, RV, HS, EC
22 Mariani Landscape	Lake Bluff, IL	2	DBI 50%, MN 50%	SR, RV, HS, g. ctr., NY
23 Nanak's Landscaping	Orlando, FL	4	MN 100%	—
24 Lipinski Landscape & Irrigation, Inc.	Marlton, NJ	2	DBI 45%, MN 40%, IR 15%	SR, RV, HS, GC, AC, NY, ST
25 Scott Byron & Co. Inc.	Lake Bluff, IL	1	—	—
26 Naturalawn of America	Frederick, MD	55	LC 100%	—
27 Tropics North	Miami, FL	5	DBI 40%, MN 50%, IR 10%	RV, HS, GC, AC, EC, PL, NY, IS
28 The Celtis Group, Inc.	San Jose, CA	7	DBI 35%, MN 40%, IR 25%	RV, HS, AC
29 Cagwin & Dorward	Novato, CA	12	DBI 26%, MN 63%, IR 11%	RV, HS, AC, EC, ST
30 The Greenery Inc.	Hilton Head, SC	3	DBI 50%, MN 40%	g. ctr.
31 AAA Landscape	Phoenix, AZ	2	DBI/IR 60%, MN 40%	PL, NY, ST, other
32 Marina Landscape Inc.	Anaheim, CA	2	DBI 40%, MN 20%, IR 40%	RV, GC, AC, EC, ST
33 Teufel Nursery Inc.	Portland, OR	2	DBI 45%, MN 40%, IR 15%	SR, RV, HS, GC, g. ctr., AC, EC, PL, NY, ST
34 Park Landscape	Santa Ana, CA	4	DBI 25%, MN 75%	—
35 Urban Farmer Inc.	Thornton, CO	0	DBI 72%, MN 25%, IR 3%	SR, RV, HS, PL, ST
36 Spring-Green Lawn Care Corp.	Plainfield, IL	93	MN 100%	—
37 Centex Hometeam Lawn Care LLC	Dallas, TX	14	LC 100%	AC
38 ALDO 1 Landscaping & Lawn Service Inc.	Ocean Twp., NJ	2	DBI 72%, MN 24%, IR 4%	SR, RV, HS, GC, EC, ST
39 Clarence Davids & Co.	Chicago, IL	3	DBI 45%, MN 50%, IR 5%	SR, RV, HS, AC, EC, PL, NY, ST
40 The Highridge Corp.	Issaquah, WA	2	DBI 45%, MN 40%, IR 15%	SR, RV, HS, EC, PL, IS
41 Western DuPage Landscaping Inc.	Naperville, IL	2	DBI 40%, MN 40%	SR, RV, HS
42 New Garden Landscape & Nursery	Greensboro, NC	3	DBI 35%, MN 31%, IR 3%, g. ctr. 44%	g. ctr.
43 Highgrove Partners LLC	Smyrna, CA	4	DBI 5%, MN 59%, IR 36%	SR, RV, HS
44 DuBrow's Nurseries, Inc.	Livingston, NJ	45	DBI, LS and IR 4%, MN 60%	SR, RV, HS, g. ctr., AC, EC, PL, NY
45 Hermes	Lenexa, KS	3	DBI 40%, MN 40%, IR 20%	SR, RV, HS, EC, PL, NY, IS
46 CoCal Landscape Contractor	Denver, CO	4	—	SR, RV, HS
47 Clintar Groundskeeping Services	Toronto, ON, Canada	9	DBI 5%, MN 90%, IR 5%	SR, RV, HS, GC
48 Dora Landscaping Co.	Apopka, FL	2	DB 64%, MN 30%, IR 6%	RV, HS, NY
49 Keller Outdoor Inc.	Sanford, FL	1	DBI 72%, IR 16%, other 12%	RV, NY, ST, other
50 LMI Landscapes Inc.	Carrollton, TX	3	DBI 45%, MN 20%, IR 35%	RV, HS, EC, NY

\*estimated

# Legend

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

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

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

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

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

Client mix	Employees	Revenues	Expected changes	Years in business	Principal	URL/e-mail
RS 80%, CM 20%	20,000	\$1,600,000,000*	—	28	Don Karnes, Pres.	www.trugreen.com
CM 100%	7,000	466	10%+	52	Burton S. Sperber, Pres., founder/CEO	www.envind.com
RS 70%, CM 25%, other 5%	6,000	321.3	5%+	121	Karl J. Warnke, Pres./COO	www.davey.com
RS 4%, CM 94%, other 2%	1,200	272	18%+	63	Scott W. Brickman	www.brickmangroup.com
RS 95%, CM 5%	1,200	75	23%+	32	Michael Kernaghan, COO	www.weed-man.com
RS 2%, CM 80%, other 18%	1,500	75	10%+	51	Ronald E. Schmoyer, CLP, Pres.	—
RS 10%, CM 90%	1,123	73.5	3%+	18	Michael C. Georgio CEO	—
CM 40%, other 60%	800	66.7	10-15%+	30	Chris Graeber, Exec. VP, COO	www.acconstructors.com
RS 98%, CM 2%	415	64.8	6%+	34	Russell J. Frith, Pres.	www.LawnDoctor.com
RS 8%, CM 92%	643	46.3	2%+	70+	Mark Allan, VP	www.omnifacility.com
—	1,000	42	90%+	5	Tony Colatrella, Senior VP	www.scottslawnservice.com
RS 30%, CM 70%	1,100	40	5%+ MN, DB	13	Al Honigblum, Pres.	www.sanitorsinc.com
CM 60%, other 40%	650	40	15-20%+	29	Mickey Strauss, Pres.	www.americanlandscape.com
CM 100%	500	38.2	—	31	Dennis Buccola	www.oakleaflandscape.com
RS 40%, CM 60%	250	36	5%+	50	Bliss Nicholson, Pres./COO	www.bruceco.com
RS 20%, CM 60%, other 20%	240	34	10%+	31	Scott McGilvray, Pres.	www.jensencorp.com
RS 80%, CM 20%	150	32.3	11%+	25	Dr. William M. Black	www.firstservice.com
RS 5%, CM 45%, other 40%	353	28.3	15%+	18	Juan C. Vila	www.vila-n-son.com
CM 80%, other 20%	600	28	3%+	26	Kevin Killmer, Pres./CEO	www.groundskeeper.com
MN 100%	75	28	7%+	21	Mike Kerton, VP	www.landscapeconcepts.com
RS 25%, CM 70%, other 5%	—	26	5%+	34	J. Landon Reeve	www.chapelvalley.com
RS 95%, CM 5%	100	24.3	10%+	43	Frank Mariani, owner/CEO	www.marianilandscape.com
CM 100%	400	22	8%+	28	Sampuran Khalsa	www.nanaks.com
RS 20%, CM 80%	300	22	10%+	26	Robert A Lipinski, Pres.	www.lipinskiland.com
RS 99%, CM 1%	115	22	—	18	Scott Byron, Pres./owner	—
RS 98%, CM 1%, other 1%	12	22	15%+	15	Philip Catron, Pres.	www.nl-amer.com
RS 100%	226	22	10%+, 15% MN	31	Charles Gonzales	www.tropicsnorthinc.com
RS 5%, 65%, 30%	400	22	5%	26	Barry L. Cohen, Pres.	www.diablolandscape.com
RS 1%, CM 94%, other 5%	320	20.3	15%+	46	Dennis Dougherty, Pres.	www.cagwin.com
RS 40%, CM 60%	270	20+	5%+	29	B. W. Edwards	www.thegreenery.com
CM 90%, other 10%	500	20	10%+	27	Robert Underwood, CEO	www.aalandscape.com
CM 70%, other 30%	210	20	20%+	31	Robert Cowan, Pres.	www.marinaco.com
—	220	19	15%+	111	Rick Christensen, Landscape Div. Mgr.	www.teufel.com
—	360	18.5	15%+	16	Robert Morrison, CEO	www.parklandscape.com
RS 1%, CM 99%	180	18.4	14.5%+	19	David L. Tollefson, Pres./owner	—
RS 90%, CM 7%, other 3%	15	18.3	5%+	25	Tom Hofer, Pres.	www.spring-green.com
RS 95%, CM 5%	450	18.2	32%+	7	David Armitage, Pres.	www.Hometeamservices.com
RS 15%, CM 45%, other 40%	100	16.2	10%+	13	Christopher Aldarelli	www.aldo1.com
RS 10%, CM 90%	250	16	10%+	51	Bill Davids, Pres.	www.clarencedavids.com
RS 40%, CM 60%	300	16	2%+ MN	17	Phil Schuetz & Mike Bushmaker	www.highridge.com
RS 42%, CM 56%, other 2%	120	15.9	—	26	Steve Brodt, Pres.	www.wdlinc.com
RS 60%, CM 40%	155	15.9	—	26	Morris Newlin, Pres.	www.newgarden.com
RS 20%, CM 80%	275	15.5	10%+	12	William C. Lincome, Pres.	www.highgrove.net
RS 25%, CM 75%	60	15.4	—	7	Michael Branch, COO	www.dubrows.com
RS 20%, CM 80%	275	15	—	37	Dalton Hermes, Pres.	www.hermeslandscaping.com
RS 95%, CM 5%	350	15	32%+	10	Jesus "Chuy" Medrano and Tom Fochtman	www.cocal.com
RS 5%, CM 75%	125	15	8%+	29	Robert C. Wilton, Pres.	www.clintar.com
RS 1%, CM 94%, other 5%	—	15	3%+	26	James H. Oyler, Pres.	www.dorallandscapingcompany.com
RS 17%, CM 80%, other 3%	70	14.7	8%-	15	Bobby S. Keller	www.kelleroutdoorfla.com
CM 100%	150+	14.5	40%+	15	Jody M. O'Donnell	www.lmilandscapes.com



# LM100

BIG 50



PHOTO: JOHN M. FRANK

## Lipinski Landscape and Irrigation Contractors

Marlton, NJ

Robert A. Lipinski, president

**R**ecognizing a trend as it develops is the mark of a good businessperson. Robert A. Lipinski is an astute businessman. He established the Lipinski name in 1976 with a small team of landscape professionals, providing mowing and maintenance services and installing small landscape projects.

He believed that irrigation was an essential part of a complete landscape project and created the underground irrigation/sprinkler division in 1982. Since then, Lipinski Landscape has installed over 4,000 residential and commercial underground sprinkler systems.

His small team of mechanics and specialists are available 24 hours a day. In light of ongoing water shortages in Lipinski's primary market areas of southern and central New Jersey, a lot of property managers are breathing easier because of the company's full-service landscape capabilities and, particularly, its experienced irrigation team.

## Davey Tree Expert Co.

Kent, OH

Karl J. Warnke, president

**A**growing commercial grounds maintenance division, residential and commercial lawn care, specialty vegetation management programs and a long tradition of tree care and installation propelled The Davey Tree Expert Company to gross revenues of \$321 million in 2001. The company has also been in the forefront of the battle against the devastating Asian long-horned beetle. It earned a contract from the USDA this year to help find a way to manage the problem the beetle has caused. The company looks for a 10% growth rate in its services, which total about 70% residential and 30% commercial.



## Greenspace Services, LTD

Toronto, Ontario

Dr. William Black, president

**J**ust over 10 years ago, FirstService Corp., a Toronto-based company offering a range of consumer services, acquired the ChemLawn "Canada zone" from then owner

EcoLab. That acquisition — along with keeping CL managing partners Dr. William Black and Ray Sharits — gave a big boost to Greenspace Services, LTD, FirstService's lawn care division.

It was a timely acquisition. Several months after the deal was made, ServiceMaster, parent company of TruGreen, acquired ChemLawn in the United States.

Greenspace Services is actually three companies in one — ChemLawn, Sears Lawn Care and Green Lawn Care — with total revenues of about \$32.3 million in 2001.

FirstService also has a lawn care franchise operation, Nutri-Lawn, with locations in Canada and the United States. It notched sales of about \$17 million last year.



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# LM100

BIG 50



## Western DuPage Landscaping Incorporated

Naperville, IL

Steve Brodt, president

**W**hat does Steve Brodt have in common with a cross-dresser? Not a lot, except that the U.S. Army decided it could do without either of them in 1971. Quite simply, Brodt's bad feet (which disqualified him for the service) led to him taking a temporary job with a landscaper.

"I fell in love with the work and started my

own landscape company in 1976," he says.

Western DuPage Landscaping Inc. is one of the prime players in the huge Chicagoland marketplace, but it requires deft management to keep it growing profitably.

"My biggest challenge in growth has been to maintain quality, reputation and productivity while previous systems that made us successful get stretched," says Brodt. "Why? It's due to the fact that we are in a capital intensive, labor intensive, perishable product, short season, easy entry industry.

"And the devil of it is that these challenges make it fun," he adds.

## Chapel Valley Landscape Company

Woodbine, MD

J. Landon Reeve IV, president

**L**ong recognized as one of the region's leading landscape contractors, Chapel Valley Landscape Company has earned a reputation of excellence throughout the DC, Maryland and Northern Virginia areas. Chapel Valley was founded in 1968 by J. Landon Reeve IV, and the business remains privately held. The company specializes in creating and maintaining elegant landscapes for homes,



commercial and institutional properties. Services are design/ build, maintenance, estate maintenance, water management, exterior lighting, hardscaping, enhancements and color rotations, and holiday lighting.

## Dora Landscaping

Apopka, FL

Jim Oyler, President

**T**he Oyler name has been synonymous with landscaping in central Florida for decades and it looks like that will continue into the future. Jim Oyler, president of Dora Landscaping, Apopka, FL, has one son in the business and another about to enter the industry.

What makes Dora Landscaping, founded in March 1976, special? Oyler says it's the ability to take a big landscaping project from its budget phase through installation and then providing the necessary maintenance.

For example, Dora Landscaping is landscaping the new 7,500-room Pop Century hotel at Disney World. The Orlando-area company is installing the landscape, drainage, irrigation and providing maintenance for a year. One of the challenges to this project is moving 64 2-ft. caliper oak trees.

"We kind of select who we work for. We're not out there to bid jobs just to bid," says Oyler, whose firm operates out of a 35-acre site and features its own container nursery.

"I've always felt that we have a civic responsibility to do things the right way," adds Oyler.







## Landscape Concepts

Grayslake, IL

Mike Kerton, vice president

**F**ounded just over 20 years ago by Mike Kerton and Pete DeVore, Landscape Concepts is an example of dynamic business growth and dedicated service.

With revenues of \$28 million, Landscape Concepts, Inc. has become today one of the largest and most diversified commercial landscaping companies in northern Illinois.

The founders create total dedication to quality, detail and rapid client response.

Landscape Concepts employs some of the best trained specialists in the industry performing at high levels of professionalism and expertise in their assigned positions. In fact, the company has one of the highest ratio of certified professionals to the total labor force in Illinois. This aspect is of paramount importance to clients who are thus assured of the best possible solutions and support in any current or unforeseeable situation.

Proximity to the work site is essential for the rapid response their clients expect. Consequently, Landscape Concepts operates several service branches strategically located in Grayslake, West Chicago and Marengo.

Unlike most landscaping companies which often use subcontractors, Landscape Concepts offers its clients a full array of specialized and related services directly, by its own professionals using its own equipment. To this end

Landscape Concepts, Inc. operates two distinct divisions, Landscape Concepts Management and Landscape Concepts Construction. For the

client this translates to better quality, closer supervision, faster response, and, by eliminating the "middleman," better value.



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# LM100

BIG 50



## DuBrow's Nurseries

Livingston, NJ  
Sheldon DuBrow, president

"We wanted this business to have its own rhythm, its own pulse," says Sheldon DeBrow. "We built this business to last."

And it has. Sheldon and his brother Martin (now retired) started the business in 1958 as a garden center. Sheldon remains committed to making his full-service company "number one," not necessarily in size but in service, reputation and (not least) getting a fair return for its efforts.

"You have to keep your

focus," says Dubrow. "I had a vision of the client that we wanted to service and the level of service that we wanted to provide."

The biggest challenge that he's faced in growing his operation? "I had to move myself to become a businessperson," says Sheldon, a self-described compulsive reader. "I realized a long time ago that I couldn't dig every hole myself, drive every truck, make every sale or design every landscape. I had to learn how to be pretty damn good at delegating."

At age 68, many business owners are retiring but not DuBrow. "I've tried the Florida golf thing and I'd rather be doing this," he says.

## LMI Landscapes Inc.

Carrollton, TX  
Jody M. O'Donnell, president

From the first project designed in his apartment in 1987 to offices in Dallas, Denver and Jacksonville, FL, founder and president Jody M. O'Donnell has been on a journey. He points to five principles that have made the trip a successful one for his company, which reached \$15 million in sales and has 150 full-time employees:

► Establish your corporate val-

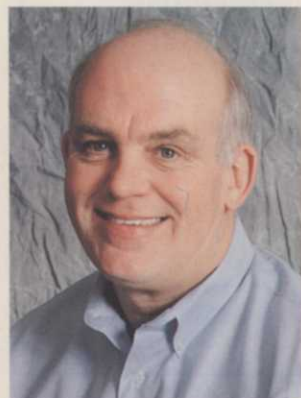
ues early and communicate them to everyone, including employees.

► Empower your employees to make decisions and "take ownership" in the company.

► Build relationships based upon your values.

► Embrace change. While business fundamentals remain constant, systems within organizations must change as you grow.

► Remember to say "thank you" to clients, employees and vendors. Never get too busy and preoccupied to acknowledge all of those who make your business a success.



## Clintar Groundskeeping Services

Toronto, Ontario, Canada  
Robert C. Wilton, president

Winter or summer, this Canada-based landscape/grounds contractor is busy, offering a diverse range of services to commercial and high-end residential clients. These include landscape maintenance, landscape construction, vegetation control, snow and ice control, parking lot maintenance and irrigation system maintenance.

"How did I get into this business? While attending college (Business Administration '68)," says Robert C. Wilton, president. "I had a summer job with a company that did lawn spraying. Upon graduation, the owner hired me. After five years I figured it was time to set up my own shop."

In addition to its year-round services, Clintar Groundskeeping Services supports a growing franchise operation. Operating in more than 15 territories in southern Ontario, look for Clintar franchise operations elsewhere in Canada and in the United States soon. This company is on the move.





*Chuck Vannelli, V.P., South Florida Bushog*

## "About the only thing that gets in our way is gators."

Chuck's crews tackle the toughest the south Florida landscape has to offer – all day, every day. Sawgrass, Bahia grass, even the occasional water moccasin. His trimmer of choice? The STIHL FS 250. With its compact design, increased torque and high

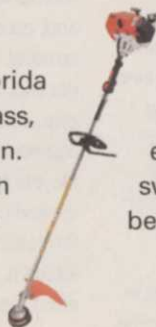
power-to-weight ratio, Chuck's crews can run longer and faster with the FS 250 than with anything else. As Chuck says, "When you're waist-deep in swamp, cutting sawgrass and snakes, your trimmer better be the best there is."

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# LM100

TOP 10 SMALL COMPANIES

## 10 quality small companies

**Because of their size, these owner/operators can provide fast, customer-focused service**



### **Lifestyle Landscaping Inc.** North Ridgeville, OH ▲

When Ed Koenig, CLP, decided he wanted to be his own boss in 1976, he started a company that now makes \$3 million a year doing high-end residential work. And it's all custom work, no bid work, with customers drawn by word-of-mouth rather than advertising and apt to give him repeat business. What makes the firm unique is that employees become part of the management of the company, so there's very little turnover. At Lifestyle, as an employee, you have a career, not a job, and you benefit from an "open book" management style that lets you know how much the company is generating, understand why decisions are made, and share in the profits.

### **Kinnucan Company** Lake Bluff, IL

Bob Kinnucan founded his landscape firm in 1970. It's a full-service firm, doing a lot of large shade tree work as well as maintenance, design/build, plant health care and even snow removal. But it concentrates on providing these services at a high level of care to a discriminating clientele, virtually becoming a landscape boutique. All the work is done in house, so clients can make one call and get just about any kind of service they need. And taking care of this clientele is earning it from \$3 to \$3.5 million this year.

### **LanArc, Inc.** Raleigh, NC

Owner Tom Pruett began LanArc in 1983 because he wanted to own his

own business. The company's strong suit is customized design/build, everything from small scale projects such as patios, pools, and timber and stone walls to master estate plans. LanArc has carved out its market niche and placed itself above competitors by becoming the creator of the best design solutions for client problems, and its philosophy is to offer the best value for the dollar spent. This stance will earn it between \$1.5 to \$2 million this year.

### **D. Foley Landscape, Inc.** Walpole, MA



Dan Foley started in high school doing landscape services and continued it through college, enjoying it so much he used his business education to start his company while in school and take it full-time in 1987. Beginning as a landscape installation service, it evolved into full-service and now finds a niche in commercial landscape management — and, considering its location, snow removal. The company thrives, expecting revenues of \$2.8 million this year, due to its "open book" management style that empowers employees to think like business owners and gives them a stake in the firm's success. "Quality is never an accident. It's the result of intelligent effort," says Foley.

### **Mountaineer Lawn Care, Inc.**

Morgantown, WV



After Dan Cheslock graduated college, he worked for Davey Tree in Detroit and Rochester. But his heart was

still in his West Virginia hometown, so he founded his own lawn care firm there in 1978, the only such firm in the town. This small-town atmosphere gives him an advantage over big city companies, as customer loyalty fostered by close communication gives him a customer base that spans generations. Mountaineer's 10 employees concentrate on lawn care services such as fertilization, aeration and weed control, but Cheslock has just added irrigation services and expects revenues of \$650,000 this year.

### **Oakley's Inc.** Oklahoma City, OK

One of the most visible monuments in the country is the memorial to the victims of the Oklahoma City bombing, and the landscaping for that monument won Oakley's an ALCA Grand Award. The site's drainage patterns and the great emotional atmosphere surrounding the installation of the project made it a complicated one, but Oakley's more than met the challenge. Owner Jeff Oakley, who founded the firm in 1988, says that Oakley's puts that kind of attention to detail and quality of service in all of its landscape contracting and maintenance jobs, earning some \$2 million in revenues this year.

### **Spring Green** Lacey, WA

Lt. Col. Rob Reining has owned the Spring Green franchise since 1988





and built a 1,200-customer database largely on his environmental principles. The firm built its own self-contained storage building in 1995, an award-winning strategy that has no connection to the city sewer and

uses recycled water. Spring Green also uses injection systems to protect trees, allowing it to avoid spraying and to service the 120-ft. trees found in the area. The good public opinion garnered by his environmental activism will earn the firm \$500,000 in business.

#### Turf's Up Lawn Service

Lee's Summit, MO

Owner Jeff Cundiff and his wife Vicky began this firm in 1987 out of their home, based on the landscaping experience he gained working for the Kansas City Chiefs and Royals. From there, the company grew to one that will bring in \$1.2 to \$1.4 million this year. And it's all based on the Cundiffs' strategy to make the business relationship a personal, friendly one. They've created a positive and energetic culture of teamwork, a good work ethic and family values where employees bring a positive attitude to work.

#### Wayne's Lawn Service

Louisville, KY



Like lots of other contractors, Wayne Volz started his business back in high school as a way to pay for his education. Since that start in 1979, he has prospered doing full lawn service and snow removal thanks to

multiple strategies, one of which is to charge based on expenses and overhead rather than underbid the competition. Developing this business plan and bidding system helped him turn his operation right around. The firm tells customers that "your satisfaction is our future," and Wayne's brother Corky is essential here, as he deals with customers on a one-to-one, laid-back basis. A work force that takes pride in its work and has a 94% retention rate will help Wayne realize over 20% growth in gross revenues this year.

#### Cole Landscaping & Irrigation, Inc.

Peabody, MA

Cole Landscaping is a design/build firm founded in 1990 by Greg Cole that concentrates on offering customers knowledge, experience and depend-

able service in a professional manner. Its goal is to create desirable living spaces, enhancing properties with landscapes, plantings, nightscapes, irrigation and maintenance. This year, the company anticipates beating last year's gross revenues by 22%.



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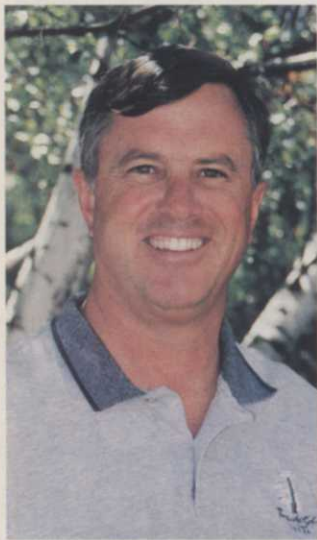
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# LM100

TOP 10 MEDIUM COMPANIES

## 10 great medium-sized companies



### Clearwater Landscaping Company, Sun Valley, ID

Ed Sinnott's company knows what its clients want. His high-end residential clients want extraordinary features such as heated paver driveways, imported stonework, and plantings with the look of mature grace, enough to bring in \$5 million worth of business this year. The company is also dedicated to environmental stewardship, working to conserve water and plant only appropriate plantings. This is a challenge in a Zone 3 region with five-foot snows, which means that Clearwater has to know how to find and select materials. This led not only to starting its own nursery but also into distribution. The company empowers its staff of great workers who love the industry by providing the resources and tools they need.

### Gardeners' Guild

San Rafael, CA

Gardeners' Guild was founded in 1972 but the original two partners were bought out by current president and CEO Linda Novy in 1976. Today, though, the company is owned 60% by her and 40% by the employees, a key component in the firm's family-like culture. The \$7.5 million a year company is best known for its environmental stance: It was recognized as one of the first five to be certified by the Marin County Green Business Program and offers programs for sustainable landscape management. Gardeners' Guild works to reduce the use of synthetic fertilizers and pesticides, has a water resource management program and recycles yard waste and grass clippings. The company is partnering with government agencies and others to work toward riparian and wetlands restoration and is getting involved with the Society for Ecological Restoration, Natural Strategies and the Wildlife Habitat Council. One of Novy's goals is to move the landscape industry in the direction of better environmental management.

### Landscape Images LTD

Jefferson, LA

Landscape architect Alan Mumford started design/build firm Landscape Images in 1984 and was joined two years later by his wife, Marianne, who studied landscape architecture with him at Louisiana State Univer-

**These growing operations are the innovative companies that give each market its distinctive personality**



sity. The firm does installation, irrigation and maintenance work and sub-contracts hardscaping work out. The firm is known for its prize-winning designs. One major concern, vital in the Louisiana climate, is to make sure maintenance is done well and done often, or design suffers. Landscape Images is one of the many firms run in an open-book style, where employees have ownership and act that way. It's all part of Alan's cutting-edge management style, which also makes heavy use of consultants and relies on what it can gain from ALCA membership to help it prosper. And it shall, to the tune of projected \$1.5 million earnings this year.

### McFall and Berry Landscape Management McLean, VA

Mark McFall and Bob Berry have a combined 50-plus years of experi-

ence in the Washington-area landscape industry. Their company, which was formed in 1989, services more than 300 of the area's most prestigious communities and luxury office parks. This quality full-service firm, one of the largest in the area, has locations in the northern Virginia and Maryland markets so that it can better serve its customers. It will gross \$14.7 million.

### James River Grounds Management

Glen Allen, VA



James River began when the head of the landscape management department of a financially troubled





major company was told that the department's services would have to be outsourced. He and a design/build firm decided to start their own maintenance business, with the large firm as its first client, says operations manager Maria Threadgill, CLP. That was 13 years ago, and James River now expects to make \$7 million this year. Relationships with customers are paramount, and honesty is a critical component, so the firm's open book management ensures customers' trust, while employees feel ownership in the enterprise. The firm also tries new service lines that will strengthen customer relationships.

**Lambert Landscape Company, Dallas, TX** ▲

This firm was founded in 1919 as a Los Angeles nursery, but it moved to Dallas in the mid-30s and has focused on landscape architecture and design/build business ever since. It succeeds in this market niche, which serves high-end residential homeowners, because of its highly proficient and tenured staff – one foreman has been there 47 years, and another 33 years in the design/build business. Between them, they impart the skills needed by the workforce on the job, and this emphasis on staff training pays off. The firm is

now headed by Jess Wetzel, CEO, and Walter Dahlbert, president, and expects to do between \$6 million and \$8 million this year.

**Lieds Nursery Sussex, WI**



Robb Lied, owner and president of Lieds, says the firm has been in business for 57 years, with a mix of design/build/install, maintenance and a healthy retail operation. His success is due to the company attitude toward customers, which is to make the entire experience an enjoyable one for them. Lieds' people are

great listeners, and they try to understand their customers' needs and wants. To this end, new employees go through a rigorous hiring and training process, which Lieds is not willing to disclose. It is so vital to his success, he says, he regards it as a trade secret. Even in a soft economy, Lieds made \$13.2 million last year.

**R.A.R. Landscaping Co. Baltimore, MD**

The company, founded in 1980, handles a wide range of commercial maintenance and design/install work. Owner Allen Davis attributes the success of the company, which is projected to bring in about \$5.5 million this year, to two things. One is the firm's dependability and responsiveness to its clientele. It has built a strong relationship with its customers and promises that it can handle the job — no matter what need arises. And R.A.R. is able to fulfill this promise thanks to its team of quality employees. They love their work, says Davis, and work well together, thanks to R.A.R.'s training and development program. The firm is known around Baltimore for the crisp uniforms, clean trucks and exceptional behavior of its professional field staff.

**Gibbs Landscape Co. Smyrna, GA**

Gibbs targets the high-end residential and commercial market, the latter comprising about two-thirds of its \$12 million a year business, by attending to the details, as demanded by its fussy clientele. It's the professionalism of the staff that allows this, says owner David Gibbs. His 36-year-old firm is able to give high quality service, he says, because of the time and money it has put into its in-house training program. Members of the 150-person staff have to pass paper and field tests while working their way up from level to level, demonstrating their skills in actual measured performance. Employees include horticulturalists, landscape architects and perennial and wildflower experts. The company has won more than 165 local and national awards.

**Central Coast Landscaping and Maintenance Capitola, CA**



Founded in the early '80s by father and son partners, Jack and Scott Long, Central Coast Landscaping and Maintenance

has grown to become one of the largest landscape companies in Santa Cruz County, CA. Much of Central Coast's business stems from commercial maintenance. It has developed strong relationships with real estate developers that have helped it land maintenance contracts at larger multi-unit condominium subdivisions. The company's client list also includes townhouses, duplexes, banks, shopping centers and residential estates. The company has established a training program for its 30 employees that includes field training and business-related issues.



# 10 tough industry issues

## Challenges? Here a list of some familiar ones and a few that are coming our way

### Spray drift

When the U.S. Environmental Protection Agency floated the idea of "zero drift tolerance" in regards to chemical applications in August, 2001, it alarmed the lawn application industry. After all, even the EPA admits some drift is inevitable in spraying any product. The industry responded, asking the EPA to base its decisions on the concept of "no unreasonable adverse affects." It looked like the issue might fade away but it didn't. Look for the U.S. EPA to come out with new proposed rules on spray drift later this year.

### Caught in the smog

Expect more cities to restrict the use of diesel and gasoline-powered mowers on smog alert days. Some cities ban power mower use from 6 a.m. to 6 p.m. to reduce the amount of emissions into the atmosphere. Landscape contractors and grounds professionals have to adjust crews' mowing schedules. The assertion that one hour of grass cutting equals 100 miles worth of auto pollution is inaccurate.

### It's for the kids

While the chemical industry and its user groups have failed to get a national school IPM bill passed, they've been successful in helping several states draft "reasonable" bills. Most recently, Pennsylvania adopted a bill that allows the Green Industry to do its job. Contrast this to the experi-

ences of several California counties that, in the mid-1990s, banned the use of all pesticides in its parks, school grounds and athletic fields. By most accounts, their grounds have suffered and the cost to maintain grounds, in the form of extra labor, has risen.

### Noise over noise

Flaps over the use of noisy leaf blowers began 15 years ago in Los Angeles and touched off legislation to restrict or ban their use elsewhere. More than 500 communities across America have since considered taking similar action. Newer units are quieter than the units that ignited the controversy, but operators can help save the use of this valuable tool by working at reasonable hours, checking local ordinances and using nozzle attachments to cut down on noise.

### Prenotification

The lawn care industry has adapted to and lived with this issue for decades, but state legislators in New York went overboard on the prenotification issue several years ago. They passed a law allowing in-

dividual counties to implement unreasonable prenotification regs. Five did. The counties discovered they didn't have the manpower to police them or the funds to administer them. The issue in New York isn't dead but it's lost a lot of steam.

### We need some rain

Green Industry pros in the Southeast learned to live with limited water years ago. Their colleagues in the Mid-Atlantic states and much of the Southeast, suffering through a lingering drought, are likewise becoming "water wise." A promising footnote has been the green industry's role in working with Florida authorities for workable water plans.

### The Canada mess

You can't blame Canadian professional turfgrass/landscape applicators for being paranoid. A coalition of activist organizations is committed to putting them out of business by convincing every town and village that it should either restrict or ban the use of lawn care chemicals. About the only good that can be said for this situation is that it's brought industry members together in a common fight.

### Let them work

The tragic events of 9/11 stopped plans to expand the H-2B (non-ag) guestworker program or develop a new plan providing easier access to legal workers from Latin America. Also, U.S. employers found themselves paying more to process their requests for H-2B workers. Meanwhile, ANLA lobbies legislators to replace the 2002 Adverse Effect



Wage Rates that set a minimum wage that must be paid to agricultural workers. Many plant and flower growers can't afford to pay it and stay competitive, says ANLA.

### Water quality

The key to understanding this issue is the phrase Total Maximum Daily Load (TMDL). It is the daily amount of any pollutant that can be absorbed, mitigated by natural processes for a particular body of water. The Clinton Administration, just before leaving, issued guidance documents that provide a statistical methodology to determine whether a water body is impaired by nutrients. Applicators, stay tuned.

### Where will it stop?

When we surveyed readers in 2001, 54% of them said they offered health insurance to their employees. Most of them got an unpleasant surprise when they received their premiums for 2002 — price hikes of up to 30%. Some employers passed on some of these costs to their employees. The worse news is that there's no end in sight to rising health insurance costs. Keep that in mind at budget time.





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# 10 grounds pros who make a difference



PHOTO: HTTP://MAXWEB.COM/DANDRY

**Gus Guthrie ▲**  
Manager, Farison Sports Turf  
Louisville, KY

Gus Guthrie learned about turfgrass as a golf course superintendent. Four years ago, Sam Farison, owner of Farison Lawn Care, asked Guthrie to head up that company's new sports turf division. The biggest beneficiaries have been the many local schools that Guthrie has helped. There has been a dramatic improvement in the quality of the grade school athletic fields in and around Louisville thanks to Guthrie, the first grounds professional in the Commonwealth of Kentucky to earn certification by the Sports Turf Managers of America. He's doing his part to elevate the profession of grounds management.

**Rob Carson**  
Grounds/General  
Maintenance Supervisor  
Birmingham Public Schools, MI

When Carson joined this school system in south-east Michigan 6 1/2 years ago, he cared for the athletic fields at two high schools and two middle



schools and supervised two full-time employees. Today he oversees 11 employees and is responsible for 180 acres of turf and sports within the district, in addition to maintenance at the schools themselves. His biggest challenge is planning ahead so that his crews are ready to go when windows of opportunity arise.

**Thank these dedicated grounds managers for the beautiful and safe turfgrass and landscapes at our schools, athletic fields and community parks**



**G.C. Trivett**  
Athletic Director  
Granite Falls Middle School, NC

Kids come first with G.C. Trivett. When this longtime athletic director and coach at Granite Falls Middle School got tired of seeing his young athletes play on a beat up bermudagrass field, he took action. He joined both the PGMS and the STMA and rolled up his sleeves. Not only does he serve as an administrator, teacher and coach at his school — he's its hardest-working grounds pro. His kids play on one of the best fields in the state, the site of regional events now.

**Vicki Killian, CGM**  
Horticulturist,  
The Patterson Club  
Fairfield, CT



At age 27 CGM Vicki Killian returned to school to study horticulture. "I made the decision to go into this profession after I

realized what I *didn't* want to do," she says with a hearty laugh. This year Killian starts her 14th year as horticulturist at The Patterson Club, a very nice (but not swank) private 18-hole course in Fairfield, CT. Even with flowers on almost every hole and 75 fussy hybrid tea roses gracing the entrance to the pro shop, Vicki says the 60 deer inhabiting the golf course and its surrounds remain her biggest challenge. "They just devour everything," she says. Her solution: beautify the course with plants like daturas and castor beans that the deer won't eat.

*continued on page 42*

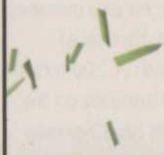
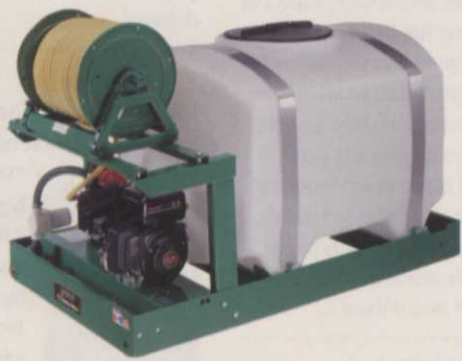


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## TOP 10 GROUNDS PROS

continued from page 40

**Michael Loftus**  
Director of Facilities  
University of Delaware, DE



The 40-person staff that Michael Loftus, CGM, directs includes grounds and sports turf techs, excavators, arborists and crafts people of several other related departments. They're responsible for about 500 acres of property, most located on the main campus in Newark. This Penn State grad, who returned to school for a business degree, is responsible for a \$1.5 million budget and, apart from making every dollar count, his biggest challenge is developing written standards for the many tasks performed by his crews. "We have to have the input of our entire staff to make them realistic," he says.

**Donald Bottger, CLP**  
Engineering Supervisor  
San Diego Convention Center, CA



When they doubled the size of the San Diego Convention Center last year, thank goodness they didn't double Don Bottger's responsibilities. He already oversees 18 employees, including an 8-person

grounds staff. Bottger ran a family landscape company before joining the convention center. The biggest challenge he faces is training, particularly safety training. His crew cares for plants that may be in planters 40 feet above the convention floor. Some of them learn rope work from members of the San Diego Fire Department. "Maintaining this site is very labor intensive," says Bottger. "It's unique."

**Mike O'Grady**  
Director of Grounds Management



**Illinois State University, IL**  
Twenty-seven years ago Mike O'Grady took a job on the grounds crew at Illinois State

University. For the past three years he's served this university of 20,000 students as its Director of Grounds Management. He and the rest of his 19-person staff are involved with almost every aspect of maintaining this 875-acre campus, which six years ago was also officially designated as an arboretum. With students' help, the grounds department tagged and cataloged all 6,000 trees there. The campus, under O'Grady's watch, has won just about every prestigious professional grounds and sports turf award there is.

**Raymond Mirizzi**  
Campus Environment Manager  
Cincinnati State, OH

Ray Mirizzi's entire 28-year professional career has been dedicated to improving the environs at this growing community college located just north of downtown Cincinnati. It's no wonder that the administration considers him and



his 4 full-time staff members some of college's best "ambassadors." After all, as many as 15,000 people (including 8,000 full-time students) visit this 40-acre campus daily. "We're often the first people that visitors and students see when they arrive here," says Mirizzi. "Our work is the first thing that they notice." Mirizzi says. Without the dedication of his crew members — "every one of them is a team player" — and a good working relationship with local private contractors, Mirizzi says he couldn't give the school the service it deserves.

**Ellen Newell**  
Landscape Manager  
Utah State University, UT



"We've had big, big budget cuts this year," says Ellen Newell, a New Jersey native who headed to the Rockies to go to college. Three years later she earned a bachelor's degree in Plant Sciences at Utah State University and she decided to stay there. Ellen can count on the help of a 14-member staff, having lost two full-time positions to budget cuts this year. Even with a small cadre of student help, the landscape and

grounds crew at this beautiful campus of 20,000 students has its hands full maintaining 350 acres of turf and grounds. "All departments were cut," says Ellen. "The state didn't get the revenues it expected and a lot of positions have been lost. We all have to adjust."

**Joe Jackson, CGM**  
Assistant Director of Facilities Management  
Duke University, NC



"Our administration realizes the importance of having excellent grounds because it's one of the many factors that helps us attract the kind of students that we want," says Joe Jackson. In charge of a unit that maintains 625 acres of turf (with many different varieties on its transition zone/North Carolina campus), he also oversees the collection and disposal of 10,000 tons of trash (1,200 tons of which is recycled) annually on the campus. He credits his 80-person staff for their dedication and service but admits that keeping it "focused" is one of his bigger challenges, along with implementing whatever cutting-edge technology he can to make the staff more efficient and more responsive to the university's needs.



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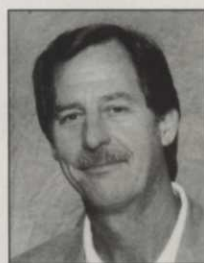
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# Business planning is strong medicine

**Three savvy owners tell why every landscaper should have a budget and a business plan**

BY GEORGE WITTERSCHEIN

**I**t may be just what the doctor ordered for the health of your business, and it doesn't taste all that bad.

"It" is budget and business planning, the classic management tool that gets glowing reviews from landscapers.

"Without a budget, you can't grow your company. And if you don't plan it correctly, you don't know if you are making or losing money, and what's the point of that?" asks Glenn Jacobsen, president and founder of Jacobsen Landscape Design & Construction, Midland Park, NJ.

"Our tendency to have profitable years clearly did increase after we began running our business this way," says John Wheeler, president of Wheeler Landscaping in Chagrin Falls, OH.

"We've been doing it for at least 15 years, and we wouldn't dream of operating without it," says Tom Davis, president, Bozzuto Landscaping Company



in Laurel, MD. "To us, it's not optional. It's mandatory. You can only shoot from the hip for so many years. You can only get lucky so many times, when you don't know where the dollars are going because you waited until the end of the year to see how much you had left over."

#### **Take your medicine**

If budget and business planning are so wonderful, why is it that so few small to mid-sized Green Industry companies use the techniques? Our three contractors agreed that a big part of the

**Bozzuto Landscaping decided to acquire a pressure washing business based on financial status information obtained from its budget and business planning processes.**

problem is ignorance. If people in the industry knew the advantages they could gain from doing a budget and a business plan every year, more of them would "take their medicine."

And there is always the question of time pressures — how do you learn a new business skill while you have a company to run? "Many of us landscape contractors have the feeling, 'I've



got so much on my plate now, how am I going to do that also?" says Davis.

There was also a consensus among the three landscapers that budgeting and business planning are business skills that many entrepreneurs in our industry do not bring to the table, at least initially.

**Call in help**

Davis is an example. About 15 years ago, his company and his business experience had matured to the point where he wanted to be profitable every year. "You get tired of a hit-and-miss approach. You want to be consistently successful."

So Davis brought in a consultant — initially Frank Ross of Ross-Payne & Associates, Barrington, IL. Ross taught Bozzuto's management team how to improve its budget process and its business plan writing skills. Later, another consultant, Jim Huston of Smith Huston, Englewood, CO, sharpened their skills in analyzing and using the budget and business plan they had created.

"We have been consistently profitable, we've had steady growth, we've had measured growth — we've had a game plan," Davis says about the results of the consulting. "Every year, we develop a game plan, we follow it and we measure how we do against it. We absolutely attribute a great part of our success over the last 15 years to the budget and business planning activity."

For example, Davis' 25-year-old company, which grosses \$8 million in annual revenues and has 135 employees in peak season, once had 70% of its business in installations. After comparing their performance to their budget and business plan, Davis and his team ascertained that their grounds maintenance business was more profitable than installation work, and so over the years they gradually transitioned to the point where grounds maintenance is now 70% of their business.

"If you don't have a budget and a busi-



ness plan, you're going to miss out on opportunities like that to improve and grow your company," Davis says.

Also, Bozzuto's recent (and profitable) decision to acquire a commercial pressure washing company was made possible by the detailed information on the company's financial health yielded from the budget/business planning process.

**"You get tired of a hit-and-miss approach."**

**— Tom Davis, Bozzuto Landscape.**

**Growing? Get sophisticated**

Jacobsen has a similar tale to tell. His company, which does about \$4.5 million in annual revenue with 70 employees in peak season, got into the budget and business planning process when their company reached about \$1 million in revenue (and about a dozen employees) roughly 10 years into its 24-year history. At that stage, Jacobsen noticed that his company was large and complex enough to need more sophisticated management techniques. His wife, Melissa, the company's chief financial offi-

**Doing a business plan allows you to see opportunities for profitable new services.**

cer who has an MBA, was available to help with the nuts and bolts.

"When you're smaller, you may feel that you can keep an eye on everything by operating on instinct and practical knowledge," Jacobsen says. "But everybody wants their business to grow and be profitable, and if you reach a certain size, more sophisticated business techniques are called for."

The results of adopting a budget and business planning cycle have been positive. Jacobsen feels that he has good management controls in place today — in part shared with his four department managers, who are kept closely involved in the budget and business planning process — and that he has gained a lot from the practices over the years. Profit analyses are prepared on all jobs, and monthly income statements are closely monitored against budgets. By constantly following the systems set in place, problem areas can be corrected and adjusted before profits are jeopardized.

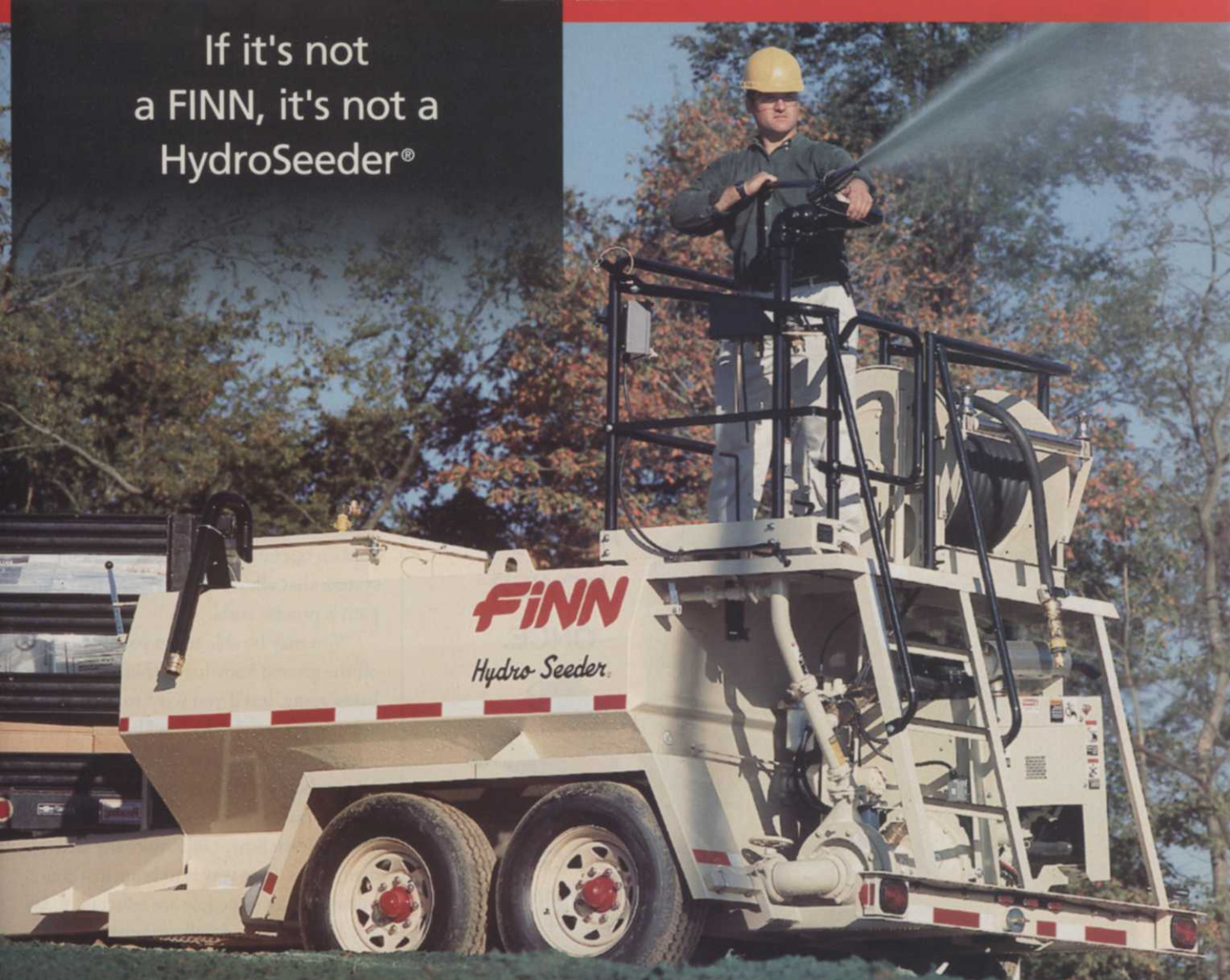
**Time to make money**

Wheeler Landscaping has been in business since 1976 and grosses \$4 million in

*continued on page 50*



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With a clear picture of his firm's financial health, Davis said "OK" to a new venture.

*continued from page 48*

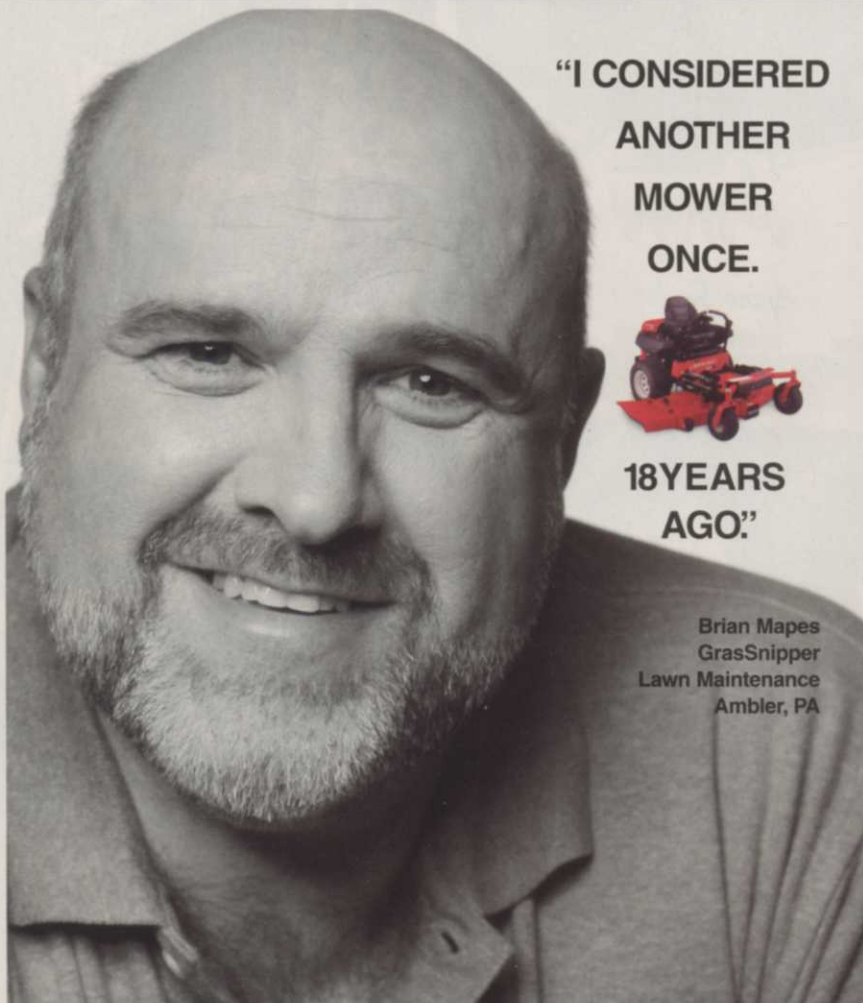
revenue with 70 employees. In the early 1980s, John Wheeler hired consultant Warren F. Purdy, Palm Coast, FL. "Mostly because I was tired of not making money," he says. Later he also sought help from Frank Ross, the same consultant who helped Tom Davis at Bozzuto. With the consultants' help, Wheeler created an operating budget and a pricing system that allows him to know his company's precise costs.

"You may be able to get your company off the ground knowing nothing more than landscaping, but if you want to get to the next level, those budget and business planning skills are necessary," Wheeler says.

Landscapers who wish to begin creating a yearly budget and business plan, and who need to learn how, can acquire the skills in many ways. One way is to bring in a consultant. "A lot of people are reluctant to lay out a few thousand dollars for consulting help in these areas," says one landscaper. "But that expense is something you basically incur once, whereas the benefits of having a budget and a business plan are ongoing year after year."

The Associated Landscape Contractors of America (ALCA, Herndon, VA, [www.alca.org](http://www.alca.org), 540/687-3360), places emphasis on budget and business planning skill development for industry businesses. ALCA offers seminars and promotes networking on the subject. The association also offers the "Trailblazers Program," in which seasoned and successful industry veterans visit your company and share their skills. To learn more about the Trailblazers Program, contact ALCA's Judy McCloud at 800/395-2522.

— *The author is a freelance writer who lives in Mendham NJ, and specializes in writing about the business of landscaping. Contact him at 973/543-6386.*



**"I CONSIDERED  
ANOTHER  
MOWER  
ONCE.**



**18 YEARS  
AGO."**

Brian Mapes  
GrasSnipper  
Lawn Maintenance  
Ambler, PA

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That kind of support means a lot,  
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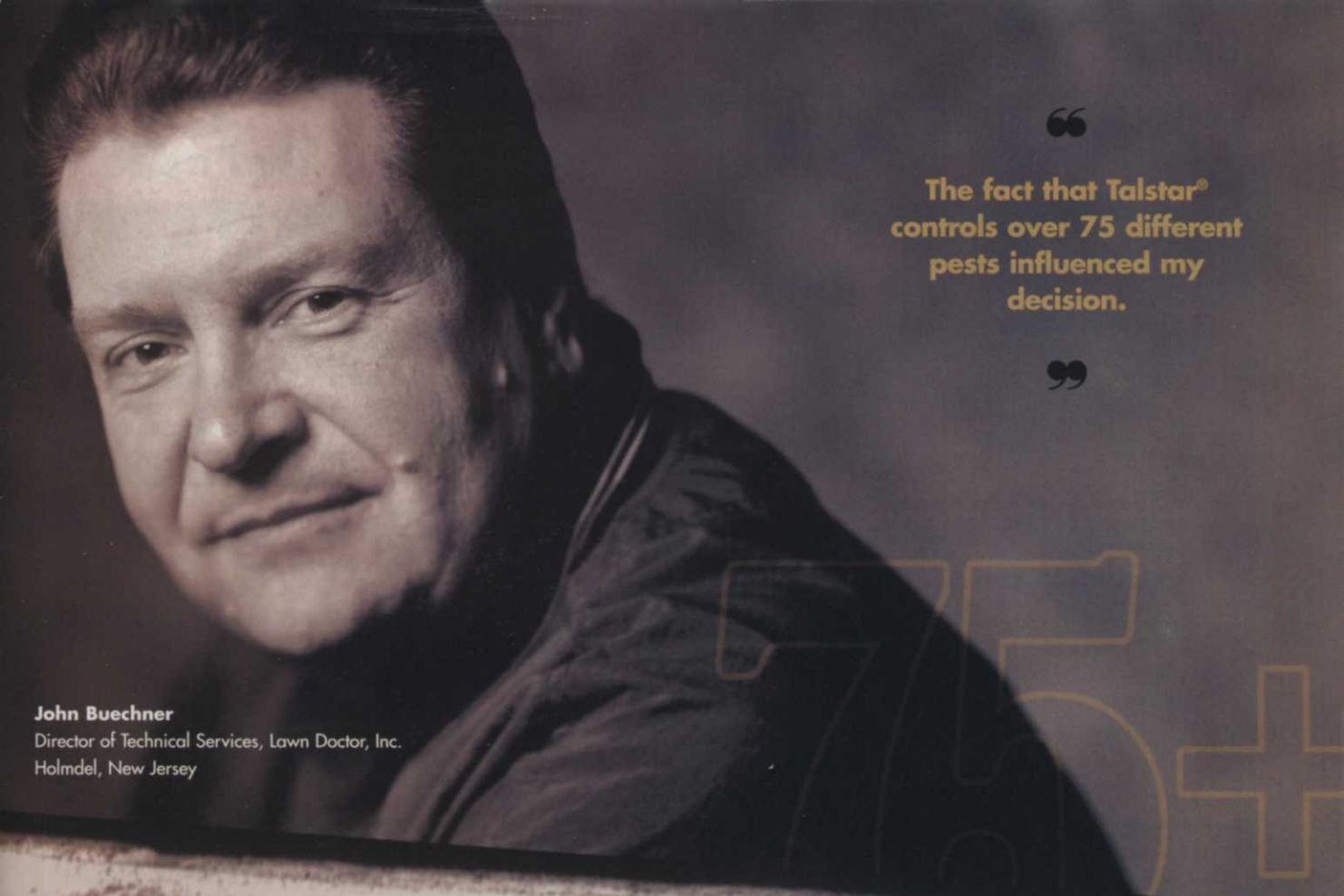
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Circle 135





“

The fact that Talstar® controls over 75 different pests influenced my decision.

”

**John Buechner**

Director of Technical Services, Lawn Doctor, Inc.  
Holmdel, New Jersey

## The only things smarter than our products are the people who use them.

Lawn Doctor is the largest franchise lawn-care company in the United States. John Buechner, Director of Technical Services, has been with them for 18 years. "With 415 franchises in thirty-eight states, I need an insecticide I can count on. The fact that Talstar controls over 75 different pests influenced my decision, but I selected Talstar because it won't harm sensitive turf and ornamentals."

The Talstar family of insecticides has the longest proven residual in the industry. These insecticides are easy to handle, and are odor free at label rates. Use Talstar on lawns and landscape ornamentals, and even for perimeter treatments. Our new Talstar® EZ Granular Insecticide is easy to spread and tough on pests. We are so certain that Talstar will provide long-lasting performance against a broad spectrum of insects that we back it up with a money-back guarantee.\*

John Buechner has recommended the new granular formulation for use at all Lawn Doctors. "Talstar EZ will be popular with the

franchisees, because it enables us to offer services we can be proud of and helps us deliver on our promise of quality." Lawn Doctor's trained and licensed staff care for more than a billion square feet of America's turf. They are a proud supporter of the Professional Lawn Care Association of America (PLCAA), and we at FMC couldn't be prouder to support their great work with our great products.

For more information, contact your FMC authorized distributor. Call 800-321-1FMC, or visit us at [www.fmc-apgspec.com](http://www.fmc-apgspec.com).

**TALSTAR. Lasts longer. Guaranteed.**



© 2002 FMC Corporation. The FMC® logo & Talstar® are registered trademarks of FMC Corporation. \*See Guarantee Program Guidelines for details. This guarantee does not apply to termiticide products.

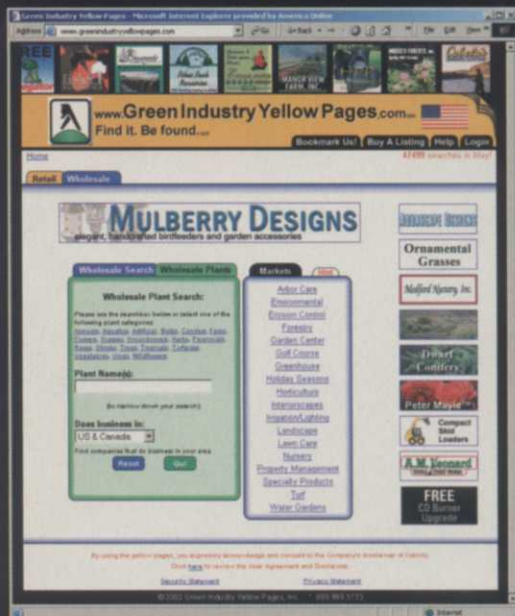




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# CORPORATE CAPABILITIES



**BASF Agricultural Products**

Specialty Products Dept.  
26 Davis Drive  
Research Triangle Park, NC  
27709  
Phone: 800-669-1770

**PRODUCT INFORMATION:**  
800-545-9525  
www.spd.basf-corp.com  
www.turffacts.com

**Allison Moskal,**  
National Sales Manager  
Turf, Ornamental and  
Pest Control

**SALES SPECIALISTS:**

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**Bryan Brochin**  
Florida  
813-973-9782

**Greg Clark**  
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Ohio, Indiana, Michigan  
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**Michael Cox**  
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Montana, Arizona, Utah  
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**Chad LeBlanc**  
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Alabama, Georgia  
901-372-7259

**Mike Murphy**  
North and South Dakota, Iowa,  
Missouri, Nebraska, Kansas,  
Wyoming, Colorado  
402-305-5950

**David Oberle**  
Illinois, Minnesota, Wisconsin  
651-681-8050

**Bob York**  
New York, North Jersey,  
Vermont, Maine,  
New Hampshire, Massachusetts,  
Rhode Island, Connecticut  
616-657-1949

# BASF Agricultural Products

**Focus:**

The BASF Agricultural Products business in North America, Specialty Products Department, markets a wide range of innovative products and active ingredients designed to help turf professionals maintain healthy turf with maximum efficiency of labor and other resources. BASF products for turf professionals include preemergent and postemergent herbicides, fungicides and a fumigant. The products that make up the BASF Turf portfolio provide unparalleled efficacy and value combined with an unwavering commitment to environmental responsibility.

**Facilities:**

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

**Technical support/customer service:**

Technical field support for BASF Turf products is provided by 11 regional sales representatives, a national sales manager, a national accounts manager, a product development specialist and a Basamid® Granular Soil Fumigant specialist. In addition, BASF maintains professional relationships with many of the nation's leading university researchers who often provide recommendations and advice for BASF customers. Turf professionals can also find a wealth of useful information at [www.turffacts.com](http://www.turffacts.com).

**Major product lines:**

■ **Pendulum® Preemergent Herbicide** is the proven performer for preventing more than 40 troublesome grassy and broadleaf weeds. This longtime industry leader combines unbeatable performance with unmatched value.



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

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

■ **Basamid® Granular Soil Fumigant**, the only granular soil fumigant on the market, quickly eliminates weeds, nematodes, grasses and soil diseases without tanks or tarps and allows you to reseed in as little as 10 to 12 days.

■ **Plateau® DG Herbicide** provides effective preemergent and postemergent weed control in fine turf and controls vertical growth and suppresses seedheads in labeled turfgrass species.

■ **Sahara® DG Herbicide** turns your jungle into desert with dependable bareground weed control of more than 150 weeds, as well as most turfgrasses, with a single application.

\*Always read and follow label directions.

*Pendulum, Sahara and Plateau are registered trademarks of BASF. Basamid and Drive are registered trademarks of BASF AG. Image is a registered trademark of Central Garden and Pet Co.*



# Bobcat Company

## Product focus:

From its North Dakota base, Bobcat Company leads the compact equipment industry in every aspect of equipment design, development and marketing, thanks to an innovative, pioneering spirit that continues to permeate the entire organization. Bobcat Company is part of the Ingersoll-Rand Infrastructure Sector and provides solutions to the compact industrial, construction and agri-business markets. Its product lines include loaders, compact excavators, telescopic tool carriers, loader-backhoes and attachments designed and built to give customers a vast range of choices in hundreds of applications.

Bobcat equipment serves the following markets – Agribusiness; Agriculture; Buildings/grounds; Construction; Government; Industry; Rental; Landscape/nursery. Bobcat customers include landscapers, contractors, groundskeepers, farmers and others who use our equipment as part of their day-to-day operation.



# Bobcat®



Company offers a number of comprehensive and consistent operator training courses. The courses review the step-by-step basics of skid-steer loaders,

excavators, telescopic tool carriers and certain attachments as provided in the instructional materials we

supply with all Bobcat equipment.

The Bobcat Service Safety Training Course is also available to train skid-steer loader or compact excavator service technicians. The courses review the fundamentals and basics of proper and safe service and maintenance procedures.

## Manufacturing facilities:

- Manufacturing facilities – Bismarck, N.D., and Gwinner, N.D.
- Parts distribution facility – Bismarck, N.D.
- Bobcat Europe headquarters – Belgium.
- Bobcat Far East headquarters – Singapore.
- Bobcat International (Latin America) headquarters – Miami, Fla.

## Sales and training:

Customers can train new operators and update experienced ones in the safe and efficient operation of Bobcat® skid-steer loaders, compact excavators, telescopic tool carriers, backhoe and planer attachments. Productivity and safety have always been on the minds of equipment owners, especially when new operators are on the job. Bobcat

## Major product lines:

- Skid-steer loaders
- Attachments
- Compact excavators
- Compact track loaders
- Mini track loaders
- All-wheel steer loader
- VersaHandler TTC
- Loader-backhoes

## Bobcat Company

250 E. Beaton Drive  
P.O. Box 6000  
West Fargo, ND 58078-6000  
Phone: 701-241-8700  
Fax: 701-280-7845

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

E-MAIL:  
[INFOCENTER@bobcat.com](mailto:INFOCENTER@bobcat.com)

DATE FOUNDED: 1947

STAFF:  
Jim Sharp, President



# CLIP – Sensible Software, Inc.

## Founded:

Founded by Dave Tucker and Bill Wright in 1987 as Lawn-Wright, Inc. In 1988, **CLIP** presented itself to the green industry. It wasn't until 1993 that the company separated into three entities: Lawn-Wright, Inc. (a lawn maintenance business), Wright Manufacturing, Inc. and Sensible Software, Inc.

## Product focus:

**CLIP** Software is the world's leading software package for the service industry. Developed by industry professionals, **CLIP** automates all routing, scheduling, billing, A/R, job costing and so much more. **CLIP** has evolved from a lawn maintenance package into a tool used by many service industries ranging from chemical applications to pressure cleaning. **CLIP** is the most widely used routing, scheduling, accounts receivable and job-costing software in the green industry.



## Facilities:

**CLIP** – Sensible Software, Inc. headquarters are in Ijamsville, Md., on the technology corridor. We currently do business in the United States, Canada, Australia, England and India.

## Technical support, customer service, training:

Complementing our extensive line of software is a staff of trained professionals that includes full-time support technicians as well as regional sales managers. We have a very extensive training system that includes external and internal training, online training, classes held throughout the country, site visits and our annual **CLIP** Conference.

## Major product lines:

The basic power of **CLIP** – automatic scheduling, routing, billing and revenue tracking is in every

version of software we offer: **CLIP Lite**, **qCLIP**, **CLIP Classic Visual**, **qCLIP Pro** and **CLIP Pro Visual**. We want to help small companies grow by providing what they need every step of the way. As your business grows, **CLIP** grows right along with you.

## The CLIP line-up:

- **CLIP Lite:** A scaled-down version of **CLIP** that allows the small operator to start right. This product is perfect for the contractor with 50 properties or fewer than nine crews.

- **qCLIP:** Further enhances the capabilities of the No.-1 accounting program, QuickBooks by adding routing, scheduling and revenue tracking. All of your billing and business functions remain in QuickBooks.

- **CLIP Classic Visual:** This version of **CLIP** does all routing, scheduling, revenue tracking and billing for the medium to large contractor. **CLIP Classic Visual** is preferred for the company looking to systematize its operations for greater efficiency.

- **qCLIP Pro:** This version is one step above **qCLIP**. **qCLIP Pro** works directly with QuickBooks as well as having the expandability of **CLIP Pro Visual**. Links with Microsoft Word, Excel and MapPoint.

- **CLIP Pro Visual:** This is the flagship product, featuring many options requested by **CLIP** users over the years. **CLIP Pro Visual** is ideal for the companies looking to maximize profits through the efficient use of information tools. Links with Microsoft Word, Excel and MapPoint.

## CLIP – Sensible Software, Inc.

9639 Doctor Perry Road  
Suite 123  
Ijamsville, MD 21754  
Phone: 800-635-8485  
Fax: 301-874-3613

### WEB SITE:

www.clip.com

### E-MAIL:

sales@clip.com

### REGIONAL SALES MANAGERS

Western Regional Manager

**Tony Charles**

800-635-8485 ext. 3440

Southern Regional Manager

**Jack Williams**

800-635-8485 ext. 3450

Midwestern Regional Manager

**Alan Moses**

800-635-8485 ext. 3410

Eastern Regional Manager

**Bill Crawford**

800-635-8485 ext. 3460

National Dealer Manager

**Tina Dennis**

800-635-8485 ext. 3160



# Dixie Chopper

Dixie Chopper is one of the few remaining family owned and run companies, that still builds mowers one at a time. This allows for product changes on the fly, to better meet the needs of our customers. Listening to the needs of our existing Dixie Chopper owners leads to superior mowers in the future.

Dixie Chopper mowers can be broken down into three product sizes – 42- to 50-inch models, 60-inch models and 72-inch models. In each of these product sizes, numerous features distinguish the right product for a contractor's particular needs and many features are standard on all of our models.

## Standard features

- Hinged-Front Floor Pan
- Comfort-Grip Foam Handle Grips
- Stainless Steel Bodies
- Engine Crash Guard (On most models)
- 60-inch Decks Are Flex Deck Ready

## 42- & 50-inch mowers

In this model group, there are five unique models. Engine horsepower ranges from

17hp to 25hp including Kohler and Kawasaki engines. From our entry level X1701-50 to the XF2300-50 Flatlander, the right choice of mower is yours.

## 60-inch mowers

Our most popular deck size, this model group has six unique models. Engine choices range from 23hp to 26hp including Kohler, Kawasaki and Honda power. With models like the Flatlander, you can be cutting grass at up to 13 mph.

## 72-inch mowers

Four mowers, with both gas and diesel power, make up this group. You need power? Choose from our twin Kohler engine 46hp or 50hp Yanmar diesel models. If you just need the deck size and can spare some horsepower, then the City Slicker is equipped with a 26hp Kohler engine.

While providing many standard features on our mowers, there also are many optional features that make up our product line. Features such as our very own Velvet Touch Control (VTC), which increases the life of the hydraulic components and makes mowing smoother, or factory approved HP + 1 mufflers that simply increase horsepower by 1.

Dixie Chopper offers commercial users a great variety of machines from which to choose. Whether basic, deluxe or fast, Dixie Chopper understands what their customers want.



## Magic Circle Corporation

6302 E. County Road 100  
North  
Coatesville, IN 46121  
Phone: 765-246-7737  
Fax: 765-246-6146

WEB SITE:  
[www.dixiechopper.com](http://www.dixiechopper.com)

E-MAIL:  
[Sales@dixiechopper.com](mailto:Sales@dixiechopper.com)

DATE FOUNDED: 1980

STAFF:  
**Arthur Evans,**  
President



# Dow AgroSciences LLC

## Focus:

Whether you manage turf and ornamentals in the North, South, West, along the coast or in the transition zone, Dow AgroSciences offers a complete product portfolio of branded herbicides, insecticides and fungicides to solve your weed, insect or disease problems.



## Dow AgroSciences

## Facilities:

Headquartered in Indianapolis, Dow AgroSciences is a global leader in providing pest management, agricultural and biotechnology products that improve the quality and quantity of the earth's food supply and contribute to the safety and health of the world's growing population. The company employs more than 6,000 people in more than 50 countries and has worldwide sales of more than \$3 billion. Dow AgroSciences is a wholly owned indirect subsidiary of The Dow Chemical Company.

## Technical support, sales and training:

Fifteen sales representatives, three sales managers, three field development biologists and various marketing specialists provide stewardship, training and answers to formulators, distributors, university researchers and end users nationwide. Specimen labels and material safety data sheets are available from the Customer Information Center and online. Publications include product fact sheets and Panorama\*, an eight-page newsletter for professional turf and landscape managers.

## Major product lines:

Professional turf, ornamental and technical products for golf courses, lawn care and landscape contracting. Products include the following:

- **Confirm\* specialty insecticide** — Controls worms, caterpillars and moths.
- **Confront\* postemergence herbicide** — Dandelion, clover and other hard-to-control broadleaf weeds.
- **Conserve\* SC insect control** — Highly effective worm and lepidoptera product; doesn't harm beneficials.
- **Curfew\* soil fumigant** — The most effective product for the management of nematodes; cur-

rently only available for use in Florida.

- **Dimension\* specialty herbicide** — Never stains; preemergent and early postemergent control of crabgrass along with postemergence control of broadleaf weeds such as spurge and oxalis.

- **Dursban\* Pro specialty insecticide** — Controls 280 insect pests.

- **Eagle\* specialty fungicide** — Controls dollar spot and brown patch.

- **Fore\* Rainshield\* specialty fungicide** — Offers Rainshield technology and the most cost-effective control of brown patch and other key golf course diseases; prevents pythium.

- **MACH 2\* specialty insecticide** — Prevents grub and lepidopteran larvae from ruining turf if applied prior to egg hatch and up through the second instar; does not require immediate post-treatment irrigation.

- **Gallery\* preemergence specialty herbicide** — Prevents growth of 95 species of broadleaf weeds for up to eight months.

- **Goal\* specialty herbicide** — A good choice for preemergent and early postemergent control of more than 50 grassy and broadleaf weeds.

- **Kerb\* specialty herbicide** — Controls *Poa annua* on non-overseeded courses; controls ryegrass in overseeded warm-season grasses.

- **Lontrel\* Turf and Ornamental postemergence herbicide** — Broadleaf weed control on even the most sensitive turfgrass species.

- **Snapshot\* preemergence herbicide** — Controls 111 grassy and broadleaf weeds.

- **Surflan\* preemergence herbicide** — Safe on more than 400 ornamentals and provides season-long control of crabgrass, chickweed and more than 50 other weeds found in warm-season turf.

- **Team\* Pro preemergence herbicide** — crabgrass, spurge and oxalis control.

\*Trademark of Dow AgroSciences LLC

## Dow AgroSciences LLC

9330 Zionsville Road  
Indianapolis, IN 46268-1054  
Phone: 800-255-3726  
Fax: 800-905-7326

WEB ADDRESS:  
www.dowagro.com/turf

E-MAIL ADDRESS:  
info@dow.com

DATE FOUNDED: 1989

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Vice President

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Senior Marketing Manager

**Chris Wooley,**

Marketing Manager

**Martin Posset,**

Communications Manager

**Susanne Wasson,**

District Sales Manager

**Mike Lind,**

District Sales Manager

**Phil Ranck,**

District Sales Managers

**Dr. Jamie Breuninger,**

Technical Development

Manager

**Mike Melichar,**

Customer Agronomist



# Express Blower, Inc.

## Product focus:

The Express Blower® is an exciting and professional addition to any landscape, erosion control or construction business. Operated by one person through remote control, the Express Blower allows you to quickly spread large quantities of mulch, soil, compost, rock and playground chips to even remote areas.



**Express Blower**

## Manufacturing facility:

Each Express Blower is custom built at our manufacturing facility in Eugene, Ore. Currently undergoing a remodel and expansion, the facility is shared by Rexus, a national leader in erosion control systems using the Express Blower trucks.

## Technical support, training and customer service:

Express Blower's unique approach involves direct assistance with customers to promote successful businesses. Extensive operator training, 24-hour parts and service support, as well as advertising

and promotional guidance are provided.

## Major product lines:

Express Blower, Inc., offers 10 models, including truck- or trailer-mount models and fully-integrated chassis and box units. All are available with the patented Supplemental Injection System, which is ideal for seeding lawns, turf, berms and erosion blankets. The newest model, the RB-20, has been specifically designed to blow loads of rock.



## Express Blower, Inc.

750 Chambers St.  
Eugene, OR 97402  
Phone: 800-285-7227  
Fax: 541-349-8161

WEB SITE:  
[www.expressblower.com](http://www.expressblower.com)

E-MAIL:  
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President/CEO  
**Denny Drennan**,  
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**Brent Whitley**,  
Sales Manager  
**Dave Looney**,  
Service Manager  
**Carla Severe**,  
Marketing Coordinator



# FMC Corporation



## Overview:

FMC's Specialty Products Business, headquartered in Philadelphia, Pa., is a leading manufacturer of high-performance insecticides, termiticides, termite baits, miticides and ant control products for

# FMC

use by the golf course, lawn care and structural pest control markets. FMC's Specialty Products Business also provides Talstar® insecticides to fertilizer manufacturers for use in the lawn and golf markets. FMC Specialty Products is an integrated solutions provider, offering SmartBiz™ business-management software.

## Manufacturing facilities:

FMC Corporation is a global, diversified chemical company serving agricultural, industrial and consumer markets for more than a century with innovative solutions, applications and products. The company employs over 6,000 people throughout

the world. FMC Corporation divides its businesses into three segments: Agricultural Products, Specialty Chemicals and Industrial Chemicals.

## Technical support, training, customer service:

The FMC Specialty Products Business is staffed with dedicated professionals in research and development, technical service, field sales, customer service and marketing. To reach a customer service or technical support representative, please contact the Customer Satisfaction Center at 800-321-1FMC.

## Major product lines:

FMC has a leading global position in pyrethroid chemistry. The Talstar® family of insecticides offers long residual control with a variety of high-performance products labeled for treatment of a broad spectrum of pests. Products for the turf and ornamental industry include Talstar® F Insecticide/Miticide, Talstar® EZ and PL Granular Insecticides, Astro® Insecticide and SmartBiz™ software. Products for the golf industry include Talstar® GC Flowable Insecticide/Miticide and Talstar® GC Granular Insecticide.

## FMC Corporation

Specialty Products Business  
1735 Market St.  
Philadelphia, PA 19103  
Phone: 800-321-1FMC  
Fax: 215-299-6100

WEB SITE:  
[www.fmc-apgspec.com](http://www.fmc-apgspec.com)

E-MAIL:  
[fmc@mnb-us.com](mailto:fmc@mnb-us.com)



# Ferris Industries



The new Ferris IS® 5000Z features a 1.5-liter, 1500 cc, three-cylinder Caterpillar® diesel engine.

#### Product focus:

Ferris Industries is The Commercial Mower Specialist™. The leading manufacturer of rugged, reliable mid-mount, zero-turn mowers, Ferris is also the inventor of IS® independent suspension. The only independent suspension system available on commercial riding mowers, IS® enhances operator comfort, speed, mower life, traction and consistency of cut.

#### Manufacturing facility:

Located in Munnsville, N.Y., the Ferris manufacturing facility is a study in ingenuity. The company has turned what was once an aging, abandoned middle school into a 60,000-square-foot, world-class commercial mower plant. All Ferris products are built using the latest welding, metal-forming and powder coat-painting equipment.

#### Technical support, sales, training and customer service:

Ferris Industries is a Simplicity Company and member of The Dealer Line™. Ferris products are sold only through independent, authorized dealers and distributors, who provide expert sales advice and service. Owners of Ferris equipment can al-



ways count on their local dealer for scheduled maintenance, service and parts support.

#### Major product lines:

Ferris offers mid-mount, zero-turn mowers featuring four-wheel, rear wheel or two-wheel IS® independent suspension, including the all-new IS® 5000Z featuring a 31.5-hp (net) Caterpillar® diesel with 72-inch deck; upfront, three-wheel riders; and commercial walk-behind mowers.

#### Ferris Industries

5375 N. Main St.  
Munnsville, NY 13409  
Phone: 800-933-6175  
Fax: 315-495-0109

#### WEB SITE:

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

#### E-MAIL:

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

DATE FOUNDED: 1909

#### STAFF

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President/COO  
**Bill Shea**,  
Sales Manager  
**Troy Blewett**,  
Corporate Communications  
Manager  
**Rod Roberts**,  
Service Manager



# Finn Corporation



soil. HydroSeeders made seeding and mulching possible in a single step, which in turn sharply reduced labor requirements. Today, Finn provides the world's only comprehensive Hydroseeding System™, which includes equipment, consumable products and training in Hydroseeding techniques.

In the markets it serves, Finn is widely respected as a producer of high-quality, labor-saving equipment for landscape construction and maintenance, and erosion control. The Finn equipment line also includes the Bark Blower™, "aim-and-shoot" material application machines, Straw Blowers, Eagle compact skid steers and the Finn HydroSeeder Additive System.

With unequalled customer support and training, every Finn machine becomes "A Smarter Way to Work". That means greater production through labor-saving efficiencies, greater reliability through engineering and manufacturing quality, and customer support and training that is unmatched in the landscape and erosion control marketplaces.

From a small shop founded in 1935, Charles Finn introduced a new machine that chopped and applied straw for mulching bare soil. When erosion control was in its infancy, the Finn Straw Blower made possible a new way to help conserve the soil. The machine's development and commercialization also set a pattern of equipment innovation for the decades to follow.

In 1953, Finn introduced the world's first HydroSeeder®. At a time of unprecedented highway construction in America, HydroSeeders provided new advantages for re-vegetating freshly graded



## Finn Corporation

9281 LeSaint Drive  
Fairfield, OH 45014  
Phone: 513-874-2818  
Toll-free: 800-543-7166  
Fax: 513-874-2914

WEB SITE:  
[www.finncorp.com](http://www.finncorp.com)

E-MAIL:  
[sales@finncorp.com](mailto:sales@finncorp.com)

DATE FOUNDED: 1935

### KEY EXECUTIVES

**David J. Nelson,**  
President & CEO

**Walter Butman,**  
Executive Vice President



# Ford Commercial Truck



Ford Motor Company is more than a global corporation. It's a world of people nearly 400,000 strong, connecting with customers every day. Ford offers the widest variety of trucks built for commercial applications. Everything from E-series cargo vans and wagons to Super Duty F-Series trucks and chassis cabs that can be tailored to meet specific vocational needs.

Whether the job is big or huge—Ford has the go-to line of trucks. And when you see that Ford is the sales leader in many categories of commercial trucks, you can be sure it's more than a popularity contest. For years, for decades, Ford trucks have gotten the job done. No



matter what your business is, Ford has what it takes.

The best-selling truck in the United States and the world, F-Series reports to work in a variety of drivetrain, wheelbase, cargo box and cab choices to suit your crew and payload needs. E-Series has been the best-selling full-size van in America since 1979. It provides a near-endless variety of configurations and customization possibilities, whether the mission is hauling cargo, people or both.

Be sure to visit your local Ford dealer. Your dealer will help you select the right truck and the right services to meet your needs.

Ford Commercial Trucks ... What line of work are you in? So Are We!

## Ford Commercial Truck

Customer Relationship Center  
P.O. Box 6248  
Dearborn, MI 48126  
Phone: 1-800-392-FORD

## Web site:

[www.commtruck.ford.com](http://www.commtruck.ford.com)



# time

**GRASSHOPPER**  
Our 34th Year of Production!

# line

## 1969

The Grasshopper **zero-radius mower** is introduced.



## 1973

Dual-hydrostatic drive is controlled by original **swing-away control levers**.

## 1983

**Liquid-cooled, 3-cylinder diesel powerplants** are introduced to the line.

## 1984

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

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



Quik-D-Tatch Vac® Collection System

## 1986

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

## 1991

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

## 1994

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

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

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



Grasshopper Model 928D

## 1995

**Model 928D** combines speed, durability and maneuverability in a compact design. It features a 28-hp diesel engine and hydraulic deck lift.

## 1996

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



60" AERA-vator™

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

## 1998

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



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

## 1999

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



SL FlipUp™ Deck

## 2000

**M<sup>1</sup> mid-mount mowers** are engineered for the same serviceability, comfort and durability of the popular FrontMount™ mowers.

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



Model 225 M<sup>1</sup> mid-mount



PowerVac™ Collection System

## 2001

**PowerVac™ Collection Systems** bring powerful collection capacity to the M<sup>1</sup> mid-mount mowers. The system easily removes to convert the same deck to mulching or side-discharge operation.

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

## 2002

**Model 725A** is powered by liquid-cooled Kohler AEGIS engine and G<sup>2</sup> transmission to accept a wide array of DuraMax decks and FrontMount implements.



Model 725A FrontMount™

**GRASSHOPPER**  
YOUR NEXT MOWER... and more.

[www.grasshoppermower.com/LMCC](http://www.grasshoppermower.com/LMCC)

The Grasshopper Company • P.O. Box 637 • Moundridge, KS 67107 U.S.A. • Phone: (620) 345-8621 • FAX: (620) 345-2301



# Green Industry Yellow Pages, Inc.

## Product focus:

www.GIYP.com is a powerful search directory serving both the retail and wholesale sides of the green industry. Last month, 54,000-plus searches were completed on the Web site looking for products and services from companies like yours. We specialize in plant search data. Our plant search engine has both common and botanical names for thousands of plants and the growers that provide them. Check it out!



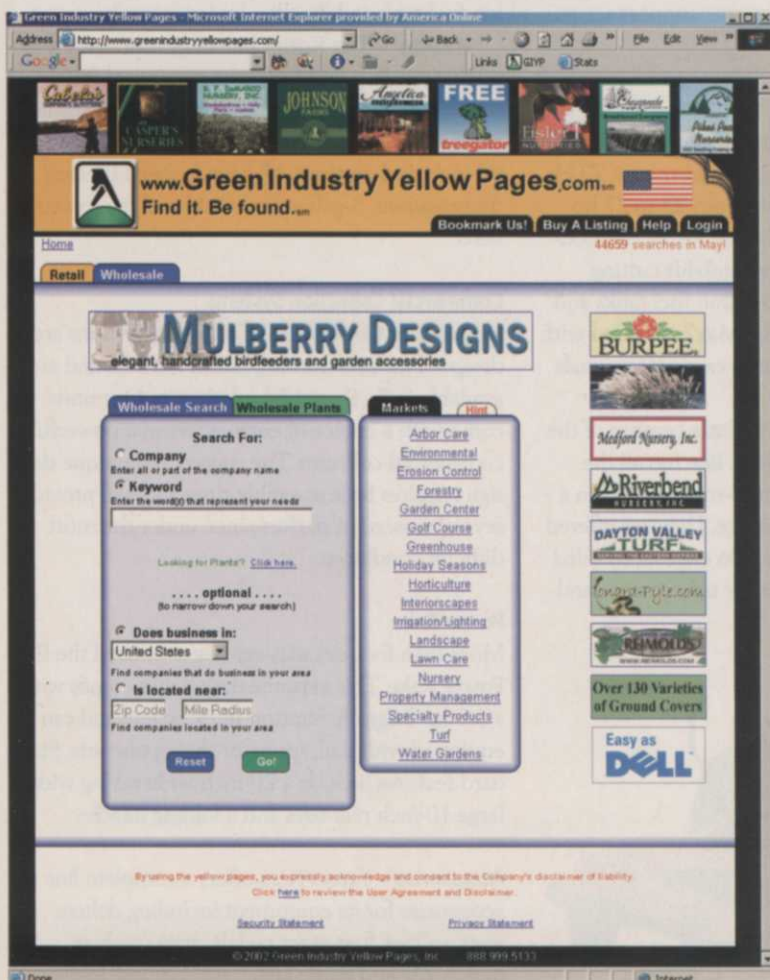
## Facilities:

www.GIYP.com headquarters is in the Lisbon Tech Center of Woodbine, Md. Our new facility is equipped with a state-of-the-art network infrastructure in a climate-controlled environment. Our Web site operates from our facility in Annapolis, Md. Firewall security and redundant backup systems are taken seriously for your protection.

## Customer service:

We have put together a team that has experience

in every facet of the green industry — from nursery to landscape, from turf to irrigation, from garden centers to specialty products and so on. It is this experience that comes through on the Web site. We are the fabric of the green industry, just as you are.



## Product lines:

www.GIYP.com is the only directory that serves the green industry as a whole — from arbor care through water gardens. We offer listing packages that address the marketing needs of large and small companies. We are in the business of sending customers to your Web site. If you don't have a Web site, we do that too.

## Green Industry Yellow Pages, Inc.

16005 Frederick Road  
Woodbine, MD 21797  
Phone: 888-999-5133  
Fax: 888-442-2789

WEB SITE:  
www.GIYP.com

E-MAIL:  
sales@giyp.com

DATE FOUNDED:  
August 1999

KEY EXECUTIVES:  
**Wendy Gray**, President  
w.gray@giyp.com  
**Steve Cissel**, CEO  
s.cissel@giyp.com  
**Doug Reach**, Vice President  
of Sales & Marketing  
d.reach@giyp.com



# Yazoo/Kees

## Product focus:

Yazoo/Kees is a manufacturer of commercial mowing equipment, including zero-turn-radius and walk-behind units.

## Manufacturing facility:

In 2001, the plant was expanded to approximately 170,000-square-feet and upgraded to a new, state-of-the-art powder coat paint system.

## Technical support, customer service:

Yazoo/Kees has a highly trained in-house technical and customer support team to help answer questions about Yazoo/Kees products, service and distributors. Many support-related sections also are available on the Web site to give customers 24-hour customer support access.

## Major product lines:

### Zero-turn riders

■ **Max2** – The Max2 is the flagship series of the Yazoo/Kees line of large-frame, mid-mount ZTHs. It offers seven engine options from 23 to 27 hp coupled with 52-, 61- or 72-inch decks. All models have our patent pending quick-lift cutting height adjustment, dual 5.6-gallon fuel tanks and 10.5-mph ground speed. The Max2 is loaded with features and benefits that lawn care professionals demand.

■ **Compact Mini-Max** – The little brother of the Max2, the Compact Mini-Max line has all the great features of a full-size mid-mount ZTH in a compact and affordable package. They are offered with 17-hp and 19-hp Kawasaki engines coupled with 42- and 48- inch decks for tighter areas and tighter budgets.



Max2



Kutter hydro

### Walk-behind units

■ **Kutter Hydro** – The Kutter Hydro line consists of hydraulically driven intermediate walk-behind mowers. The units are equipped with 14-hp and 17-hp Kawasaki engines coupled with 36- and 48-inch decks. All models have an infinitely variable ground speed up to 6.5 mph (forward) and 3 mph (reverse), a large 5-gallon fuel tank and 2-gallon hydraulic tank.

■ **Kutter** – The Kutter line of gear-driven intermediate walk-behind mowers consists of four models equipped with commercial-grade Kohler or Kawasaki engines coupled with 32-, 36- and 48-inch deck options. All have 5-speed Peerless transmissions, 5-gallon fuel tanks and reinforced belts.

### Commercial Collection Systems

Yazoo/Kees Commercial Collection Systems are designed for zero-turning-radius mowers and are available in 7-, 9- or 12-bushel units. Our units come with a choice of engines to run a powerful commercial collector. The rugged and unique design requires little assembly time and will provide several seasons of performance under the most difficult conditions.

### Power Rake

More than four decades ago, we produced the first Power Rake. This versatile dethatcher comes with a 5.5-hp Briggs & Stratton Intek engine and can be equipped with flail, spring or slicing tine sets. Standard features include a 20-inch wide raking width, large 10-inch rear tires and a folding handle.

■ **Accessories** – Yazoo/Kees offers a complete line of accessories for its equipment including deluxe seats, sulkies, foot assist pedals, grass catchers, mulch kits and baffle kits.

## YAZOO/KEES

### Yazoo/Kees

700 Park St.  
Beatrice, NE 68310  
Phone: 402-223-2391  
877-368-TURF  
Fax: 402-228-2258

WEB SITE:  
[www.yazookees.com](http://www.yazookees.com)

E-MAIL:  
[info@yazookees.com](mailto:info@yazookees.com)

DATE FOUNDED: 1874

### STAFF

**Anders Berggren,**  
President and CEO  
**Mark Schueller,**  
Marketing Manager  
**Denis Bedard,**  
Director of Sales & Marketing  
**Curtis Goettel,**  
Product Manager  
**John Hollenbeck,**  
Technical Service Manager



# John Deere Worldwide Commercial & Consumer Equipment Division



## Product focus:

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



## JOHN DEERE

## Manufacturing facilities:

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

## Technical support, sales, training and customer service:

Deere places a high emphasis on its customers and provides a number of options for

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

## Major product lines:

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

## John Deere Worldwide Commercial & Consumer Equipment Division

2000 John Deere Run  
Cary, NC 27513  
Phone: 919-804-2000  
(Division headquarters)  
800-537-8233 (Customer Communications Center)

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

DATE FOUNDED:  
Deere & Co. – 1837  
Worldwide Commercial & Consumer Equipment Division – 1962

STAFF  
**John Jenkins**, President, John Deere Worldwide Commercial & Consumer Equipment Division  
**Michael Mack**, Senior Vice President, Worldwide Commercial & Consumer Equipment Division



# John Deere Worldwide Construction & Forestry Division

## Product Focus:

The John Deere Worldwide Construction & Forestry Division produces more than 120 machine models used in all facets of earthmoving, including road-building, underground utilities construction, site development and residential construction. John

Deere construction equipment also is used in material handling and road repair and maintenance. John Deere forestry equipment is used in full-tree and cut-to-length harvesting operations and in mill yards.

## Manufacturing facilities:

A global company, John Deere has construction equipment manufacturing facilities in the United States, Mexico and South Africa, with forestry equipment manufacturing facilities in the United States, Canada, Finland, Sweden and New Zealand.



## JOHN DEERE

## Technical support, sales, training and customer service:

John Deere employs a vast network to provide reliability and customer service, with more than 420 dealer locations in North America. To locate a dealer, customers can use John Deere's dealer locator online at

[www.JohnDeere.com](http://www.JohnDeere.com). For information on John Deere products, customers can also visit the Web site or call the Customer Communications Center at 800-503-3373.

Deere's commitment to training is reflected in its Worldwide Training Center, a 55,000-square-foot facility in Davenport, Iowa. It was the industry's first facility solely dedicated to training. Deere also maintains facilities in Illinois and Arizona for demonstrations and training.

John Deere provides technical training to customer groups to ensure that Deere equipment continues to deliver the maximum performance uptime. The company also offers numerous training programs to dealers, employees and college students.

## Major product lines:

John Deere construction and forestry products are sold and serviced through a network of more than 800 locations worldwide. Construction equipment models include crawler dozers, 4WD loaders, excavators, articulated trucks, backhoe loaders, crawler loaders, tool carriers, waste handlers, landscape loaders, compact excavators and motor graders.

Forestry equipment models include skidders, 4WD log loaders, wheel and track feller-bunchers, wheel and track harvesters, forwarders, knuckleboom log loaders, crawler-based log loaders, crawler-based delimiters and crawler-based road builders.



John Deere's new C-series excavators – the 200C CL, 230C LC, 270C LC, 330C LC and 370C – have the power, speed and finesse to accomplish just about any job, with myriad design enhancements that set them apart from their predecessors. Significant improvements to the hydraulics, cab and cooling system, as well as lengthened oil-change intervals, deliver unmatched controllability, serviceability and operator comfort.

## John Deere Worldwide Construction & Forestry Division

1515 Fifth Ave.

Moline, IL 61265

Phone: 309-765-0227

(Division headquarters)

800-503-3373 (Customer

Communications Center)

### WEB SITE:

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

### DATE FOUNDED:

Deere & Co. – 1837

Worldwide Construction &  
Forestry Division – mid-1950s

### STAFF

#### Pierre Leroy,

President, John Deere  
Worldwide Construction &  
Forestry Equipment Division

#### Bob Brock,

Senior Vice President, Sales  
and Marketing, John Deere  
Worldwide Construction &  
Forestry Division



# LESCO Inc.

LESCO is the country's premier manufacturer and distributor of professional lawn care and pest control products for the turfgrass industry.

The company is celebrating its 40th anniversary in 2002. Its product line encompasses fertilizers, combination and control products, turfgrass seed, pest control products, commercial mowers and other turf care equipment, golf course accessories and general merchandise.

LESCO has dedicated 40 years to serving lawn care operators, golf courses, turfgrass maintenance companies, athletic facilities, resort and recreational complexes, schools, universities, commercial complexes and cemeteries.

That's why today it has 120,000 professional turf and pest control customers across the United States and in 40 other countries. To support their customers in the United States, LESCO provides easy access through more than 225 LESCO Service Centers® and 77 Stores-on-Wheels®.

## Manufacturing infrastructure:

LESCO operates manufacturing facilities for fertilizer and combination products in Martins Ferry, Ohio; Sebring, Fla.; Stockton, Calif.; Hatfield, Mass.; and Disputanta, Va. It also contracts over 38,000 acres of land for seed production, with seed blending facilities in Silverton, Ore.; and Avon Lake, Ohio. Turf care equipment is manufactured in a state-of-the-art facility in Streetsboro, Ohio.

## Major product lines:

LESCO provides customers with a full line of agronomic products, including patented Poly Plus sulfur-coated urea fertilizer and revolutionary NOVEX™, with its slow-release chemistry. LESCO also supplies the industry with a broad range of combination and control products, and many proprietary varieties of turfgrass seed. In



addition, LESCO manufactures and markets golf course accessories and CommercialPlus™

professional turf equipment. The CommercialPlus line ranges from walk-behind and zero-turn rotary mowers to the industry standard in

rotary spreaders. It also has tank sprayers, aerators and hand-held equipment.

## Recent innovations:

LESCO's newest fertilizer, PolyVex™, combines the ultimate in slow release NOVEX with the coated technology of Poly Plus for a longer nitrogen release cycle than SCU particles alone, plus a higher percentage of WSCRN and HWSN nitrogen nutrients than comparable fertilizer products.

Two new LESCO-branded control products are T-Storm™, a fungicide, and LESCO Fate™, an insecticide, which buttress the company's leadership position in turf agronomics and its continued emphasis on the introduction of LESCO-branded products. These follow the successful launch of LESCO-branded herbicides Prosecutor™ and Prosecutor plus Tracker®.

The company recently introduced two significant pieces of equipment as well — the Z-Two™ second-generation, zero-turn, mid-mount mower and the patent pending Roto/Drop™ spreader, combining the efficiencies of a drop spreader and a rotary unit into one.

# LESCO®

## LESCO, Inc.

15885 Sprague Road  
Strongsville, OH 44136  
Phone: 440-783-4390  
Fax: 440-783-3587

WEB SITE:  
[www.lesco.com](http://www.lesco.com)

DATE FOUNDED: 1962

## STAFF:

**Michael DiMino**,  
President and CEO  
**Dana Wilson**,  
Senior Vice President, Lawn  
Care and Golf Sales  
**Steven Cochran**,  
Senior Vice President,  
Marketing  
**Chuck Hutton**,  
Vice President, National  
Accounts Golf  
**Paul McDonough**,  
Vice President, National  
Accounts Lawn Care

*LESCO and Tracker are registered trademarks. LESCO Service Center and Stores-on-Wheels are registered service marks and NOVEX, LESCO Fate, LESCO T-Storm, Prosecutor, Roto/Drop, CommercialPlus and Z-Two are trademarks of LESCO Technologies, LLC.*



# MasterCard International Incorporated

MasterCard® has played a critical role in both the early and the ongoing success of the bankcard industry. MasterCard performs several key functions in support of service providers. In addition to the ongoing management of the settlement and authorization systems, MasterCard:

- Administers operating rules and regulations
- Develops programs to open new merchant categories
- Creates new payment programs and services
- Implements risk management and security measures
- Promotes and advertises the various MasterCard brands

## Benefits of accepting MasterCard®

Service providers that accept MasterCard® know how valuable it is to have customers making payments securely. In addition, merchants are able to provide real value to their customers by offering them this convenient payment option while simultaneously it may increase the ease of processing for the provider by simplifying back office operations.

## What are Recurring Payments by MasterCard?®

Recurring payments by MasterCard®, or automatic bill payments, are agreements between consumers and service providers to have payments made automatically through MasterCard card charges. These payments can be for predetermined or varying amounts, and the consumer can control the length of time for which MasterCard card recurring payments will continue.

In addition to the aforementioned benefits, ser-

vice providers that accept recurring payments also enjoy guaranteed payments in full and on time, increased customer loyalty and retention, improved cash flow – settle payments in one to three days, reduced write-offs – payments are authorized in advance, and receive payments on past due amounts faster and with less internal time expended.

## Offer your customers real value!

When you offer your customers the automatic bill payment by MasterCard®

option, they will also enjoy many benefits including the convenience of managing more payments at once – all charges are on one monthly statement, the time savings of writing fewer checks, stress relief of knowing bills are paid on time, cost savings of fewer late charges and less postage, the ability to earn points/frequent flier miles and the option to revolve.

MasterCard® is a leader in innovative payment solutions dedicated to helping businesses like yours increase revenue and serve customers better. If you would like to learn more about recurring payments or receive the brochure "Reinforcing Relationships" please call 800-214-4531.



**MasterCard International Incorporated**  
2000 Purchase St.  
Purchase, NY 10577  
Phone: 914-249-2000  
Fax: 914-249-4107

WEB SITE:  
[www.mastercard.com](http://www.mastercard.com)

E-MAIL:  
[new\\_market\\_acceptance@mastercard.com](mailto:new_market_acceptance@mastercard.com)

KEY CONTACTS:  
**Adrienne Chambers,**  
Vice President, Marketing,  
914-249-5728  
**Susan Limoncelli,**  
Vice President, Sales,  
914-249-5697



# North American Green

## Product focus:

North American Green markets a full line of erosion control blankets and turf reinforcement mats. The company's products are distributed worldwide and are used to control soil loss while assisting with vegetation establishment. North American Green's products are known for their quality and are backed by the industry's strongest performance guarantee.

## Manufacturing facilities:

The manufacturing operations for North American Green are located in Evansville, Ind. All of the company's erosion control blankets and turf reinforcement mats are produced at this facility, as they have been since



**NORTH  
AMERICAN  
GREEN®**

the company was founded in 1985.

## Technical support and customer service:

A network of outstanding distributors markets the company's products on a worldwide basis. North American Green's regional sales managers and full-time Technical Service Department provide additional customer support. The company's products have been tested extensively in both laboratory and independent tests.

Additionally, North American Green has developed a highly regarded design tool, known as Erosion Control Materials Design Software (ECMDS 4.2™).

## Major product lines:

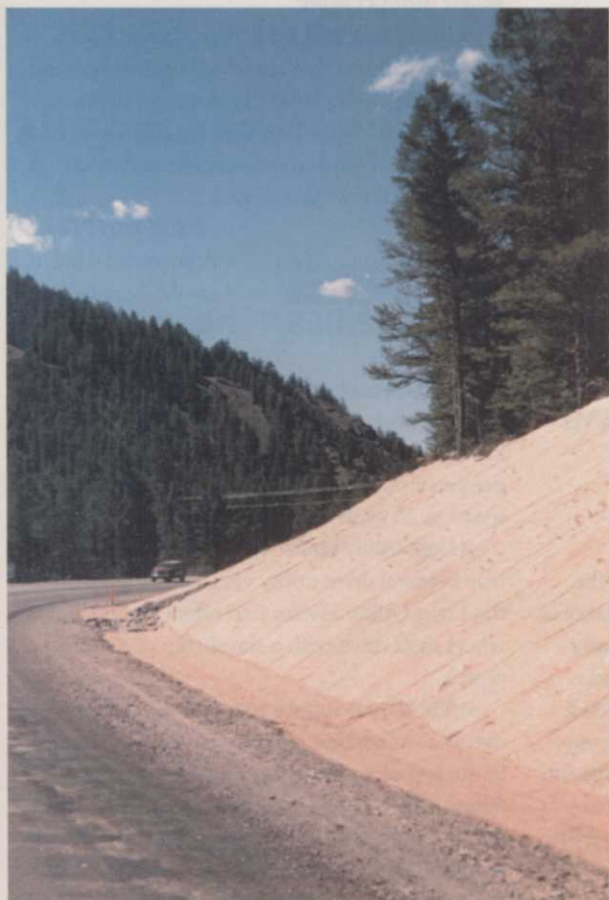
■ **S75°, DS75™** and **S75BN™** are single-net degradable straw blankets, used on gradual slopes and in low flow channels for temporary erosion control and vegetation establishment.

■ **S150°, DS150™** and **S150BN™** are double-net degradable straw blankets used for temporary erosion protection and vegetation establishment on moderate slopes and in moderate flow channels.

■ **SC150°** and **SC150BN™** are double-net temporary erosion control blankets that include a mixture of straw and coconut fiber, and have a functional longevity of 18-24 months.

■ **C125™** and **C125BN™** are double-net 100 percent coconut fiber blankets and provide up to three years of temporary protection.

■ **P300°, SC250™, C350°** and **P550™** are permanent Composite Turf Reinforcement Mats (C-TRMs). These products are designed to provide immediate erosion protection and permanent vegetative reinforcement.



## North American Green

14649 Highway 41 North  
Evansville, IN 47725  
Phone: 812-867-6632  
800-772-2040  
(Product information)  
Fax: 812-867-0247

WEB SITE:  
[www.nagreen.com](http://www.nagreen.com)

E-MAIL:  
[nagreen@nagreen.com](mailto:nagreen@nagreen.com)

DATE FOUNDED: 1985

## STAFF

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CEO

**Jim Niemeier,**  
President

**Tim Lancaster,**  
Vice President

**Greg Deegan,**  
Vice President of Sales

**Steve Elliott,**  
CFO

**Rob Wilson,**  
Operations Manager

**Pete Hanrahan,**  
Marketing Manager

**Rob Lawson,**  
National Specifications  
Manager

**Roy Nelsen,**  
Technical Services Manager



## Polaris Professional Series – Polaris Industries, Inc.

### Product focus:

Polaris designs, engineers, manufactures and markets snowmobiles, all-terrain vehicles, personal watercraft and Victory motorcycles for recreational and utility use. Polaris is the largest snowmobile manufacturer in the world and one of the largest U.S. manufacturers of ATVs and personal watercraft. The Polaris Professional Series, a line of heavy duty Workmobiles™ targeted at lawn and landscape companies, equipment rental companies and construction operations, marks Polaris' expansion into the commercial equipment marketplace.



### Manufacturing facilities:

Professional Series Workmobiles, snowmobiles and ATVs are manufactured at Polaris' finished goods plant in Roseau, Minn. Roseau also houses the plastic injection molding facility. ATVs, personal watercraft and Victory Motorcycles are also manufactured in Spirit Lake, Iowa. Domestic engine assembly, stampings and seat fabrication are done at Polaris' Osceola, Wis., feeder plant. Parts and accessories are shipped from a state-of-the-art distribution facility in Vermillion, S.D.



**POLARIS**  
PROFESSIONAL SERIES

### Major product lines:

■ **Utility Task Vehicles (UTVs)** – Loaded with standard features that are added options on most other vehicles, the Polaris Professional Series 2x4, 4x4 and 6x6 Utility Task Vehicles (UTVs) quickly, smoothly and safely move workers and cargo around any work environment.

■ **ATV Pro / PTV 4x4** – A powerful 4-valve, 4-stroke, liquid-cooled Polaris 500cc engine delivers outstanding

torque and enables the ATV Pro to tow up to 1,225 pounds. And although powerful, the Polaris Professional Series ATV Pro is equipped with tamper-proof technology that limits the vehicle's top speed to 25 mph — and keeps the work site safe.

■ **Light Utility Hauler 6x6 / PTV 6x6** – The only true 6-wheel drive utility vehicle on the market, the Light Utility Hauler 6x6 offers on-demand 6-wheel shaft drive with a simple flip of a thumb switch.

■ **ASL 300 All-Surface Loader** – Twice as productive as a walk-behind loader yet capable of fitting in the bed of a pickup, the Polaris Professional Series ASL 300 All-Surface Loader can maneuver into the tightest of spots to help get the job done with minimal surface impact.

### Technical support, sales, training and customer service:

Polaris Professional Series dealers in each of the company's five regions are supported by a national sales team specifically dedicated to the commercial market. A product manager, engineer and dealer development manager provide additional support. Polaris offers its dealers access to a comprehensive extranet that features order fulfillment, invoicing, order tracking and the latest company news. A toll-free call center offers sales and service support.

### Polaris Professional Series – Polaris Industries, Inc.

2100 Highway 55  
Medina, MN 55340  
Phone: 1-800-POLARIS  
Fax: 763-542-0599

#### WEB SITE:

www.polarisindustries.com

DATE FOUNDED: 1954

#### STAFF:

**Thomas C. Tiller**,  
President and Chief  
Executive Officer  
**Ron Bills**,  
General Manager  
**Gary Fritz**,  
National Sales Manager  
**Erik Memmo**,  
Dealer Development Manager  
**Tony Wixo**,  
Product Manager



# Seed Research of Oregon

## Customer focus:

From the beginning, Seed Research of Oregon has focused on developing improved, unique turf-grass varieties for the professional turf manager, especially the golf course superintendent. The focus has always been on quality production, cleaning and blending, ensuring its customers of the highest mechanical and genetic purity.

The principles that led Mike Robinson to found the Corvallis, Ore.,-based company in 1983 remain the same today as Bill Dunn manages the day-to-day operations as the company's general manager.

## Research:

Following an alliance with Advanta Seeds Pacific in 1999, Seed Research of Oregon's grass breeding program has become one of the world's largest, most complete grass breeding and research program. This research and development includes intense work with all of the major cool-season turf-grass species, forage grasses and warm-season grasses. It is also aggressively pursuing the development of grass species, not traditionally considered for turf use, for site-specific and niche applications.

Seed Research was one of the first companies to recognize the critical importance of including endophytes in its turf varieties. Seed Research was working hard to develop new sources of endophytes with superior benefits to the customer.

Seed Research is also committed to exploring the increased options available through utilization of biotechnology. It is applying the science of grass genomics to understand and utilize new sources of resistance and stress tolerance, and is exploring genetic engineering as sources of unique genes that might benefit turf users.

Seed Research of Oregon is committed to reducing the inputs necessary to obtain quality turf for the benefit of the environment and is a proud charter member of the TPI Water Rights Campaign.

## Distribution:

Leading seed distributors throughout the world



have become an integral part of SRO's success. With distributors in every region, service and expertise are a local phone call away.

## Major product lines:

Offering both the Seed Research and Royal Brand lines, SRO has one of the most complete lines of high-quality, cool- and warm-season grasses available. Its complete lines of bentgrasses (creeping, colonial and velvet), Kentucky bluegrasses, perennial ryegrasses, fine fescues, tall fescues (including the world's first rhizomatous variety — Grande), zoysiagrasses, bermudagrasses, buffalograss, bahiagrass and centipedegrass is second to none. With a well-equipped warehouse, SRO contributes a high percentage of certified mixes and blends to the market and has a facility in Arizona that oversees its warm-season program.

## Technical support, training:

Seed Research of Oregon is passionately dedicated to personalized customer service. Its philosophy has always been to provide the best technical support to assure total satisfaction. This commitment to quality service includes its free specification writing service (the Seed Specification Survey), on-site consulting, the dedicated professionals of its SRO Advisory Committee and its informative research-based Web site at [www.sroseed.com](http://www.sroseed.com). Whether planting a new lawn, renovating a high school sports field or building a multimillion-dollar golf course development, Seed Research of Oregon has the quality seeds needed and the expert service to back it up.

## Seed Research of Oregon

27630 Llewellyn Road  
Corvallis, Ore. 97333  
800-253-5766  
541-757-2663  
Fax: 541-758-5305

WEB ADDRESS:  
[www.sroseed.com](http://www.sroseed.com)

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

DATE FOUNDED: 1983

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Bentgrass Product Manager  
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# STIHL Incorporated

**Product focus:**

The new STIHL BR 420C Magnum backpack blower is the catalytic muffler version of STIHL's BR 420 unit. It offers all the valuable features of the exceptional BR 420 and includes a catalytic converter that significantly reduces engine exhaust emissions released into the environment.

**Manufacturing facility:**

STIHL Incorporated has become one of the few power equipment manufacturers with complete manufacturing capabilities in heat treating, machining, monofilament line extrusion, plastic injection molding and blow molding. STIHL uses state-of-the-art equipment and will manufacture nearly 2 million power heads in 2002 for its electric- and gasoline-powered tools. It also has over a 500,000-square-foot warehouse facility to house finished goods for worldwide distribution.

**Technical support, sales, training and/or customer service:**

Along with STIHL's commitment to achieving the ultimate in product performance and dependability comes a long history of distributing products exclusively through servicing dealers. Your STIHL servicing dealer has a broad selection of outdoor power equipment to choose from and has the knowledge and training to help you select the right product to meet your requirements. Visit the Dealer Locator at [www.stihlusa.com](http://www.stihlusa.com) to find a STIHL servicing dealer near you.

**Major product lines:**

Dependable and affordable STIHL power equipment makes light work of heavy clean-up jobs. Recognized as the world's No. 1-selling brand of chain saws and cut-off machines, STIHL has also become known for top notch, precision-engineered trimmers, brushcutters and clearing saws, blowers and sprayers, hedge trimmers, edgers and hand tools.



# STIHL®



**STIHL Incorporated**

536 Viking Drive  
Virginia Beach, VA  
23452-7391  
Phone: 757-486-9100  
Fax: 757-631-5745

WEB SITE:  
[www.stihlusa.com](http://www.stihlusa.com)

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DATE FOUNDED:  
1974 (in United States)

STAFF

**Fred Whyte,**  
President

**Peter Burton,**  
Vice President, Sales and  
Marketing

**Thomas Elsner,**  
National Service Manager



# Syngenta Professional Products

## Product focus:

The vision of Syngenta is to provide the best turf and ornamental products and services in the industry and to build optimal packages of chemistries and technology to help our customers. For lawn care operators, Syngenta offers industry leading products to combat insects, prevent and cure disease and manage weeds – as well as a wide variety of additional resources to help customers better manage their operations.



## Technical support, sales, training and customer service:

In addition to its strong portfolio, Syngenta offers the industry's most complete line of non-product-related services. These include the Web-based service [www.greencastonline.com](http://www.greencastonline.com) that can deliver pest, weather and product information directly to a customer's desktop. In addition, Syngenta has five field technical reps (which include former extension agents and university researchers) who sit in all districts across the United States. Through the GreenPartners™ loyal customer program, customers that use Syngenta products accrue points for each product purchase. These points can be redeemed for business tools such as computers and equipment.

## Major product lines:

Syngenta offers some of the most highly regarded

products in the industry, including:

- **Barricade® herbicide** – Long-lasting pre-emergent to control crabgrass and more than 30 other weeds.

- **Heritage® fungicide** – Up to 28 days of turf and foliar disease protection against the four major classes of fungi.

- **Daconil® fungicide** – Contact fungicide with proven superior disease control.

- **Banner MAXX® fungicide** – Broad-spectrum and systemic disease control for turf and ornamentals

- **Subdue MAXX® fungicide** – Industry standard for Pythium control.

- **Primo MAXX® turf growth regulator** – Growth regulator for clipping management and pre-stress conditioning of turf.

- **Avid® insecticide** – Leafminer and mite control in greenhouse, nursery and landscape settings.

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## Syngenta Professional Products

P.O. Box 18300  
Greensboro, NC 27419  
Phone: 800-395-8873

### WEB SITE:

[www.syngentaprofessional-products.com](http://www.syngentaprofessional-products.com)

### KEY CORPORATE CONTACT

**Chuck Buffington**, Lawn Market Manager



# Textron Golf, Turf & Specialty Products

## Product focus:

Textron Golf, Turf & Specialty Products manufactures a full range of utility vehicles, sprayers, aerators and mowers for professional lawn care, golf, sports turf and industrial turf maintenance applications under the brand names of Bob-Cat®, Bunton®, Jacobsen®, Cushman®, Ryan®, E-Z-GO®, Ransomes®, Steiner™ and Brouwer®. The products from these companies meet the diverse needs of the landscape contractor and lawn care professional.



Bunton Hydro Walk Behind

## Manufacturing facilities:

Bob-Cat and Bunton brand walk-behind and zero-turn riding mowers and Ryan Lawnaire aerators are manufactured at the Textron plant in Johnson Creek, Wis. Jacobsen professional turf care products and Ryan Greensaire aerators are manufactured at the newly expanded plant in Charlotte, N.C. Cushman and E-Z-GO utility vehicles are manufactured in Augusta, Ga. Steiner and Brouwer turf care products are manufactured at the Textron facility in Dalton, Ohio. Ransomes turf care equipment, available in Europe and international markets, is built at the company's modern manufacturing facility in Ipswich, United Kingdom.

## Sales, technical support, training and customer service:

Textron markets Bob-Cat, Bunton and Ryan Lawnaire® products through an extensive distribution network of Professional Lawn Care distributors and dealers. Jacobsen, Cushman and Ryan Greensaire® aerators are sold through dealers across the United States and Canada. The company also markets its products through international dealers and distributors in Europe, Africa, Australia, Asia, and Central and South America. The company



Bob-Cat 218ES Zero-Turn Ride-on Mower

provides complete sales and service support to its dealers and distributors. For more information, please visit the company Web site at [www.textronturf.com](http://www.textronturf.com) or call 1-888-922-TURF (8873).

## Major lawn-care product lines:

■ **Bob-Cat: Tough. Affordable ... Bunton: It's a Pride Thing.**

Bob-Cat and Bunton offer lawn and grounds care professionals a wide choice of mid-size walk behind mowers and zero-turn, ride-on mowers featuring fuel-efficient diesel and powerful electronic fuel injected gas engines.

## ■ Ryan: At the Core of Healthy Turf

Ryan features a broad array of walk-behind, tow-behind and vehicle-mounted Lawnaire aerators, dethatchers, overseeders and accessories for complete lawn renovation.



Ryan Lawnaire 24, Lawnaire IV and Lawnaire V

## Textron Golf, Turf & Specialty Products

3800 Arco Corporate Drive  
Suite 310  
Charlotte, NC 28273  
Phone: 704-504-6600  
Fax: 704-504-6661

### WEB SITE:

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**Peter Whurr,**  
Vice President,  
Product Support  
**Ralph Nicotera,**  
Vice President, Marketing & Product Management  
**Joe Thompson,**  
Vice President, Sales – Turf & PLC

**TEXTRON**  
GOLF, TURF & SPECIALTY PRODUCTS



# United Horticultural Supply

## Business Focus:

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

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

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

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

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

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

## Facilities:

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

## Technical Support / Training:

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

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



## Major Product Lines:

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

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

Examples include UHS Signature® Brand Fertilizers and Seed, the Chaser® family of herbicides, Prospect® micronutrients, Alleviate™ and Respond® water management products, plus several surfactants and spray additives. We also carry:

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

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

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

## United Horticultural Supply

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

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

### ATLANTIC DIVISION

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302-266-7580

### CENTRAL DIVISION

**Bob Flynn,**  
Division Manager  
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### SOUTHERN DIVISION

**Steve Jackson,**  
Division Manager  
813-628-0496

### WESTERN DIVISION

**Dan Kellar,**  
Division Manager  
480-592-9900



# VERSA-LOK Retaining Wall Systems

## Product focus:

VERSA-LOK® Retaining Wall Systems has been creating "Solid Solutions™" for commercial, governmental and residential customers since 1987 by offering the only solid, pinned segmental retaining walls on the market. By utilizing well-constructed, long-lasting, solid concrete units that are environmentally friendly and virtually maintenance-free, VERSA-LOK Retaining Wall Systems provide unlimited design flexibility and unmatched structural integrity.



## Technical support, sales and training:

The professional, knowledgeable and helpful VERSA-LOK staff offers top-notch engineering, technical and sales support. If you have a question about VERSA-LOK Retaining Wall Systems, they have the answer. VERSA-LOK also produces a wide assortment of technical and sales literature. Please visit [www.versa-lok.com](http://www.versa-lok.com) to download or call 800-770-4525 to receive copies.

## Major product lines:

VERSA-LOK offers four segmental retaining wall choices: Accent®, Cobble®, Standard and our newest product—VERSA-LOK® Mosaic® Retaining Wall Systems. Mosaic is a rustic, random-pattern wall comprised of the three basic VERSA-LOK units. It also is available with a new Weathered™ option for an additional timeworn touch.

## VERSA-LOK Retaining Wall Systems

6348 Highway 36, Suite 1  
Oakdale, MN 55128  
Phone: 800-770-4525  
651-770-3166  
Fax: 651-770-4089

WEB SITE:  
[www.versa-lok.com](http://www.versa-lok.com)

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DATE FOUNDED: 1987

### STAFF:

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**Terri Jungquist,**  
Vice President – Marketing





# Tune your tubing

**Optimize the performance of in-line systems**

BY PATRICIA AND DAVID FLETCHER

**I**t's no wonder in-line tubing has become popular with landscape contractors. Easy installation, even coverage, lack of overspray and near invisibility are its real advantages over other types of sprinkler and drip systems. Unfortunately, many potentially great water-conserving in-line systems are underperforming in the field. The main culprit? Uneven coverage due to clogged emitters. Dirt and sediment aren't getting properly flushed from the lines, leaving emitter flow paths vulnerable.

Here's a look at ways to improve flushing with in-line tubing and restore your system to its optimum efficiency.

## Automatic vs. manual flush valves

Automatic flush valves were designed to replace the manual flushing of laterals, making it easier to keep the lines clean and prevent emitters from clogging. They've had the po-

tential of being real timesavers over manual valves, especially if you're laying out in-line tubing in the typical drip system branching design. This kind of design has dozens of laterals and dead ends where these valves are needed.

Just so we're on the same page, let's go over how these valves operate. There are two types of automatic flush valves: normally closed and normally open. Normally closed valves open at the beginning of each watering cycle, flush and then close as pressure increases. Normally open valves are already open as the system starts its cycle, they flush and close after reaching a certain pressure, then open again when the system shuts off.

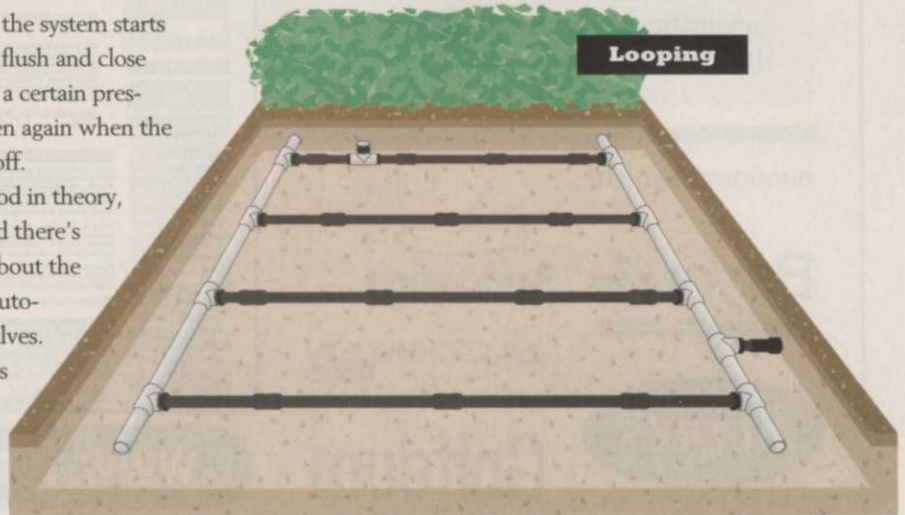
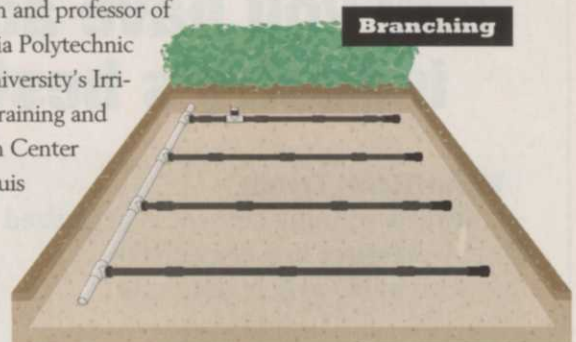
Sounds good in theory, but in the field there's some doubt about the reliability of automatic flush valves. The concern is whether they stay open long enough for water to

reach a high enough velocity for a thorough flush. Debris may be left in the system that could clog emitters.

"We recommend a flushing velocity of 1.5 to 2 feet per second," says Dr. Charles Burt, chairman and professor of California Polytechnic State University's Irrigation Training and Research Center in San Luis Obispo.

**Top: A typical branching design that terminates into automatic flush valves.**

**Bottom: This design, with laterals forming a loop, requires a single flush valve.**





"Automatic flush valves may reduce particle buildup in the ends of the lines, but they are not going to give you the recommended velocity or the sustained flush needed to really blow things out."

Dean Dal Ponte, the marketing manager for Rain Bird's Landscape Drip Division, agrees.

"I'm positive that automatic flush valves seal off way before the flow gets anywhere near as fast as Cal Poly's recommended velocity," he says. "These types of flush valves are luring people into a false sense of security,

and could potentially lead to system problems later on."

Contractors are also finding that debris can easily get into these valves and get stuck in their mechanisms, causing them to malfunction.

"It doesn't take much to clog an automatic flush valve," says Eric Vilander, an irrigation technician for the City of Duarte, CA. "If debris is in the tubing and gets into the valve, the valve can get stuck open and as much as 10 GPM of water will run into the street and then I'll get a call."

The solution? Good old-fashioned manual flush valves — which do allow you to create a high-velocity, high-volume flush — and a grid design so that only one manual valve is necessary per zone.

**Grid is great for manual flushing**

Your typical drip system branching design has a supply manifold with multiple laterals branching off and dead-ending (see illustration on previous page). The problem with this design is it allows deposits to build up in the

dead ends where the automatic flush valves are incapable of flushing them out completely, according to Dal Ponte. And to use multiple manual flush valves is impractical.

"The often-used branching lateral design is great for sprinkler systems but not for drip," he says. "It can lead to problems with flushing, which can further lead to clogged emitters and uneven coverage. Instead, we recommend the grid, or looping design.

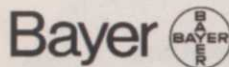
"There are lots of reasons the grid is so desirable," contin-

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The screenshot shows the website's layout with a search bar at the top, a navigation menu with categories like 'Turfgrass', 'Irrigation', and 'Weed Control', and a main content area featuring an article titled 'Searcher Propagule Offers Alternative for the Future' with a thumbnail image of a golf course.

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



ues Dal Ponte. "You get better uniformity because the pressure is better equalized across the entire system. Water comes from both sides so a pinch or break in the line is not as critical. But what it really allows you to do is collect all the ends of the laterals together and flush from one point in a collection manifold."

A grid design consists of laterals that form a continuous loop so there are no dead ends. With no dead ends, only one manual flush valve is needed per zone and clogging is significantly reduced, according to Cal Poly's Dr. Burt.

## Improperly sized components lead to clogging problems.

"It is very desirable to have a grid or looping configuration and a flushing manifold with a single flush valve," he says.

Located on the exhaust manifold, a manual flush valve can be a simple tubing end closure, such as a figure eight, or a screw-off type that is manually removed at full-system pressure and velocity to thoroughly flush out the system.

The great news about a looping design is that, if you still want to automate your flushing, you can do something tricky: replace a manual flush

valve with an electric control valve. The electric control valve is connected to an automatic controller on its own station so it can be programmed to flush when velocity is at its peak, and for a long enough time to flush thoroughly.

"What that does is give you a full open area for up to a couple minutes, which is enough time to get the water up to speed and allow the debris to travel through the system and out the valve," says Dal Ponte. "And, automatic flushing can be programmed as frequently as needed."

Burt says another common problem that leads to clogging is improperly sized components such as the manifold and flush valve.

"Often times the flushing valves and manifolds are sized too small when they should be as large or larger than the supply line," he says. "The increased pressure loss means that you won't get the pressure needed for proper flushing."

With a grid or loop design, one manual flush valve (or electric control valve), one air relief valve and the proper filtration, your in-line tubing will go far in being the versatile, efficient, water-conserving low-volume product it was designed to be. **LW**

— Patricia and David Fletcher  
are principals of dpFletcher  
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# Versatile line of Ferris Zs improves productivity



Fred Rimmer relies on speed and maneuverability from his Ferris Z to mow an 80-acre condominium development each week.

**W**hen you're required to mow an 80-acre, 435-unit condominium development every single week, productivity is a crucial element.

That's why Fred Rimmer, grounds supervisor for Mount Vernon Condominiums, Bradenton, FL, counts on Ferris Industries to provide him with high quality lawn mowers that enable him to do his job to the best of his ability.

According to Rimmer, speed and maneuverability are the key benefits he and his crew of nine get from their two Ferris IS 4000Z zero-turn high performance mowers.

"The 72-inch mower deck is a real asset," he says. "We have a lot of wide open areas and the larger mower deck makes a big difference in cutting time."

The larger mower decks on the Ferris units, combined with an 11-mph ground speed, have allowed Rimmer to reduce the number of mowers he needs to get the job done from five units to four.

"In addition, we have approximately

11 acres of narrow, landscaped lawn which contains a lot of obstacles to mow around," Rimmer says. "In these areas, the zero-turn maneuverability and steering responsiveness of the Ferris units also help us save a great deal of time.

"We're able to use the Ferris machines instead of push mowers; and what we would normally have to trim with a weed eater, we're able to pick up with the Ferris mowers," he adds.

Rimmer was a test driver for the new Ferris IS 5000Z before it was introduced to the market. The Ferris IS 5000Z

gets its power from a 1.5-liter, 1500cc, three-cylinder "Caterpillar" diesel engine.

"One of the items we were pleased with was the fuel economy we were getting with the diesel," he says. "Also, having the mower deck supported by the suspension system assures you get a superior quality of cut."

"We're very satisfied with the equipment and service we receive from Ferris Industries."

"We're able to use the Ferris mowers instead of push mowers."

## BUYING THE BEST COMMERCIAL MOWER.

Investing in a new commercial mower for your business is an important step; and it's a decision that takes some thought. If you're thinking about a zero-turn rider, there are a number of features you should look for:

- **The latest technology.** Today's most advanced zero-turns feature independent suspension (either 2 or 4-wheel) for increased comfort, speed, traction, stability and a more consistent cut.
- **Rugged deck construction.** Choose a hand-welded deck with overlap-welded corners, a double top deck and reinforced side skirts to make sure it stands up to years of tough, commercial mowing abuse.
- **Serviceability.** A simpler design means fewer parts and easier access to the engine compartment and hydraulics for routine maintenance and service. You should also look for 2-year warranties on parts and labor.
- **Important features.** A low center of gravity; foot-operated deck lift; 360-degree pivoting, anti-scalp rollers; twin A-section hydro drive belts; and radius-cut, 1/4" thick hardened steel blades... they're all important to your comfort and productivity.

To make your choice of a new mower even easier, be sure to see the new 2002 line of Ferris mid-mount, zero-turn riders at [www.ferrisindustries.com](http://www.ferrisindustries.com). Ferris is the innovation leader in commercial mower design. Don't make a decision to buy a new mower for your business without visiting your nearest Ferris dealer.

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## Property at a glance

Location: New Paltz, NY

Staff: Mohonk Mountain House  
Grounds Department

Category: Hotel, Motel or Resort

Total budget: \$654,000

Year site built: 1869

Acres of turf: 90

Acres of woody ornamentals: 300

Acres of display beds: 15

Total paved area: 7 miles

Total man-hours/week: 80

## Maintenance challenges

- ▶ Seasonal plant displays
- ▶ Turf management
- ▶ Integrated pest management

## Project checklist

Completed in last two years:

- ▶ Irrigation and drainage
- ▶ Victorian maze
- ▶ Landscape renovations

## On the job

- ▶ 10 full-time staff, 14 seasonal employees, 5 licensed pesticide applicators

# Mohonk Mountain House

## 2001 PGMS Grand Award Winner for Hotel, Motel or Resort

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Every week, CGM John Van Etten and his staff change out plant displays. If you're a return visitor, expect to see something different every year. The



Senior gardener William Hornbeck sprays deer repellent on the show garden's center bed.

bentgrass greens are spoon-fed 1/4 lb. of nitrogen every other week. All turf areas are aerated bi-yearly and topdressed and overseeded annually.

The grounds staff's philosophy at Mohonk is, if we take care of the mountain, the mountain will take care of us. That's why the staff employs an integrated pest management system to handle pest problems.

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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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Road-weary guests are treated to an explosion of color from the cottage garden.



The Mohonk Grounds Department has a variety of features to maintain, including putting greens, aquatic gardens, and flower displays.





# Install patios and decks profitably

## Two industry veterans offer tips on how to make money in patio/deck installation

BY JASON STAHL / MANAGING EDITOR

**S**o, your company's growing fast but not fast enough for you. You seem to have a good handle on your maintenance contracts and you want to start offering design/build services, specifically patio and deck installation. No matter who you seek out for advice on this topic, all will probably echo each other when they say: "You better make sure you know what you're doing before you get into this." Why? "Because you'll lose your shirt if you don't."

Making a profit on this type of work is a science. It takes a lot of skill and meticulous preparation. Nobody knows this better than Tom Breiten of Breiten Landscapes, Cooperstown, NY, who focuses the

majority of his time on design/build work. His company:

- ▶ **Focuses on custom work.**
- ▶ **Focuses on upscale clients.**
- ▶ **Does estimates not based on bid system but time and materials.** "This keeps us from losing our shirts," Breiten says.
- ▶ **Uses more expensive materials like cedar and mahogany, not pressure-treated wood.**

"One reason is that if you have a standard markup on materials, the markup on more expensive material will get you more gross profit," Breiten says. "And if clients are used to a standard percent markup, they won't balk at more expensive materials."

- ▶ **Has specialty crew for each design/build job.** "We don't spend a lot of time on engineering sketches," Breiten says. "We spend more time trying to get the client to understand what we're going to do. In the end, the client has to trust you."

Breiten says if you do custom work and you're good at it, patio/deck installation might be a good fit. "Theoretically, we're offering a product no one else can offer," Breiten says. "As long as you're in there with an hourly rate and a markup rate to cover your overhead, you're guaranteeing an acceptable margin of profit."

### Down south

Bert Clattenburg of Rood Landscape Company, Inc., Tequesta,

FL, handles patio/deck installation a little differently.

"A lot of companies try to do that stuff in-house up north," Clattenburg says. "We design and install landscapes, but we sub out hardscaping."

Clattenburg insists, however, that his company still makes its percentage based on the subcontractor's price. And he maintains control of quality through long-term subcontractor relationships — he's been using the same mason for 15 years. Those good relationships are key, he says.

"The subcontractor has to be willing to work with the landscaper," Clattenburg says.

"Everyone has to work together as a team." **LJM**

## 5 reasons to choose pavers

BY JAMES ALFIERI AND GREG AMBROSE

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— James Alfieri and Greg Ambrose are co-owners of *Pave Ohio*, a Cleveland-based company specializing in hardscape installations.

Contact them at 216/486-7283 or [paveohio@aol.com](mailto:paveohio@aol.com).



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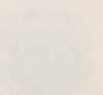
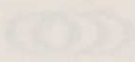
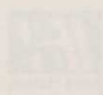
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# Walls, pavers getting trendy

BY CURT HARLER /  
CONTRIBUTING EDITOR

**E**xpect to hear more about putting high density polyvinyl inserts between pavers on walkways or cart paths. Already a popular trend in Eu-

rope to manage water runoff, the spacers separate the joints between stones by as much as a full inch.

As the idea catches on in North America, it appears to be more oriented to aesthetics than water. The idea is to fill the spaces with sand or soil and seed, explains Marc Caifano of *PaveLog*, Chicago. He says many landscapers are using pre-distressed artificial stone to give their walks a natural Old-World look.

The paver inserts can be placed to allow smooth driving,

as on cart paths, or to minimize problems with walkers tripping over the blocks.

But the best part is that the spacers allow water to seep into the spaces and off the path itself. Water is held there until the plants take it up; unused water evaporates. Of course, paths still must be constructed with a pitch to allow the initial wash of rain to run off in an appropriate direction.

### The weathered look

One of the hottest trends in the segmental retaining wall (SRW) industry is the advent of weathered, or tumbled, random pattern walls, which are used to complement older properties or to match cultured stone on brand-new homes.

Why the popularity? Ever since homeowners discovered that these walls lend a more rustic complexion to outdoor habitats thanks to their stone-like appearance, they've been demanding more natural and earthy landscaping materials for their backyard spaces.

### Not your neighbor's wall

"They (weathered random pattern walls) don't look like your neighbor's walls," says Bob Dahm, landscape architect at *Villa Landscapes*, Oakdale, MN. "Homeowners are a little tired of the concrete modular look of your garden-variety retaining wall. However, they love the broken up, aged appearance weathered random pattern walls provide."

Homeowners also want ways to "naturalize" their yards without sacrificing durability.

"Typically, homeowners are replacing older retaining structures such as treated timbers or older stone," says Ann Turner, marketing manager at *Versa-Lok Retaining Wall Systems*. "It's part of the trend toward more natural, relaxed environments."

On the other hand, new homeowners are using the technique to match the increasingly popular cultured stone found on the exterior of many newer residences.



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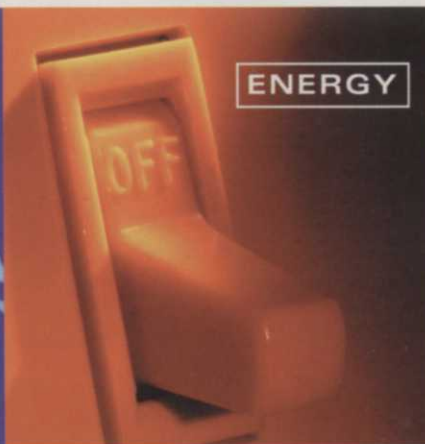
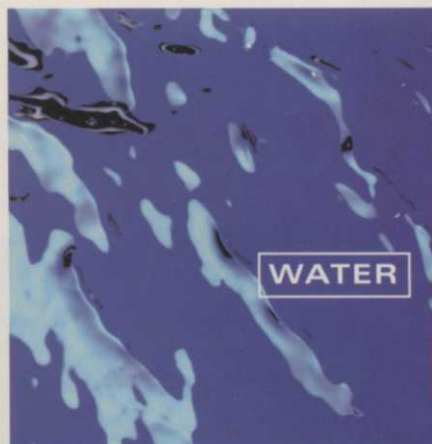
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# Look locally when planting turfgrass

BY DOUG BREDE, PH.D.

**I**n the fall of 2000 I worked with a client in Edmonton, Alberta, Canada, who was planting a golf course to Kentucky bluegrass. I asked if he had consulted data from the National Turfgrass Evaluation Program (NTEP) to aid in his decision, and he said he had. The client explained that he had chosen a handful of varieties from the top of the Grand Mean column and wanted to construct a blend.

Sound familiar? This same scenario plays out in locations across the continent all the time. Contractors, landscape architects, and turf managers consult the NTEP listings as a routine part of their planting plans. But the question remains: Is this the best way to pick varieties for your site?

In this article I'm going to examine some of the relationships buried inside the NTEP data. Most people who use NTEP data look at just the single column of Grand Mean averages for recommendations. But is this the right thing to do? Or are there idiosyncrasies hidden within the statistics that may paint a misleading picture? I will show you what some of these rating values really mean by examining underlying interrelations among the variables.

First, I'm going to explain some of the

## The Grand Mean from the National Turfgrass Evaluation Program may not list the best varieties for your location

more confusing concepts within NTEP, such as the differences and similarities between such things as density and texture. (Does anyone really know the difference between those two?) By doing so, I'll provide insights into the thought-processes of the raters and the meaning of their results.

Next, I'll show you why you may be making a giant mistake by following the Grand Mean Quality results for your variety recommendation needs — as my Edmonton client later discovered.

### Hidden interrelationships

Whenever I tell one of my non-turf colleagues about the NTEP trials — our “yardstick” of turf breeding — the question invariably comes up: What kind of meters do you use to take the readings? Most scientists are accustomed to carrying gadgets and gizmos with them to measure things. My non-turf colleagues are always surprised to learn that there are no such gadgets with turf. Every measurement in the NTEP trial is based on eyeball estimates.

To those of you familiar with the process, this comes as no surprise. But it



Turfgrass breeders identify promising cultivars that they'll submit for the NTEP evaluations.

may surprise you to learn that some of these visual estimates are strongly interrelated. Many are highly correlated: Factor A influences the rater's judgment on Factor B.

To explore these interrelationships, I



downloaded tables from the 2000 results of the 1995 Kentucky bluegrass trial from NTEP's Web site ([www.ntep.org](http://www.ntep.org)). I used a software package called Statistica to analyze the data. However you can do many of the same manipulations with Microsoft Excel on your desktop.

### Color and quality issues

One of the classic relationships in NTEP is between color and quality. Raters I've spoken with take pride in the fact that they don't let the color of a grass taint their judgment when rating turfgrass quality. Most assert that a dense, pest free, light green grass would be rated just as highly as a good dark one. Or are they swayed? When I plotted the genetic color vs. the Grand Quality Mean, a strong relationship appeared (Fig. 2a).

The graphs in Figure 2 display data points of all 103 varieties in the 1995-2000 trial. I labeled a handful of landmark varieties to establish mileposts in the sea of dots: KenBlue (a common-type variety), Classic and Baron (two older, intermediate types), Eclipse and Glade (top varieties from the 1980s), Limousine (a high-density variety), and Award and Midnight (varieties presently at the top of the quality charts).

The computer did not draw a straight line for the relationship of color vs. quality but one with a bowed center (Fig. 2a). Nonetheless, darker color does appear to influence higher quality scores. KenBlue, one of the lightest colored varieties in the trial, also had the lowest turf quality. Award and Midnight both had high quality and dark color.

Certainly there are other explanations for this connection of color and quality. An argument can be made that dark color has a physiological benefit to the plant. A darker plant, it's been shown, contains more chlorophyll – the energy compound in plants. With more energy, darker green vari-

eties are able to grow faster, produce a denser turf, and regrow foliage lost to mowing, disease, and wear. Therefore two associations are at play: A preference by the raters for darker color, and a physiological advantage to the plant from more chlorophyll.

## Density and texture are among the most misunderstood ratings.

### Are raters dense?

Turf density and texture are among the most misunderstood ratings in NTEP. In theory, density reflects the number of plants per square inch. But no one actually

gets down on their hands and knees to count. We stand and judge. And by doing so, we get confounding results. For example, how do you tell if a plot has more plants per square inch, or whether it has more leaves per plant? You can't.

Leaf texture is an evaluation of the width of individual blades. In leaf texture ratings, finer-bladed varieties are scored higher. Again, no one gets out a ruler to measure leaf width (which would be the logical but time-consuming way to approach the problem). Instead, we stand and judge.

One misleading assumption in leaf texture ratings is that finer texture is more desirable. After all, why would finer texture ratings have a higher number if it didn't

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mean narrower is better? Personally, I prefer a variety with a leaf texture rating of about a "7" (on a 1 to 9 ratings scale). I think it is entirely possible for a variety to be too finely bladed, possibly sacrificing toughness, wear tolerance, or mixability with others. Other evaluators may feel differently.

In Figure 2b you can observe the tight clustering of leaf texture with turf density about the slope line. As the example in Figure 1 shows, a tighter adherence to the slope line indicates a stronger relationship and better predictability. The main difference between texture and density is in point spread: Leaf texture has a 3-point ratings spread (from 5 to 8) from best to worst, while density has only a 1-point spread. Could it be that the raters are more

comfortable with the concept of texture than density? It's hard to say for sure, but that's a possibility.

Turf density has two other interesting associations, those being with ground coverage and disease. The skin-tight clustering of the points about the slope line (Fig. 2d) indicates that density and ground coverage are virtually synonymous. Over the years I've questioned whether the "ground coverage" rating was even necessary. These results suggest that either the raters can't distinguish between the two, or that density so affects ground coverage as to make it superfluous.

I must admit, at first sight, the relationship between turf density and disease resistance (Fig. 2c) caught me by surprise. Classical plant pathology says that stands with



Hundreds of grasses are collected and screened for every variety making it to the NTEP trials.

higher plant densities tend to get more disease. That's because typically, denser stands have smaller, frailer plants, easily prone to fungal attack and spread. While there is a fairly good association between density and leafspot resistance (as evidenced by the clustering), the surprise was that slope of the line was positive, not negative. If a denser stand was truly more disease prone, the line would slope downward not up.

Here's what I believe is occurring: Disease-resistant cultivars are simply able to produce more shoots than susceptible ones. Varieties like Award and Midnight, which are nearly immune to leafspot, are not encumbered by the thinning of disease attack. These varieties help illustrate the real reason behind the positive relationship of density and disease resistance.

**How useful is grand quality mean?**

My Alberta client put together a bluegrass blend for his golf course the way most of

*continued on page 101*

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

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- 13  20 **Manager/Superintendent** - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
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- 26  J Turf Weed Control
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- 31  O Other (please specify) \_\_\_\_\_

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

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- 45  N Spreaders
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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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July 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, Horticultural, 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
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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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Fig. 2a

NTEP Scatterplot  
(Least Squares Method)

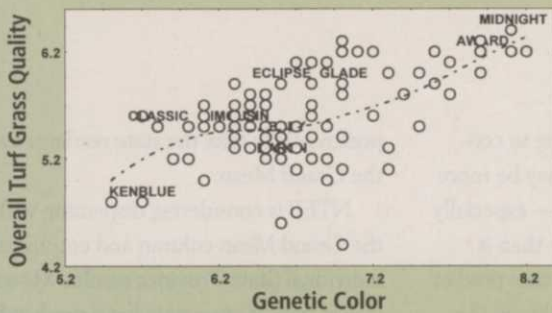


Fig. 2b

NTEP Scatterplot  
( $y=4.755+0.263*x$ )

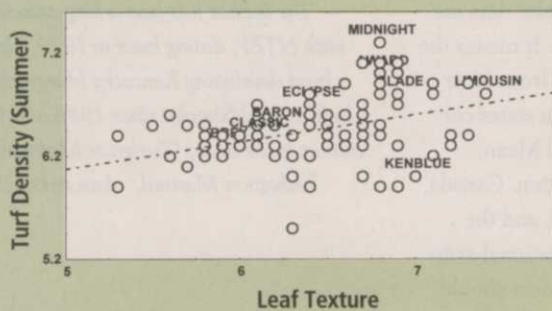


Fig. 2c

NTEP Scatterplot  
( $y=-11.213+2.641*x$ )

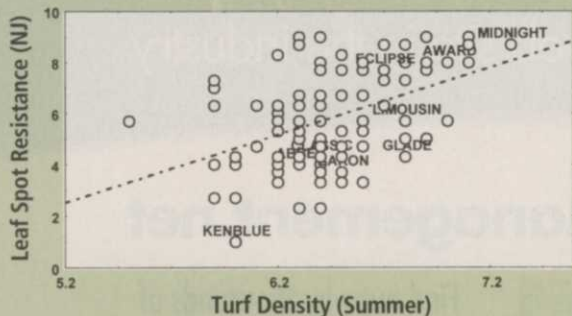
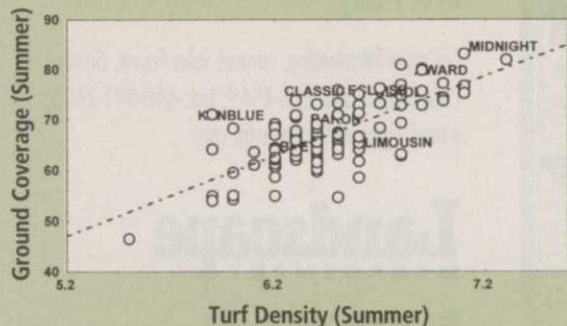


Fig. 2d

NTEP Scatterplot  
( $y=-35.269+15.831*x$ )



continued from page 98

us do — by choosing top performers from NTEP's Grand Mean column and blending them.

"Have you tried looking at your local Alberta results?" I asked him.

"I don't even glance at those," he responded. "The averages for the entire NTEP are better to use, aren't they? Don't they represent more locations?"

After that conversation, I did some thinking about whether his approach was right or wrong. Unable to reach a conclusion, I decided to let statistics help me find an

answer. Using the same data mentioned above, I compared the individual State/Province averages of the 103 bluegrass varieties vs. the Grand Quality Mean. I used Statistica to calculate the "predictability" of each state/province vs. the Grand Mean. A predictability value of 100% would indicate that the particular state's mean was exactly shadowing the Grand Mean and the user could consult either result with equal certainty.

Among the 26 sites in the trial, the NJ1 site (New Brunswick, NJ) gave the best correlation with the Grand

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Mean, with 68% predictability. Turf managers in New Jersey can probably utilize either their state results or the Grand Mean with fairly equal implications. Curiously, a second site in New Jersey (Adelphia) gave just 34% predictability. Minnesota also had a strong positive correlation. Years ago when I ran a similar analysis on the 1985-1990 trial, there was a negative correlation between the Minnesota site and the Grand Mean. In other words, varieties that did well in the Minnesota trial, tended to do poorly nationally.

But getting back to my Edmonton client, I found there was zero predictability between his local Alberta site and the NTEP Grand Mean. Yet, this fellow was taking the Grand Mean as gospel.

Examples like that force me to conclude that the Grand Mean may be more of an albatross than a benefit — especially when it misleads people more than it helps. Clearly half of NTEP's sites predict one-third or less of the variability in the Grand Mean.

**Results are state-specific**

Does that mean that certain state data are wrong or even bad? Not at all. It means the results are state-specific. Data from New England and some Midwestern states correlated closely with the Grand Mean, showing high levels of association. Canada, the Mid-Atlantic region, Iowa, and the West correlated poorly with national averages. Turf managers in those areas should

preferentially take the state readings over the Grand Mean.

NTEP is considering dispensing with the Grand Mean column and emphasizing individual State/Province results. My advice to you: If your state has a predictability of less than 50% (Fig. 3), stick with your state results and forget about the Grand Quality Mean.

— *The author has had a long association with NTEP, dating back to 1979. He has been developing Kentucky bluegrasses at Jacklin Seed/Simplot since 1986 and is the author of the book, "Turfgrass Maintenance Reduction Manual," Ann Arbor Press.*

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**Landscape**  
MANAGEMENT

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# Say goodbye to pond pests

**Get rid of algae, geese and mosquitoes by breathing some fresh air into your pond**

BY ROBIN M. BIO

It seems like one of the biggest headaches to face is keeping water features algae-free, fowl-free and insect-free. Fortunately, aerating fountains can help eliminate algae, discourage waterfowl and control insects. Unlike many alternate means to rid ponds of pests (i.e. chemical usage), aerating fountains creates an impressive visual addition to any property. Plus, they're environmentally friendly, cost-efficient and virtually maintenance free. Following is a brief description of

how aerators can lighten the load in each situation.

## Aquatic algae problems

Although algae is an important part of the food chain for aquatic life, too much can be unsightly, cause foul odors and discolor water. When algae gets to be excessive, chances are the source of the problem is high nutrient runoff. Unfortunately, one of the biggest contributors to runoff is something needed to keep turf lush and abundant: fertilizer.

Most fertilizer contains high concentrations of nutrients, especially phosphorus and nitrogen. Through runoff, these extra nutrients are added to a



pond, which throws the natural ecosystem off balance and forces it to work extra hard to stabilize itself. Often, an algal bloom occurs as the algae devour the abundant nutrients.

Ponds have their own bacteria that decompose nutrients and act as cleanup devices.

Two types of bacteria are present in all lakes and ponds: aerobic and anaerobic. In a healthy pond, there are more aerobic bacteria. They feed on the organic nutrients and convert them into non-organic compounds that algae cannot readily use for food. Aerobic bacteria require oxygen to complete this process.

In the common instance that too much fertilizer is being induced into a watershed, the aerobic bacteria cannot consume the nutrients fast enough and the pond enters a eutrophic

stage. Aerobic bacteria are unable to operate efficiently, and anaerobic bacteria take over. Anaerobic bacteria decompose nutrients but at a much slower rate, and noxious by-products such as methane, ammonia, and hydrogen sulfide are emitted.

When aerobic bacteria cannot process the nutrients as fast as they're being added to the water, algae will feed on the opportunity. As these aggressive plants consume nutrients, they obviously keep growing. But most algae only have a life span of about two weeks. "Old," dying algae discolors the water and adds even more nutrients for other algae to feed on.

What's worse? Well, if your pond has a high nutrient load from fertilizer and it's used as an irrigation source, the turf can become damaged. Additional nutrients are being added



on top of what has already been applied.

Too much phosphorus may limit the ability of turf to consume other needed nutrients. Too much nitrogen can restrict root systems, reduce the turf's tolerance to normal wear, and make the turf vulnerable to disease and pest attacks. In other words, more maintenance and money on your part.

The solution is more oxygen. Aerators encourage the longevity of aerobic bacteria by continuously incorporating oxygen into the water. Aerobic bacteria need oxygen to consume excess nutrients in the water. This in turn keeps your water clear, odor-free and healthy enough to use for irrigating.

### Fly away, fowl

While a few geese may add to the ambiance of a water feature, a few more become an annoyance and a threat.



During their nesting season, geese become aggressive and intolerant to humans who wander too close to their nests. A seemingly harmless bird could turn into an offensive attacker.

A bigger nuisance is the waste and mess that geese produce. When molting in the first warm months of the year, feathers seem to be everywhere and are irritating to gather. What's even more exasperating is the great amount of excrement generated by the fowl. Tracked everywhere from outside to indoors, research indicates that the droppings can contain harmful bacteria such as E. Coli, Giardia, Salmonella and Chlamydia. Another concern is the fact that the droppings can cause slips and falls.

The droppings affect a pond's water quality, too. As they enter the water, either directly or through run-off, bacteria work to metabolize or oxidize the nutrients. In this instance, algae and aquatic weeds will absorb the excess nutrients and grow excessively, causing murky, smelly water.

Aerators can discourage waterfowl, which optimally choose unobstructed ponds close to turf to make their home. Aerating fountains help to break up the landing patterns of larger flocks of waterfowl and to deter the birds by eliminating a wide open landing area in a lake or pond. This tends to cause them to migrate elsewhere.



## Aerators can get rid of...

- ▶ Algae blooms created from nutrient overloading from runoff in ponds.
- ▶ Canada geese. In a single day, one goose can produce more than 1 lb. of excrement. They also prefer to return to the same nesting site every year.
- ▶ Mosquitoes. One female mosquito can spawn 3,000 offspring in her lifetime. Most mosquitoes remain within a mile radius of their breeding site.

### Bye bye bugs

During the warm months, nothing can be worse than having to swat away insects while trying to enjoy the beauty of the outdoors. While insects alone are irritating enough, the threat of the West Nile Virus from mosquitoes has shown that these little pests can also be dangerous.

Water is an attraction to most insects. Mosquitoes breed in stagnant water where there are aquatic weeds and scum to which they can attach their eggs.

Aerating fountains break up stagnant water conditions by pumping and circulating water in areas that would normally be still, thus inhibiting the insects' ability to properly nest and lay eggs or reproduce.

In the case of any eggs that

were already laid, the aerators break up the surface water and constantly cause surface movement, preventing eggs or larvae from completing their life cycle.

Someone clever once remarked, "Every problem has a solution." You may have always been under the impression that the only solution to your biggest "pest" peeves (algae, geese and insects) were pest management products and costly activities such as dredging your pond. However, by simply installing an aerating fountain that requires minimal maintenance and upkeep, you will significantly reduce pond pest problems. **LW**

— The author is marketing coordinator for Otterbine Barebo, Inc. She can be reached at 800/237-8837, ext. 207, or e-mail at [rbio@fast.net](mailto:rbio@fast.net).





## Go mow

Behold LESCO's new Z-Two zero-turn mower for increased maneuverability, productivity and comfort. It comes with a choice of 48-, 54- or 60-in. deck, and is powered by either a 19-, 23- or 25-hp Kawasaki engine. The deck is pulled rather than pushed, so it conforms to ground variations and reduces scalping. Reduced tension on lap bars make it easier to operate.

For more information contact LESCO at

are available in length from four to 10 ft.

For more information contact Leisure Craft at 800/633-8241 / circle no. 255

## Quick action

Monsanto is calling its new herbicide QuikPRO the next generation of Roundup PRO, delivering faster visual kill as well as consistent and complete control of weeds. It has an easy-to-handle dry formulation, mixes with water and doesn't settle out or clog spray nozzles. Tests showed visible results in 24 hours.

For more information contact Monsanto at 800/768-6387 or [www.monsanto.com](http://www.monsanto.com) / circle no. 256

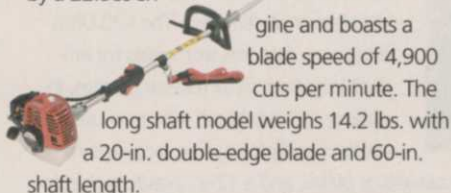
## Liberated

Loveland Industries' new Liberate is a penetrating surfactant, deposition aid and drift retardant in one formulation. The company claims it adheres to plant tissue and enhances the uptake of systemic chemistry by the plant. It contains shear guard technology that provides drift control without concerns of pump shear and mixing problems.

For more information contact Loveland Industries at 970/356-8920 or [www.lovelandin-dustries.com](http://www.lovelandin-dustries.com) / circle no. 251

## Reach far

Little Wonder's extended reach hedge trimmer is powered by a 22.5cc en-



gine and boasts a blade speed of 4,900 cuts per minute. The long shaft model weighs 14.2 lbs. with a 20-in. double-edge blade and 60-in. shaft length.

For more information contact Little Wonder at 877/596-6337 or [www.littlewonder.com](http://www.littlewonder.com) / circle no. 253



## Keep on truckin'

General Motors' 2002 Chevrolet Silverado 3500 features a new driver convenience package (cruise control, programmable power door locks, and remote keyless entry). Bring the whole crew to the job site with the extended cab. The four-wheel drive crew cab model has 300 hp at 4,400 rpm and 370 lb.-ft. of torque at 4,000 rpm.

For more information visit [www.gm.com](http://www.gm.com) / circle no. 257

## Long-range access

Hunter Industries' ICR is a new long-range remote control unit that allows operational access to irrigation systems within a two-mile radius. Designed to interface with all Hunter controllers with a Smart-Port connection, including the Hunter ICC, Pro-C and SRC, it accepts up to 128 different programmable security codes so that any number of ICR receivers can be installed in the same area.

For more information contact Hunter at 800/733-2823 or [www.hunterindustries.com](http://www.hunterindustries.com) / circle no. 252



## Spray, don't delay

Shindaiwa's new SP518 backpack sprayer features a 4.75 gal. capacity, a more rigid chrome-plated wand and an operating pressure of 90 psi. Its parts are also interchangeable with other Shindaiwa sprayers.

For more information contact Shindaiwa at 503/692-3070 or [www.shindaiwa.com](http://www.shindaiwa.com) / circle no. 254

## On the bench

Leisure Craft's new line of benches and trash receptacles can be customized to suit a specific location. The standard "diamond pattern" bench has a matching trash and ash receptacle. Benches come in a wide variety of colors and





# products

## Tough little muncher

Bandit Industries introduces its Model 2680 Beast Recycler horizontal waste reduction machine. This compact unit features a 24 X 26-in. opening; 12-ft. long infeed and discharge conveyors and the same cuttermill, teeth and infeed chain as its big brother, the 3680 Beast. A high torque drive, along with its unique cutting action, allows it to reduce large diameter materials with ease. It easily processes brush, logs, whole trees, stumps, logging waste...you name it.

For more info contact Bandit at 800/952-0178 or [www.banditchippers.com](http://www.banditchippers.com) / circle no. 258



## Watch your step

Rodon Corp.'s SAF-T-Step provides safe and easy access to the cargo beds of commercial trucks. It features a single-step retractable ladder with a removable cautionary hand rail. Mounted in a flat position on the inside of the truck tailgate, it manually unfolds into the step position and, with the release of a pull-pin, retracts back into its storage area on the tailgate.

For more information contact Rodon at 630/232-1477 or [www.rodoncorp.com](http://www.rodoncorp.com) / circle no. 261



## Steer clear

The Cricket is Barron & Brothers International's new two-ton fertilizer, three-ton lime spreader designed for precise application of fertilizers and lime. Hopper capacity is 70 cu. ft. At only 62 in. high, the hopper can clear small building entrances and low hanging limbs. Wheel track width of 62 in. allows spreader to move along narrow paths.

For more info contact BBI at 800/282-3570 or [www.bbispreaders.com](http://www.bbispreaders.com) / circle no. 259

## Versatile box rake

The new Harley Power Box Rake for tool carriers and small pay-loaders allows the contractor to enhance the amount of work he can accomplish with the Harley rake. It allows for a broader use of the Harley line of rakes in a growing variety of construction projects. The great visibility that the tool carrier offers allows the Harley to grade and reshape drainage ditches, as well as rebuild road shoulders.

For more info contact Glenmac at 800/437-9779 or [www.glenmac.com](http://www.glenmac.com) / circle no. 260

## Hunter line grows

Hunter Industries expanded its I-20 Ultra rotor line with the addition of 6-in. pop-up models, offered in a choice of stainless steel or plastic risers. The I-20 Ultra series now features six models for efficient irrigation on all mid-range sites, including: a shrub head; 4-in. pop-ups in stainless and plastic; 6-in. pop-ups in

stainless or plastic and a 12-in. plastic high pop-up. All models have FloStop Control, which allows one head to be turned off while the system continues to run.

For more information contact Hunter at 800/733-2823 or [www.hunterindustries.com](http://www.hunterindustries.com) / circle no. 262



## Light-footed loader

The rubber tracks on the Bobcat T200 compact track loader decrease ground disturbance and increase flotation and traction. Improved flotation can extend length of working seasons by reducing wet weather downtime in the spring and fall. This unit has a 2,000-lb. rated operating ca-

capacity (ROC) and 121-in. lift height. It's powered by a 73 hp turbo-charged diesel engine.

For more information visit [www.bobcat.com](http://www.bobcat.com) / circle no. 263

## Get a better grip

A new ergonomic, pistol-style handgrip is the latest feature of the Meter-Man measuring wheel. The new grip allows the user to maintain a more natural wrist position, resulting in significantly less forearm stress when used for extended periods and better control when used in rough terrain or windy conditions. This design change includes a simplified and more durable clamp-lock mechanism for the telescoping aluminum handle.

For more information contact Meter-Man at 800/338-5756 or [www.meter-man.com](http://www.meter-man.com) / circle no. 264

## Tractor factor

New Holland's new three-cylinder, 30-hp TC30 compact tractor can be equipped with either a hydrostatic (automatic) transmission or manual gear transmission. It also comes available with a choice of two-wheel or front-wheel drive axle. Hydraulics delivering 6.1 gpm, coupled with a heavy duty rear axle, provides a three-pt. hitch lift of 1,635 lbs.

For more information contact New Holland at 888/290-7377 or [www.newholland.com](http://www.newholland.com) / circle no. 265





### Improved gear drive available

Walker's new heavy duty "Von Ruden" gear drive for Walker Mower decks is an upgrade option on 48-in. decks and standard equipment on the new 74-in. side-discharge deck. Von Ruden, a Minnesota manufacturer of gearboxes since 1946, has custom designed the gear drive as a direct bolt-on replacement for the standard Peerless drive used on all Walker decks with gear-driven blades.



### Hard worker

FINN's new Eagle compact stand-on skid-steer can get into smaller spaces and deliver the same power as larger machines. It offers the highest hydraulic flow rate in its class and has a parallel hydraulic system that provides full power to all functions simultaneously. Over 40 attachments allow it to do most anything.

For more information contact FINN at 800/543-7166 or [www.finncorp.com](http://www.finncorp.com) / circle no. 266

The rated design strength is twice the standard drive. The gear drive comes with a one-year warranty.

For more information contact Walker at 970/221-5614 or [www.walkermowers.com](http://www.walkermowers.com) / circle no. 267

### Dump a lot

Ideal for applications where a dump truck isn't practical, Pequea's Model C-2500 dump trailer hauls, dumps and spreads the load. With a GVW of 10,000 lbs., landscapers can haul a skid steer to the job, use it to load the trailer, and haul it back when the job is complete. It has a 12-ft. long bed with a 6-ft., 6-in. inside width.

For more information contact Pequea at 717/354-4343 or [www.pequeamachine.com](http://www.pequeamachine.com) / circle no. 268

### Quick grab

Amulet Manufacturing's new "hook style" PowerClamp hydraulic bucket thumbs provides the additional grasping and handling capabilities needed to tackle the most demanding boulder, log demolition or land clearing job. The hook-style clamp is made of alloy plate using extra heavy welds, hardened pins and heavy duty hydraulic cylinders. This improved design features a full bucket-specific tooth bar and is available in a non-linkage or progressive linkage configuration capable of rotating up to 190 degrees.

For more information contact Amulet at 800/526-8538 or [www.amulet.com](http://www.amulet.com) / circle no. 269



### Comb over

BlueBird's P18 Lawn Comber features a modular platform that can be configured to a lawn comber, seeder, or lawn comber with rear catcher bag to collect thatch. It can cover an 18-in. swath in one pass. Engine options include a 5.5- or 8-hp Briggs and Stratton or 5.5-hp Honda.

For more information contact BlueBird at 800/808-2473 or [www.bluebirdintl.com](http://www.bluebirdintl.com) / circle no. 270

### Seed wide

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# events

WHAT, WHEN & WHERE

## July

### 15-16 Summer Express

**Short Course** / Chattanooga, TN; Sponsored by the Chattanooga Association of Landscape Professionals; 423/886-8874

### 17-18 OPE Dealer

**Convention** / Louisville, KY; 800/558-8767

### 17-19 TPI Summer

**Convention and Field Day** / Ft. Collins, CO; 800/405-8873

### 19-21 International Lawn, Garden & Power Equipment

**Expo** / Louisville, KY; 800/558-8767

### 20-25 AASCO Annual

**Meeting** / Bismarck, ND; Sponsored by the Association of American Seed Control Officials; 701/231-5405

### 22-23 PLCAA's Legislative Day on the Hill & Arlington

**Renewal Project** / Washington, DC; 800/458-3466; [www.plcaa.org](http://www.plcaa.org)

### 23 Midwest Regional Turf

**Field Day** / West Lafayette, IN; 765/494-8039

### 23-25 Penn Allied Nursery

**Trade Show** / Fort Washington, PA; 717/238-1673

### 30-31 Virginia Turf Council

**Field Day** / Blacksburg, VA; 540/942-8873

## August

### 2 Southern Nursery

**Association 2002** / Atlanta, GA; 770/953-3311; [www.sna.org](http://www.sna.org)

### 7 Illinois Landscape Contractors Association

**Summer Field Day** / Hampshire, IL; 630/472-2851

### 9-11 ALCA Maintenance

**Symposium** / Atlanta, GA; 800/395-2522; [www.alca.org](http://www.alca.org)

### 13 Michigan Turfgrass Field Day

/ Lansing, MI; 517/321-1660

### 15-16 Northern Plant

**Symposium** / Eastlake, OH; 440/350-2583

### 17 Certified Landscape

**Technician Exam** / Joliet, IL; 630/472-2851

### 22 Indiana Professional Lawn and Landscape

**Association Summer Field Day** / Carmel, IN; 317/575-9010

### 25-1 International Garden

**Centre Tour** / Amsterdam-Maastricht, Netherlands; 202/789-5980, x3010

## September

### 10 Clemson University

**Turfgrass Field Day** / Clemson, SC; 864/656-2545

### 12-13 Southwest

**Horticultural Trade Show** / Phoenix, AZ; 480/966-1610





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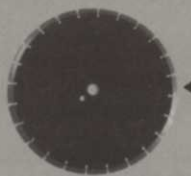


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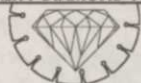
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



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**\* OPERATIONS MANAGER \***

This leadership role includes coordinating, supervising and team building for all of our production facilities. The Operations Manager will be responsible for all aspects of day-to-day operations in production and will participate with senior management in development decisions. Qualified candidates must be results-oriented, self-motivated, able to work as part of a team and possess strong management, organizational and communication skills (fluency in Spanish a plus). Candidates should have at least five years of nursery management experience with a proven ability to schedule, supervise and execute all nursery and greenhouse operations. A degree in horticulture is helpful but not required. We offer an aggressive compensation and benefits package, including health and dental insurance and 401(k).

**SALES REPRESENTATIVE**— We are looking for motivated individuals to join our sales staff in expanding our sales, telemarketing and new territory development. Candidates should be well-versed in plant material identification, computer literate, organized and self-motivated. A horticulture degree and/or five or more years of related experience required.

**PROPAGATION MANAGER**— We are looking for a Division Manager for our expanding container operation in Chesapeake City, MD. The Propagation Manager will be responsible for all aspects of operation in our propagation facilities. Applicants must be results-oriented with strong management and communication skills. A degree in Ornamental Horticulture and/or two or more years of related experience required.

**CONTAINER PRODUCTION ASSISTANT**— We are looking for results-oriented individuals for our expanding container operation in Chesapeake City, MD. Opportunities exist in our inventory control, shipping, plant maintenance and production-related areas. A horticulture degree or related experience required.

**ASSISTANT FIELD SUPERVISOR**— We are looking for a highly motivated, career oriented individual to assist our Field Supervisor at our Chesapeake City, MD facility. This person will help manage expansion, production and shipping for our 1000 acre operation. Candidate must have two or more years deciduous tree growing experience, strong leadership, communication and organizational skills, and a take-charge attitude.

**SITE MANAGEMENT FOREMAN**— We are seeking a responsible individual with excellent leadership and organizational skills for our Pennsylvania based commercial site management division. This position involves training and overseeing a ground maintenance crew. Horticulture experience and a valid drivers license required. Knowledge of Spanish is a plus.

cont.

**LANDSCAPE MAINTENANCE FOREMAN**

We are seeking a responsible individual with excellent leadership and organizational skills for our Pennsylvania based residential landscaping division. This position involves training and overseeing a landscape maintenance crew. Horticulture experience and a valid drivers license required. Knowledge of Spanish is a plus.

**WHOLESALE SALES ASSOCIATE**— Salesperson needed for our 40 acre wholesale yard in Yardley, PA. Excellent communication skills and plant material knowledge required.

For immediate consideration, forward your resume to:

**MOON NURSERIES**  
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**LANDSCAPE FOREMAN**— New Jersey— Large, well-established landscape construction company and large caliper tree growers in business for 35+ years, we have a reputation for quality and perfection. Looking for a "Get it Done" type of guy who is self-motivated, has good organizational skills, with experience in large-scale commercial projects. Great pay and benefits. **Fax resume to: Trees Now Inc. at 201-327-8190 or call Brian: 201-327-5270.** 7/02

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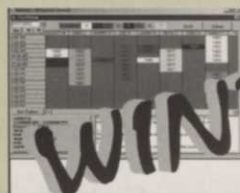
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# best practices

GUIDELINES TO HELP AN INDUSTRY GROW

## teams

### First, define your game

BY RON HALL /  
EDITOR-IN-CHIEF

In 1979, Michael Rorie founded Groundmasters, Inc., based in Cincinnati, OH. For almost as long he's actively supported the Associated Landscape Contractors of America (ALCA), speaking at many of its events.

During a recent Owners' Network teleconference, Rorie spoke about "team building" and the process of finding managers that complement a company's philosophy. The Owners' Network is a national network of owners and managers who share experiences and best practices. Consultant Jim Paluch, J.P. Horizons, Painesville, OH, directs The Owners' Network.

Rorie's recent "team building" comments focused on the most basic decision any company owner has to make — "What business are we going to be in?"

As an example, Rorie, whose company is 75% grounds main-

tenance, says he doesn't need "artsy, design, horticultural-style people" on his team. "Our company is a maintenance company that does some landscaping," he says. "We're a service business." A firm that specializes in designing and building residential landscapes, of course, needs creative designers/horticulturists on its team.



Michael Rorie

#### Play by your rules

- ▶ Pick the game you want to play
- ▶ Focus your efforts on that game
- ▶ Find players that enjoy that game
- ▶ Play to win in your marketplace

And therein lies the dilemma facing many landscape companies, says Rorie. The owner doesn't have a sharp vision of their company. "If it isn't absolutely clear to you as the owner, it needs to be," he says. "And it needs to be absolutely clear to your management."

This lack of direction causes owners to spread their efforts over too many areas.

"It's my opinion you ought to be doing 70 to 80% of your revenue in one category," he states, adding that it's "very difficult" to run a company that gets 50% of its revenue from maintenance and the other 50% from, say, residential design/build. Never mind the challenge of running a company where the revenues are evenly split over four different services.

Does this mean a maintenance company shouldn't be involved in anything but its core business? Of course not, says Rorie. But the company will build more "leverage" by providing these services to existing customers rather than competing for new business against companies specializing in these other services.

Clearly define the segment of the industry that you want to serve, advises Rorie, and you'll attract team members that enjoy working in that environment.

#### Sound off

What do you think of Mike Rorie's take on "team building?" Do you agree with his assertion that a landscape company should generate 70%-80% of its revenues from its core business? (In the case of Rorie's Cincinnati-based company, that service is grounds maintenance.)

E-mail your thoughts to [jstahl@advanstar.com](mailto:jstahl@advanstar.com). If we print your comments, we'll mail you a copy of "Picture Perfect: Mowing Techniques for Lawns, Landscapes and Sports," autographed by author David Mellor, grounds supervisor for the Boston Red Sox. The book is compliments of Simplicity Mowers at [www.simplicitymfg.com](http://www.simplicitymfg.com).



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