

Which software
is for you?

IRRIGATION PRODUCTS

Control winter
weeds

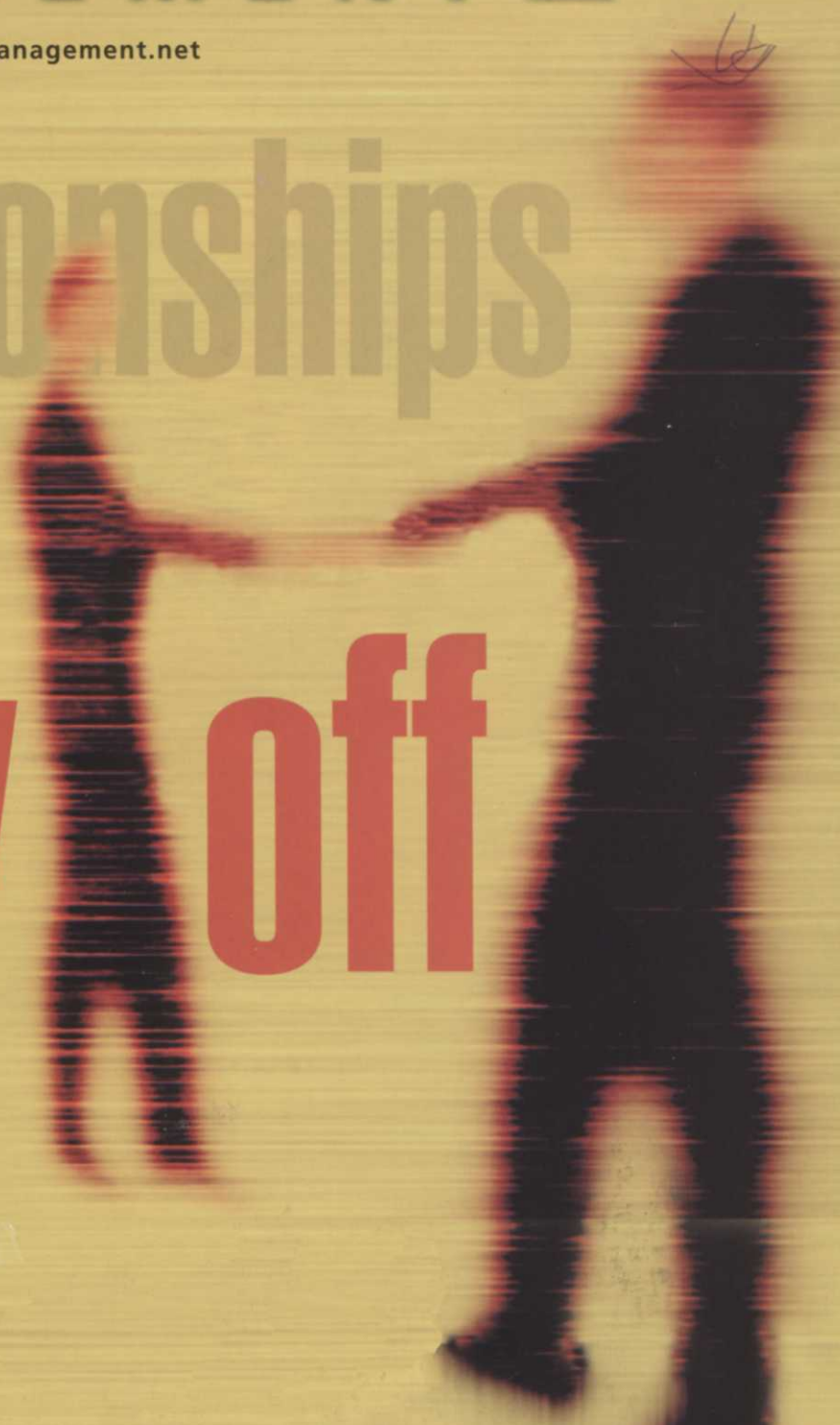
SOLUTIONS FOR A GROWING INDUSTRY

Landscape

MANAGEMENT

OCTOBER 2002 / www.landscapemanagement.net

Relationships
that
pay off



OTHER PREEMERGENTS TALK WITH PENDULUM®, IT



© 2002 BASF Corporation. All rights reserved. Pendulum is a registered trademark of BASF.
*Based on field trials conducted during 2001 at Clemson University, Texas A&M University, University of Arkansas, N.C. State University,
Penn State University and University of Maryland. Visit www.turfinfo.com for details.

BASF
PROFESSIONAL
TURF



Pendulum® herbicide consistently controls crabgrass better than other preemergent herbicides.* What more can we say? How about **Pendulum** controls costs better, too, to offer you far greater value. It also controls a broader spectrum of weeds than any other preemergent—more than 40 grassy and broadleaf weeds, such as oxalis and spurge, in all. Plus, **Pendulum** comes in granular and liquid formulations, and BASF pendimethalin is available on fertilizer from Scotts and Helena, for maximum application flexibility. With **Pendulum**, there's just so much more to talk about than crabgrass.

**A LOT ABOUT CRABGRASS.
NEVER COMES UP.**



To learn more about why everyone's talking about **Pendulum**, call
1-800-545-9525 or visit www.turffacts.com.
Always read and follow label directions.

PENDulum[®]
Herbicide

WE DON'T MAKE THE TURF. WE MAKE IT BETTER.

BASF

Circle No. 101



the WORKFORCE of NATURE

The best name in horticultural and landscape services just got better. After more than 50 years, Environmental Industries is going back to its roots by changing its name to ValleyCrest Companies. From concept and installation to long-term maintenance, no other company can match the resources and expertise of the ValleyCrest portfolio of companies. With 7,500 professionals, a half-century of experience and a company-wide commitment to quality, no job is too big or too complex. When you contract with any of the ValleyCrest Companies, you're harnessing the power of the workforce of nature.

VALLEYCREST LANDSCAPE DEVELOPMENT • VALLEYCREST LANDSCAPE MAINTENANCE
VALLEYCREST GOLF COURSE MAINTENANCE • VALLEYCREST TREE COMPANY

Circle No. 104

www.valleycrest.com

"ValleyCrest," "The Workforce of Nature," its logo and its designs are trademarks of ValleyCrest Companies.

22

Landscape MANAGEMENT

OCTOBER 2002 / #10 / VOLUME 41

features

cover story

22. Relationships that pay off

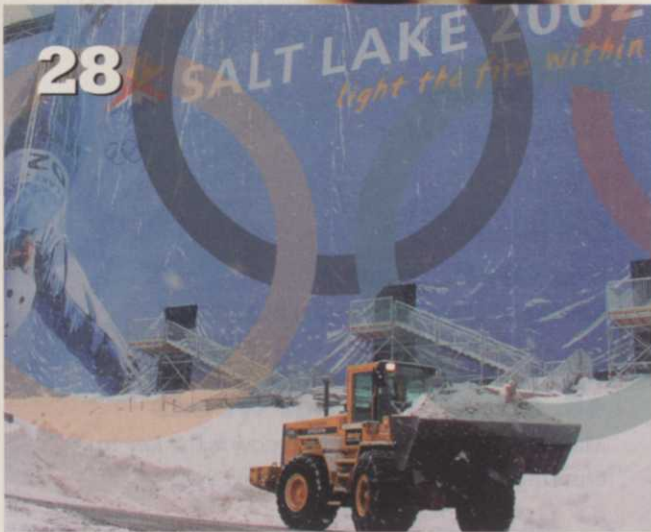
Count up the dollars-and-cents worth of your long-term clients. You'll be surprised at their value to your operation

By *RON HALL* / EDITOR-IN-CHIEF

28. Going for the gold

American Landscape, Inc. earned the gold with its snow removal efforts at the 2002 Winter Olympics

By *JASON STAHL* / MANAGING EDITOR



software guide

32. Software scene

Accounting system lets The Groundskeeper consolidate five payrolls, reduce staff and more

By *JERRY FIREMAN*

38. Quick designs that sell

Today's design software produces colorful, high impact images that appeal to many potential clients

By *GEORGE WITTERSCHEIN*

grounds management center

42. Award-winning landscape management

900,000 visitors a week at the Chicago Park District



COVER IMAGE: EYEWIRE

Editorial staff

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

Reader advisory panel

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

Business staff

Group Publisher	JOHN D. PAYNE / 440/891-2786 / jpayne@advanstar.com
Admin. Coordinator	MINDY MOCZULSKI / 440/891-2734 / mmoczulski@advanstar.com
Production Manager	JILL HOOD / 218/723-9129 / jhood@advanstar.com
Production Director	ROSY BRADLEY / 218/723-9720 / rbradley@advanstar.com
Circulation Manager	RONDA HUGHES / 218/723-9526 / rhughes@advanstar.com
Green Book Coordinator	CANDACE HAUSAUER / 218/723-9175 / chausauer@advanstar.com

Advertising staff

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

Marketing/magazine services

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



ROBERT L. KRACKOFF	Chairman and Chief Executive Officer
JAMES M. ALIC	Vice Chairman & CTO
JOSEPH LOGGIA	President & COO
DAVID W. MONTGOMERY	VP/Finance, CFO & Secretary
ALEXANDER S. DEBARR	Executive Vice Presidents
DANIEL M. PHILLIPS	
SCOTT E. PIERCE	
ERIC I. LISMAN	Executive Vice President-Corporate Development
ADELE D. HARTWICK	Vice President-Controller & Treasurer
RICK TREESE	Vice President- & Chief Technology Officer

departments

columns, news & more

9. On the Record

Need help? Head to the GIE

BY RON HALL

10. Business Ideas

You can never learn enough

BY ED LAFLAMME

14. Inside the Owner's Head

Wrap the season up right!

BY JASON STAHL

16. Industry Almanac

EII changes identity, Home Depot takes on LESCO brands, Minnesota landscape industry thrives

58. Events

Who, what and when

tech center

44. LM Reports: Irrigation components ▲

BY JASON STAHL

48. Control winter weeds

Making herbicide applications now is the key to ensuring vigorous, healthy turf next year

BY DONALD F. MYERS

52. Solutions Center

Hitting the wall

BY ARIK C. HANSON

54. Products ►



ending notes

70. Best Practices

Commit to it, keep it simple, don't stop

BY BRUCE WILSON

HOW DO OUR CHROME BLADES COMPARE TO STEEL?

WELL, HOW DOES A SCALPEL COMPARE TO

A BUTTER
KNIFE?

The first time you fire up a Shindaiwa hedge trimmer with StaySharp™ chrome-plated blades, this much will be obvious: we didn't add the chrome just to make our blades pretty and shiny. They cut cleaner and stay sharper than steel. In fact, they'll stay on the job up to four times longer between sharpenings. And they come standard on every professional trimmer we make. See for yourself at your Shindaiwa dealer. Find him at www.shindaiwa.com or call 800-521-7733.

See the latest Shindaiwa products at the Green Industry Expo in Nashville, November 14-16, booth #653



shindaiwa
FIRST TO START. LAST TO QUIT.

Circle No. 105

next month

WHAT'S COMING UP IN NOVEMBER

■ Cover story: Look out '03, here we come

Still uncertain about what steps to take to prepare for the coming season? We'll tell you

■ People of the Year

We pick the movers and shakers in landscaping, lawn care and grounds management

■ Erosion control opportunities

Warning! Stricter guidelines for erosion and sediment control approach. Turn them into cash

■ Trailers galore

A complete product roundup of

trailers that can get your equipment from the shop to the job efficiently and safely

■ To lime or not to lime

... is often the question. Read this and you'll finally get the answer

■ Athletic turf in trays

Find out how it's working out on Michigan State University's new football field

■ Plus: Consultant Judy Guido's

new "Market Watch" column, Dr. Bal Rao's "Ask the Expert" and Bruce Wilson's "Best Practices"

EASY CLEAN-UP FROM THE LEAF HANDLING EXPERTS



Tow-Behind
Truck Loaders
5 Models

Leaf Blowers
12 Models

Hitch-Mount
Truck Loaders
5 Models



Available now at your local dealer!

GIANT-VAC

WWW.GIANT-VAC.COM

(866) 423-7741

Circle 106

Landscape MANAGEMENT

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

Proud supporter of these green industry professional organizations:



Associated Landscape Contractors of America
150 Elden Street, Suite 270
Herndon, VA 20170
703/736-9666
www.alca.org



American Nursery & Landscape Association
1250 I St. NW, Suite 500,
Washington, DC 20005
202/789-2900
www.anla.org



**Independent Turf and Ornamental
Distributors Association**
526 Brittany Drive
State College, PA 16803-1420
Voice: 814/238-1573 / Fax: 814/238-7051



THE OFFICIAL PUBLICATION OF
American Society of Irrigation Consultants
221 North LaSalle St • Chicago, IL 60601
312/372-7090
www.asic.org



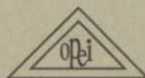
The Irrigation Association
8260 Willow Oaks Corporate Dr. Suite 120
Fairfax, VA 22031-4513
703/573-3551
www.irrigation.org



National Arborist Association
3 Perimeter Road, Unit 1
Manchester, NH 03103
603/314-5380
www.natlarb.com



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



The Outdoor Power Equipment Institute
341 South Patrick St.
Old Town Alexandria, Va. 22314
703/549-7600
opei.mow.org



Professional Grounds Management Society
720 Light Street
Baltimore, MD 21230
410/752-3318



Professional Lawn Care Association of America
1000 Johnson Ferry Rd., NE, Suite C-135
Marietta, GA 30068-2112
770/977-5222
www.plcaa.org



Responsible Industry for a Sound Environment
1156 15th St. NW, Suite 400
Washington, DC 20005
202/872-3860
www.acpa.org/rise



Sports Turf Managers Association
1027 3rd St.
Council Bluffs, IA 51503
712/322-7862; 800/323-3875
www.sportsturfmanager.com



Turf and Ornamental Communicators Association
P.O. Box 156
New Prague, MN 56071
612/758-5811



Before you can beat crabgrass
you have to think like crabgrass.

The smartest way to outwit a weed? One application of easy-to-use Barricade® each spring. Its season-long control of crabgrass is unparalleled. Plus it also controls spurge, knotweed, purslane, and 28 more weeds. Making your job a little easier means we get to know problem weeds like crabgrass inside and out. Perfecting a full ensemble of products to protect your turf, that's what we're here for. Call 1-800-395-8873 to contact your local Syngenta sales representative and learn more about Barricade.



www.syngentaprofessionalproducts.com

Important: Always read and follow label instructions before buying or using this product. ©2002 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. Barricade® and the Syngenta logo are trademarks of a Syngenta Group Company.

Plan To Take A Drive. All Roads Lead to...



The Ohio Turfgrass Conference and Show December 9-12, 2002

Greater Columbus Convention Center • Columbus, Ohio

Sponsored By:
Ohio Turfgrass Foundation
The Ohio State University
Ohio State University Extension
Ohio Agricultural Research
& Development Center

2002 Conference & Show Highlights

- Expanded Educational Program
- Discounted Group Rates
- Exciting New Social Events
- Doorprizes and Contests
- CEU and Re-Certification Credits
- And More

OLCA
LAWN CARE ASSOCIATION

Ohio
Sports
Turf
Managers Association

OTF • PO Box 3388 • Zanesville, OH USA 43702 • 888-683-3445 • Fax: 740-452-2552 • www.OhioTurfgrass.org

BY RON HALL / EDITOR-IN-CHIEF

Need help? Head to the GIE

So you think that Superman is the guy that has it all. Think again.

Superman has no family to speak of. No close relationships or friends to confide in. Work? Forget it. Superman has to spend all of his time flying around trying to solve problems.

And, those tights — do you think that maybe he needs somebody to help him pick out a nice sport shirt and khakis?

Green Industry consultant and entrepreneur Tom Oyler gave about 400 landscapers the real lowdown on Superman at the ALCA Maintenance Symposium that this magazine sponsored this past summer. To Oyler's mind (and I agree), if you're committed to going it alone and doing it all yourself in building your business or managing your operation, you're headed down a long, lonely and, ultimately, frustrating road.

Few of us are quick enough, clever enough or tough enough to do it all without a helping hand. Why should we?

They've been there, done that A lot of sharp people in this business have already experienced what you may be experiencing

now, particularly if you're still trying to build your business or you're working like crazy and not getting anywhere. Don't fight these battles alone.

Not only have other people figured out ways to deal with what you're going through, they'll gladly

share what they've learned with you. Sometimes all you have to do is show up and ask.

For example, several weeks ago, more than 40 landscapers from across the country gathered in Painesville, OH, and spent two days sharing experiences at consultant Jim Paluch's "Face to Face" event. Some of the friendships and alliances formed there will likely continue long after the owners and managers returned to their homes and businesses.

Here's your contact info

A much larger learning and networking opportunity, the Green Industry Expo, rapidly approaches. Beginning Nov. 13, 5,000 to 6,000 people from three industry organizations will gather at the Opryland Resorts in Nashville, TN. In addition to checking out all the latest equipment and products for landscape and grounds, you'll get some great business building ideas there.

Consider going. The time and money you spend participating in the conferences and learning from colleagues will seem small compared to what you will learn and the new friends that you will make there.

Contact: ALCA, www.alca.org or 800/395-2522; PLCAA, www.plcaa.org or 800/458-3466; PGMS, www.pgms.org or call 800/609-7467.

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



Johnette Taylor, Roundtree Landscaping, shared experiences at the Owners' Network "Face to Face."



If you're committed to doing everything yourself, you're headed down a long, frustrating road.

BY ED LAFLAMME / GUEST COLUMNIST



I'll be sharing business ideas that will help you build your own learning organization.

You can never learn enough

I was in my 40s and had owned a landscape company for years before I began to appreciate the importance of creating a "learning organization," or a company that purposefully seeks useful knowledge, then incorporates that knowledge into its day-to-day operations.

Now, after selling my business, I'm again teaching some of the lessons we learned in our company, and I love it. Those lessons will be the cornerstone of this column and future ones I'll be writing for *Landscape Management*. I'll be offering business ideas to help you build your own unique learning organization.

Creating a learning environment

There are many reasons to create a learning environment, but the most immediate and obvious one is that it provides a much sturdier base upon which to build a healthier company with a healthier bottom line.

I've also discovered there are less tangible benefits. For example, learning is fun and exciting. I discovered that once you and the rest of your organization have embarked on the journey to acquire useful knowledge, you also begin to share it. The more you learn, the more you share.

But how do you recognize if you own or work for this type of organization?

Mike Morrison, dean of the University of Toyota, suggests you ask yourself the following five questions:

1. Are you on a learning path? Do you have an agenda, a plan?
2. Are you open to information that contradicts your assumptions?
3. Do you learn from your mistakes?
4. Do you have systems to ensure that new information is retained?
5. Do you put new ideas to use?

The more times you answered "yes," the stronger the learning culture in your operation. If these questions reveal weaknesses in your organization, then it's time to do something about it. And we're not just talking training, although that's certainly a big part of a learning organization that:

- ▶ keeps up on industry trends by reading trade magazines,
- ▶ encourages and embraces ongoing education,
- ▶ increases the responsibility of key employees as they increase their knowledge, accept challenges and find creative ways to meet them, and
- ▶ attracts better accounts, offers higher wages and is able to hire and keep the best employees.

Be the champion for change in your company and help create a learning organization. There's plenty of information and people to help in this effort.

— *The author built and operated the largest landscape company in Connecticut before selling it in 1999.*

He now operates Grass Roots Consulting, Inc. He can be contacted at ed@grassrootsconsulting.com or 203/858-4696.

Attention! Forward! Learn!

Follow the U.S. Army's example — yes, the U.S. Army — and institute an "After Action Review" or AAR after each job.

Ask three simple questions:

1. What was supposed to happen?
2. What actually happened?
3. How do we account for the difference?

These questions will promote on-the-job thinking and learning.

One-Man Crew!



**Bobcat MT50
Mini Track Loader**

**Landscapers...Contractors...
here's the perfect complement
to your loader fleet!**

What can it do?

You name it. The MT50 digs, drills, tills, trenches, moves material — and all kinds of other jobs you'll think of when you're out on the worksite.

Only 36 inches wide!

The MT50 mini track loader lets you work in tight spots, both indoors and out...slips easily through most doorways and fence gates.

Get versatile! Hook up your MT50 to a wide choice of hard-working Bobcat attachments, including:

Angle Broom • Auger • Bucket • Landplane • Pallet Fork • Tiller • Trencher
Utility Blade • Utility Fork • Utility Grapple



Tiller



Auger



Grapple



Trencher

148-3



Visit our website or call for a FREE "Bobcat: One Tough Animal" Video Catalog and 2002 Buyer's Guide.

Bobcat Company • P.O. Box 6000 • West Fargo, ND 58078 • 701-241-8700

www.bobcat.com/mini

Circle No. 108

Bobcat®
One Tough Animal

An **IR** Ingersoll Rand business



TOWS THE LINE. AND EVERYTHING ELSE.

INTRODUCING THE NEWLY REDESIGNED GMC® SIERRA.®

Where do you turn when the job demands all the strength you've got? Look to the most powerful line of pickups on the road today.* The newly redesigned GMC Sierra, professionally engineered with the industry-first Tow/Haul mode.† It gives automatic transmissions like the optional Allison®, a dual-mode shift program that holds gears longer, transferring torque where it's needed most. So you can tow from 10,600 lbs to 16,100 lbs,‡ depending on the engine you choose — the Vortec™ 6000 V8, the Vortec 8100 V8, or the DURAMAX™ 6600 Turbo Diesel V8. And with the innovative Dynamic Brake Proportioning system (standard on all models), you'll have great stopping power. The newly redesigned GMC Sierra. Pulls its weight. And then some. To learn more, visit gmc.com or call 1-800-GMC-8782.

*Based on horsepower. †Excludes other GM® vehicles. ‡Maximum trailer weight ratings are calculated assuming a properly equipped base vehicle plus driver. See the GMC Trailing Guide for details.

1 800 • GMC • 8782  WWW.GMC.COM

WE ARE PROFESSIONAL GRADE.™



GMC | **SIERRA**

inside the owner's head

BY JASON STAHL / MANAGING EDITOR

Wrap the season up right!

Different times of the year bring their own unique challenges. The end of the season is now upon us, and there's a whole new slate of concerns for busy landscape professionals: how to keep as many employees as possible busy and productive, contemplating purchasing and budget decisions, forecasting next year's growth and sales, etc.

How do members of The Owners' Network deal with these challenges? Let's find out.

Should they stay or go?

Michael Hatcher of Michael Hatcher and Associates, Memphis, TN, has an interesting take on his employee situation come the end of the year. While he admits that Memphis may not be as seasonal an area as others, there is a slowdown between Thanksgiving and Valentine's Day, and some employees must go. He likens it to a professional golf event.

"We're always working to retain our best employees, and, just as it is with the PGA golf tournaments, only the best get to play on the weekend," Hatcher says.

He takes the golf analogy even further. "When you have the best playing all the time, there is no reason that you have to lay off. So you better start working on your employees' golf swing (work ethics) and make sure it's your people in the final pairings on Sunday afternoon."

Steven M. Vandervest of Turf Management Lawn Care, Lawrenceville, GA, says his business isn't seasonal either as maintenance continues year-round. But that doesn't mean he keeps his entire crew on.

"Our Hispanic workforce returns to



Vandervest reviews his budget and purchases year-round.

Mexico at the beginning of November, and that leaves us with our base personnel," he says. "The base personnel are busy because they service the other routes during the off-season. This works out perfectly because

we service our customers less frequently."

Dave Rooney's labor picture is predetermined in spring. "Everyone who works here knows they have to participate in snow operations," the owner of Rooney Landscape, Rolling Meadows, IL, says. "We offer a great incentive program for snow that keeps our people around but still allows them vacation time."

Buying and budgeting

Vandervest makes a good point of not waiting until the end of the year to do all budget and equipment purchase review.

"Our budgeting and equipment purchases are reviewed throughout the year," he says. "That way, if we notice we're way off on an item, we can further evaluate what's happening. It's my belief that you create a yearly budget, monitor it closely and make revisions as the year goes by only when an item budgeted is unrealistic."

Hatcher offers one bit of advice on purchasing: "There are some tax advantages to year-end purchases. Consult with your accountant." On budgeting, he says it's all about being careful and accurate. "Make sure everything is getting posted to the right account for expensing," he says.

Dixie Speck, who's three years into owning Viridis Garden Design, Atlanta,

4 year-end concerns

1. What to do with employees
2. Should I make any purchases?
3. Should I re-work the budget?
4. What to do with downtime



Dixie Speck bases her purchasing on her job opportunities.

GA, takes the simple approach to purchasing. "We buy trucks and equipment when we are unable to continue job opportunities without them," she says. "This may not be the best way, but we're trying to get a

handle on what to project for our growth so we can budget."

Like most, Rooney also espouses the "sooner rather than later" attitude towards determining a budget. Also, he looks at the fall/winter downtime as something that should be taken advantage of. "We've already started talking about our 2003 budget," he says. "We have had our 'Broad Strokes' meetings, putting together wish lists. Our next meeting will be fine tuning our growth potential and confidence in our market and economy. By December 1, we'll have our sales goals, rates per hour and material markups established."

— 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 or call 877/574-5267.

Growing Strong for Thirty Years



Fads Fade...

Mid-Am Lasts



January 15-17, 2003
Navy Pier, Chicago

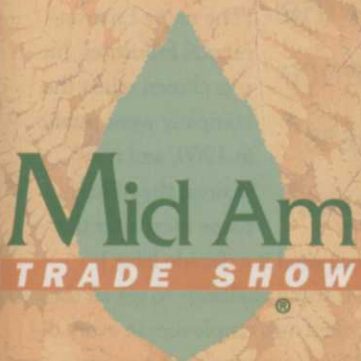
SPONSORED BY:

Illinois Nurserymen's Association

Illinois Landscape Contractors Association

Wisconsin Landscape Federation

1973-2003



Mid-America Horticultural Trade Show

industry almanac

NEWS YOU CAN USE

Sanitors acquires Terrain Systems

SAN ANTONIO, TX — Sanitors, Inc., a \$100 million-plus company, acquired Terrain Systems, Phoenix, AZ, and Landscape Care, an affiliate of Terrain Systems. Terrain Systems reported 2001 revenue of \$14.5 million. The acquisition was made through Grounds Control, the Sanitors' subsidiary for the landscape industry. Sanitors entered the landscape industry with the 1998 acquisition of Ground Control, San Antonio, TX.

Jacobsen, Bunton equip Universal

ORLANDO, FL — Bunton and Jacobsen announced a multi-year agreement with Universal Orlando for use of their commercial lawn care equipment to maintain the grounds at the resort's theme parks.

Kawasaki alters dealer distribution

IRVINE, CA — Kawasaki Motors Corp., U.S.A., recently announced a shift in the distribution methodology for its power products lineup. The company will now distribute its small engines and lawn care products on a direct basis to its dealer network.

Thomas, United Rentals join forces

MARS HILL, ME — Thomas Equipment Ltd. and United Rentals have formed an agreement where Thomas will be a strategic supplier to United Rentals for their skid-steer loader needs.

'New' ValleyCrest eyes expansion



(L to R) Stuart Burton and Richard Sperber.

CLIPPINGS

CALABASAS, CA — Environmental Industries, Inc., the largest landscape company in the U.S., changed its identity to ValleyCrest Companies on Oct. 1. This should create more brand awareness for the company's growing presence in landscape maintenance, says the company.

"The driving force for the re-branding is to simplify the way customers view us and better communicate the scope of the company's services," explains Richard A. Sperber, president and COO.

The names of four of the company's business units will be aligned with that of the parent company:

- Environmental Care, the company's maintenance division, is now ValleyCrest Landscape Maintenance
- Environmental Golf became ValleyCrest Golf Course Maintenance
- Valley Crest is now ValleyCrest Landscape Development and
- Valley Crest Tree Company retains its current name. The company's franchise business, U.S. Lawns, isn't affected.

Eliminating confusion

"Most of our maintenance is an outgrowth of our landscape company," says company founder and CEO Burton Sperber. "So, they (customers) were doing business with Valley Crest, then we switched them over to doing business Environmental Care to maintain their properties and there was confusion.

"This is going to give us a real leg up in expanding the landscape maintenance business," adds Burt Sperber. "It's our main focus for expansion."

Picking a name that customers and the industry would immediately recognize wasn't difficult, he adds. It was there all along since Valley Crest Landscape Nurseries was the name that he and his father chose in 1949 when they parlayed an initial \$700 investment in a nursery/landscape

"This is going to give us a real leg up in expanding the maintenance business"

— Burton Sperber

business that now employs more than 7,000 people with annual pro forma revenue in excess of \$600 million. (The name Environmental Industries, Inc., was chosen when the company went public in 1969, and it remained the official name even after the family reacquired it a decade later.)

While it was a challenge to get all the details worked out, employees in every division did begin wearing the company's new red uniforms this month and the company's 4,000 trucks began displaying the new design.

Home Depot takes on LESCO brands

CLEVELAND – LESCO, Inc., has been chosen as a supplier to the Home Depot Landscape Supply pilot stores opening in August and September.



Michael P. DiMino

“LESCO branded products are the preferred choice of the lawn care contractor,” said Michael P. DiMino, president and chief executive officer of LESCO. “We have been successfully supplying professional grade products to Home Depot’s traditional

home improvement stores, and our product line will extend naturally into its pilot stores.”

Home Depot intends to open three stand-alone pilot stores dedicated to the landscape business in its headquarters’ city of Atlanta. The new stores will target the professional landscaper and the avid do-it-yourself enthusiast. LESCO will supply professional-grade fertilizer and combination products for the professional lawn care customer under its own brand. The company has been a supplier to Home Depot for the past 10 years and is supplying fertilizer, combination products and seed to more than 800 of their locations.

“It’s important that we show our professional landscape customers that we’re serious about serving their needs,” said Todd Williams, director, Home Depot Landscape Supply. “LESCO is a name recognized by landscapers as a company with professional grade products. This is why we thought LESCO products would be a good fit for our pilot stores.”

Correction

The contact information for Daniels Pull Plow was listed incorrectly in the September issue. For more information on the product, call 847/426-1150 or visit www.danielsplows.com.

GET REAL GRASSHOPPER Performance



First to Finish ... Built to Last.

Real control with ComfortRide™ is standard – with no gimmicks that sacrifice quality of cut – providing a ride so smooth that putting in a day’s work is not much work at all. Real liquid-cooled engines – the kind that include three cylinders and solid cast-iron construction – provide maximum power to mowing decks and implements. DuraMax™ decks let you mulch, bag or side discharge using the same deck. Grasshopper gives you a quality cut every time.

Get the real facts on why Grasshopper is “First to Finish ... Built to Last.”

Send for literature, ask your Grasshopper dealer or visit our Web site for details.



GRASSHOPPER
YOUR NEXT MOWER ... and more

www.grasshoppermower.com/LM

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

Minnesota landscape industry tops \$2.1 billion

New survey shows companies expect to grow another 30% to 50% by 2005

ST. PAUL, MN — The approximately 3,000 family-owned landscape and nursery companies in Minnesota topped \$2.1 billion in sales this past year, reported the Minnesota Nursery & Landscape Association (MNLA), citing the results of a recently completed industry survey.

Gross sales within four major industry segments were identified:

- ▶ Landscape services — \$1.1 billion
- ▶ Retail sales — \$453 million
- ▶ Agricultural/horticultural production — \$347 million
- ▶ Wholesale hard goods — \$207 million

The MNLA also reported that between 1995 and 2000, the survey indicated that average gross sales of the companies in the nursery and landscape industry increased 97%.

"The success of our industry is a testament to the fact that small family-owned and operated businesses can be created and can succeed," said Jim Wilson, president of the MNLA. "Most of our industry's companies have fewer than 10 full-time employees, yet collectively we provide 28,000 jobs." The breakdown is 10,000 full-time, 7,700 part-time and 16,500 seasonal employees.

Additionally, the survey revealed that the industry is a major employer within Minnesota with an annual payroll of \$697.9 million.

Companies responding to the survey said that they expect to grow another 30% to 50% in the years 2000-2005.

The economic impact study was the first comprehensive compilation of data on the state's professional green industry.

Companies were surveyed in the winter of 2001-2002 and asked for sales figures for the year 2000. Partners in the project with MNLA were the Agricultural Utilization Research Institute, the Minnesota Department of Agriculture, AgStar Financial Services and the University of Minnesota, Department of Horticulture.



People & companies



Encore Manufacturing selected **Doug Tegtmeier**, national sales manager for

the company, as secretary/treasurer of the company's Board of Directors.



Shindaiwa named **Tom Murphy** product manager.

The Scotts Company appointed **Chris Nagel** chief financial officer.

LESCO added the following people to its executive management team: **Bruce K. Thorn**, vice president, Logistics and Operations; **Steven Cochran**, sr. vice president, Marketing and Strategic Sourcing; and **Maureen Thompson**, vice president, Human Resources.

Hunter Industries named **Charles Huston** executive vice president of sales, **Michael Cucchiara** vice president of sales for the Americas, **Brandon Meadows** international vice president of sales for Europe, the



(L to R) Meadows, Huston, Cucchiara

Middle East, Africa, Australia and Asia, and **Dean Armstrong** sales manager for eastern Canada.

HighGrove Partners, formerly **Post Landscape Group**, appointed **Brad Jackson** maintenance sales representative, **Brett J. Wendel** estimator and irrigation

manager, and **Erik D. Jarkins** landscape designer. The company also promoted **Pat Whalen** to maintenance sales representative.

Bozzuto Landscaping, Greenbelt, MD, promoted **Dean Ratliff** and **Jeff Lilja** to area manager.

Cebeco International Seeds added **Mike Billman** and **Denise De Hart** to its turf and forage sales and marketing program

New study: healthy lawns prevent runoff

Fertilizer necessary for healthy turfgrass

MADISON, WI — As water quality continues to be an issue in many parts of the country, a longtime lawn care operator and a University of Wisconsin professor agree that a healthy lawn reduces runoff, which consists of phosphorus-rich soil that causes plant growth in lakes and streams.

Thick, healthy lawns filter out pollutants that would otherwise run into area lakes and streams. "Microorganisms that live in the thatch actually break down some of the bad inorganic materials that are found in urban runoff," says Terry Kurth, co-owner of Weed Man Lawn Care of Madison.

Additionally, says Kurth, most professionally maintained lawns are treated only with the amount of slow-release product required, so there's little or no product runoff. Driveways and other non-grassy surfaces are blown off after treatment to ensure that fertilizers don't wash into city sewers.

Six-year study

Wayne Kussow, Ph.D., turf specialist at the University of Wisconsin, recently completed a six-year study of nutrient losses from urban Kentucky bluegrass lawns.

"When the lawn was not fertilized for two years, the grass thinned out so much that the amount of runoff water increased 176 percent," said Kussow of his findings. While a common assumption is that the phosphorus in water runoff water comes from fertilizer and soil, Kussow found that 72 percent of the phosphorus runoff water was collected from December through the period of snow melt, concluding that plant tissue is a significant source of phosphorus in runoff water from urban and agricultural landscapes.

"The end result was that the amount of phosphorus lost via runoff from the unfertilized lawn was more than double the loss from fertilized turf. Thus, lesson number

two from this research is that fertilizing to maintain healthy, dense lawns is far more

environmentally friendly than not applying fertilizer," he added.



The thing practically crawls up walls.

This may very well be the most versatile tractor line on the globe. To be versatile, you've got to do two things first: be agile and be userfriendly.

Carraro tractors are so big and clunky that they're hard to maneuver. Yes, they're durable, but difficult. Options can cost you.

Carraro tractors offer a unique array of ergonomic and operational functions built in, and are engineered for simplicity, comfort and increased return on investment.

A patented system called "Actio" in all Carraro tractors lets the chassis articulate to all terrain types and each wheel independently grips the ground for superior balance and stability. The center of gravity is so low that it

virtually hugs the turf. Each wheel being the same size means you get equal ground pressure on all 4 wheels, all the time.

Other neat features include a completely reversible seat and control system that changes direction in seconds, loads of attachments that mount front, back and even on top, as well as powerful, yet fuel minimizing, engines that help keep operations costs down.

Recently, Carraro was honored in the "Best of Specialized" category in the international Tractor of the Year competition. So you know quality and engineering are high priorities at Carraro as well as value pricing.

Call us for our free video and more details.



Breaking barriers to better turf.

Redexim Charterhouse Inc.
950 Sathers Drive
Pittston Township, PA 18640
1-800-597-5664
Tel: 570-602-3058
Fax: 570-602-3060
www.redexim.com

017 2003

Circle 109

Champion Tree Project plants 9-11 memorial trees at Pentagon

Sen. Carl Levin, D-MI, Sen. Debbie Stabenow, D-MI, Rep. Bart Stupak, D-Menominee, and David Milarch, co-founder of the Champion Tree Project, are combining their efforts to ensure that a publicly-accessible memorial to the victims of the Sept. 11 terrorist attack is established at the Pentagon.

Stupak and Milarch met with Levin and Stabenow staff members at the Pentagon in July along with retired Marine Corps Gen. George Cates, former executive director of the National Tree Trust, to confirm sites for a Sept. 11th memorial planting of Champion red and green ash trees. Also attending the planning meeting were Darryl Kosisky, the Pentagon's chief landscape architect, and Terry Mock, executive director of the Champion Tree Project.

"Trees have long symbolized life and hope," said Levin. "These Champion trees will be a fitting tribute to those who lost their lives at the Pen-

tagon, and will remind us of our hope for the future. As season after season passes, these Champion red and green ash trees will serve as a constant, living remembrance, accessible to all, of the lives lost on September 11."

The Champion Tree Project is dedicated to collecting the genetic material of the nation's biggest and oldest specimens of each variety of tree. Project of-

ficials were recently involved in other Washington DC area events, including planting at his Mount Vernon home the clones of trees originally planted by George Washington, and cloning Maryland's famed Wye Oak, a 460-year-old tree toppled in an early June storm.

Trees planted at the Pentagon as a memorial to 9/11 terrorist victims



PHOTO: GERRY J. GILMORE

Virginia suffers water ban

Severe drought prompts governor to halt lawn watering

RICHMOND, VA — Virginia Governor Mark R. Warner issued an executive order Aug. 30 banning lawn watering and other water use in much of the state because of a severe drought.

In response to an outcry from business owners who warned of big economic losses, exemptions will come for some irrigation and swimming pool contractors and newly sodded golf courses, but not lawn care businesses, according to an article in the Richmond Times-Dispatch.

The only areas not included in the ban are the northern Virginia suburbs of Washington, DC, and the southwestern tip of Virginia.

Virginia has suffered through a drought since 1999, and it has only been more severe this year. Recent rains only offered temporary relief.



syngenta

Using Syngenta? You get points for that.

Earn points every time you purchase a Syngenta product, including Daconil®, Barricade®, Heritage®, and more. Then trade points in for valuable rewards your business can use. Like a palm PC. A laptop. Or all sorts of equipment. Join GreenPartners™ today. Because it's easy to score big with Syngenta.

www.greenpartnersonline.com

GreenPartners

©2002 Syngenta. Syngenta Professional Products, Greensboro NC 27419. Barricade®, Daconil®, GreenPartners™, Heritage®, and the Syngenta logo are trademarks of a Syngenta Group Company.

Circle 110

REGIONAL MULTIFAMILY UNITS STARTED

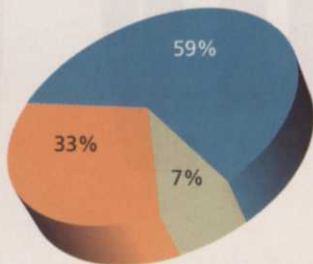
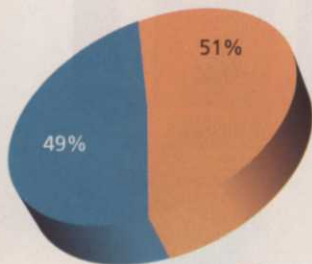
Region	1&2Q 2001	1&2Q 2002
Northeast	18,000	16,000
Midwest	28,000	28,000
South	70,000	80,000
West	38,000	38,000

SOURCE: ROSE GUTIERREZ, RESEARCH ECONOMIST, NAHB'S ECONOMICS GROUP

2002 REVENUE AND PRICING

In 2002, prices will:

In 2002, revenue will:



■ Increase
■ Stay the same
■ Decrease

SOURCE: LM READER SURVEY

Survey says...

Q More than one-third of the U.S. is suffering under drought conditions. If you own a lawn care or landscaping company, we'd like to know if drought has made this summer any tougher than usual.

44% Things are about the same as last year.

43% Yes. Business is all dried up.

13% My business is really taking off this year.

Percentages based on 181 responses

Log onto www.landscapemanagement.net and answer our online survey. We publish the results here monthly.

LAWN & GARDEN CONSUMABLE SALES (MILLION DOLLARS)

Item	1996	2001	2006	% Annual Growth	
				01/96	06/01
Total lawn and garden sales	3570	4750	6220	5.9	5.5
Fertilizers	1380	1850	2450	6.0	5.8
Pesticides	950	1200	1525	4.8	4.9
Growing media	475	695	960	7.9	6.7
Seeds	405	510	640	4.7	4.6
Mulch	260	365	485	7.0	5.8
Other	100	130	160	5.4	4.2

SOURCE: THE FREEDONIA GROUP (WWW.FREEDONIAGROUP.COM)

STATISTICS
INDUSTRY TRENDS BY THE NUMBERS

Relationships that pay off

Count up the dollars-and-cents worth of your long-term clients. You'll be surprised at their value to your operation

BY RON HALL/ EDITOR-IN-CHIEF

Thirteen years after founding his landscape company, Bill Gordon sat down and started tallying numbers. However, the lean, friendly man with thinning hair and engaging smile wasn't tracking the same score that most landscape business owners follow from month to month or season to season.

Gordon, CLP, owner of Signature Landscape, Inc., was wading through his company's history and re-examining how a handful of positive business relationships had expanded outward. He was

counting up, in dollars and cents, how they had helped his company get to where it is today — one of the leading landscape service providers in the Kansas City market with annual sales of almost \$5 million.



Bill Gordon knows the value of long-term customers.

Seeing the light

As he went through the exercise, part of his research for a presentation that he eventually delivered to fellow landscapers at this past summer's ALCA Maintenance Symposium, he was struck by a couple of points.

The first was the amazing ability of business relationships to grow and financially benefit an operation. He

realized, as never before, that on occasion — and given the right set of circumstances — a single positive encounter could spread out into a network of business opportunities, like ripples on a pond.

The other point that came into focus (it was right there on paper in front of him) was that most of his company's new revenues came from familiar sources — the customers it already served.

"I was really surprised to see the kind of impact that relationships have had in our organization," admits Gordon, a 1982 Kansas State University graduate. "I had almost forgotten how important they are. We tend to try to sell new work all the time, but that's not where most of our growth has come from. Seventy five percent of our new business is generated from our relationships with existing clients."

It's mutually beneficial

Signature Landscape, Inc., offers a variety of landscape services, but mowing and related horticultural services account for 56% of its annual revenues. Its primary customers are commercial properties, homeowners' associations and apartment communities. Because of this, the company has a lot of day-to-day interaction with on-site managers, property managers and homeowner boards. These boards are most typically represented by landscape committee chairpeople.

Several positive interactions with these people — and the realization that they network among themselves — awoke Gordon

Signature Landscape, Inc. at a glance

Mission Statement: Signature Landscape, Inc. is dedicated to fulfilling our customers' requirements and exceeding their expectations through a motivated team of professionals treated with honesty and respect.

Headquarters: Olathe, KS

Founded: 1989

2001 gross revenues: \$4.7 million

Staff: 98 peak, 40 off-peak

Services: Mowing, horticultural services, construction, applications, irrigation service, snow removal

to the absolute necessity of establishing mutually beneficial relationships.

For example, shortly after starting his company, Gordon got a call from a property manager who he had met and worked with during his employment as the director of landscape maintenance for another company. "I didn't call her, she called us," says Gordon. Late that season, she gave Gordon's company the snow removal contract, and by spring she had signed up his company for two landscape renovations.

"These were our first big design/build contracts," says Gordon, who rented equipment to complete the work. "We did a nice job on those properties."

Weeks later, a friend confided in him that word of his company's quality service came up at a monthly breakfast meeting of property managers.

"It stuck in my mind what a small community the property management commu-

RELATIONSHIPS' REWARDS IN DOLLARS AND CENTS

Relationship	Year Began	Initial Properties	2002 Properties	Total Gross Revenue
Property Manager A	1992	3	17	\$1.8 million
Property Manager B	1992	1	12	\$2.55 million
Property Manager C	1999	12	29	\$1.925 million
Property Manager D	1989	5	28	\$1.96 million

nity is, but they control a large volume of business," says Gordon.

But property managers, particularly successful ones, don't stay put, which can be either good or bad for a landscape company. In Signature's case, it's been more often good. For example, the work that he had done with his company's first property manager client expanded significantly when her portfolio of properties expanded in 1994. Not only that, but the company, gaining a reputation for quality work, began picking up adjacent properties.

And even when this manager eventually switched positions, Signature Landscape didn't suffer despite losing several of the properties because Gordon didn't give up on them. "The most effective time to build a customer relationship is after the account is gone," he says. "Your motives for friendship are more pure."

Adds Gordon, "Fortunately, we were able to hang on to a good portion of the work that we had built throughout our relationship with her. And she brought us on

board for other work. Things continued to build based on that one relationship."

This isn't an isolated case, stresses Gordon. He can point to other long-term relationships with property managers or owners that have resulted in long-term benefits for them and for his company. Gordon can conservatively count up almost \$10 million worth of revenues in the past 13 years arising from these relationships. (See chart on page 23.)

As Signature Landscape has grown, Gordon has had to let others within his company build and maintain these relationships. He says he's lucky to have four excellent account managers — Eric Robinson, Chris Carter, Mark Nelson and Brian Cox.

"All of us in the company count on them to build good relationships with our customers. We worked hard to get these four guys in place," says Gordon. They, like he, subscribe to the same philosophy — "You reap what you sow in relationships. Always look out for the customers' best interests." **LMI**

Business relationships must...

- ▶ **Be mutually beneficial.** While they don't have to be 50/50, they're not working relationships if one side always "takes" and the other side always "gives."
- ▶ **Be built upon trust.** Each party must fundamentally believe the other and act on "word" rather than written agreement.
- ▶ **Withstand hard times.** When one or both parties go through stressful times, the unaffected partner should stand by the stressed partner — at least for a reasonable time.

- ▶ **Be above board.** Unethical or illegal activity by either party cannot be tolerated.
- ▶ **Benefit everybody.** That is, everybody affected by the relationship, including customers of the parties.
- ▶ **Change over time.** Personal relationships often last a lifetime, but, as business conditions change, so do business relationships.

— *Bob Andrews, former president of PLCAA, is the owner of The Greenskeeper, Carmel, IN.*

You can't win if you don't play

Get involved in organizations beyond your own company, but participate, too, insists Rick Doesburg, CCLP, owner of Thornton Land-



Rick Doesburg

scape, Maineville, OH. That's the fastest and most fun way to build long-lasting business relationships, he believes.

Doesburg practices what he preaches. In addition to serving as president of the Associated Landscape Contractors of America, a trade association

that he's passionate about, he and his company have been members of the Cincinnati Homebuilders Association since 1969.

"I know almost every developer in the Cincinnati market, and I know most all of the builders even though we don't work for them all," says Doesburg, adding that the benefits of belonging to that association have stretched way beyond strictly drumming up business from members.

Indeed, of the association's 1,800 members, almost 1,300 are associates. These include bankers, lawyers, a wide spectrum of building material suppliers and support services and too many related industry members to list here.

"Not only did I get to know a lot of these people, too, because of our involvement in the homebuilders association, but many of them have become friends that I've dealt with regularly," he says.

"A lot of our business over the years has not necessarily come from the builders and developers but from the many associates in that association. We've done a ton of work for these people, too."

But, if you merely join an organization and don't participate, you're missing the point, says Doesburg.

"Be active, get involved, build relationships, get to know people and have some fun," he stresses. "People like to deal with people they know and trust. Friends have friends and it just keeps mushrooming."

Coverage you can count on
one drop at a time.



Install confidence.

Install Rain Curtain™ Technology.

Only Rain Bird rotors feature Rain Curtain Technology that delivers uniform water distribution across the entire radius for green grass results. Gentle, effective close-in watering eliminates brown spots and seed washout. Larger water droplets assure consistent distribution, even under windy conditions. Install confidence. Install Rain Bird.

FREE



Call 1-800-RainBird (U.S. only) or visit
www.rainbird.com to download this
FREE Rain Curtain Technology Fact Report.

RAIN BIRD®

WHAT IF

YOUR TRUCKS COULD PUT YOUR CREW



COMMERCIAL
LENDING
SERVICES

SALES SERVICE FINANCE

Business Preferred Network

Ford Motor Company

AT THE TOP OF THEIR GAME?

BUILT
Ford
TOUGH



FORD F-SERIES SUPER DUTY

Up to 21,500 lbs. of towing power (F-350 – F-550)
Available Power Stroke® V8 turbocharged diesel
Highest available torque in its class*
Available in Regular Cab, SuperCab or Crew Cab

E-SERIES

E-Series is the full size van sales leader 23 years running
Only full-range van to offer diesel power
Widest range of bodystyles and GVWRs up to 19,000 lbs.
Wheelbases up to 233.5"

*On 7.3L Power Stroke® diesel engines with automatic transmission.

www.commtruck.ford.com

Going for the gold



American Landscape, Inc. earned the gold with its snow removal efforts at the 2002 Winter Olympics

BY JASON STAHL /
MANAGING EDITOR

On November 26, 2002, Bill Holland woke up in Hell. But it was a lot colder than he expected it to be, and there was no horned devil with a pitchfork in sight.

His Hell was Salt Lake City, Utah, home of the 2002 Winter Olympics, which had just received eight inches of snow, the second largest snowfall in the state's history. His company, American

Landscape, Inc., had been awarded a \$3.35 million snow removal contract a few months before by the Olympic Committee. Expectations were high, and American Landscape had to deliver.

Fortunately, Holland, who oversaw the whole project with Snow Management Group's John Allin, was able to mobilize 150 employees and over 100 pieces of equipment to 13 different venues by December 1. When the snow from the record-breaking storm finally settled, all was good.

Vitals

Company: American Landscape, Inc.

Location: Canoga Park, CA

2001 gross revenues: \$34 million

Employees: 700

Services: Full landscape, plus snow removal, irrigation, site development

Customer mix: 100% commercial

"We were able to perform satisfactorily for the committee, and from that point on it was all downhill," Holland says.

Sealing the deal

When the project was nationally bid out last summer, American Landscape took an immediate interest in it. A \$4.5 million structural landscape project for The Church of Jesus Christ of Latter-day Saints had brought the company some local recognition in Salt Lake City. But the company had been founded in southern California, and the question from the Committee was, what do you know about snow removal?

"Our local workforce is just that — local. From Salt Lake City," Holland says. "So they understand snow removal. Four months out of the year here, they're pushing snow."

Daily events at the Medals Plaza meant daily snow removal chores for American Landscape.

Holland emphasized to the Committee that American Landscape had a local presence and the capacity, strength and resources to handle this massive project successfully.

Ultimately, it came down to American Landscape offering to do the project for a lump sum amount regardless of snowfall, something other interested companies, according to Holland, weren't willing to offer.

A logistical nightmare

The first thing Holland and his crew had to do was prepare more than 100 pieces of equipment — skid-steers, salt trucks, loaders, backhoes and tracked ASVs — for the 13 venues.

"We mobilized enough equipment on site to where if it was a 12- or 18-inch

snow storm, we could move that snow in a specific amount of time and accommodate all those people," Holland says.

Some of the equipment was owned by American Landscape; some was rented from Hertz. The company bought an additional \$250,000 worth to accommodate the project. Also, the equipment had to be all different sizes due to the design of the Olympic venues, what Holland termed a "very restrictive buildout." Security fencing, temporary trailers and other immovable objects made the layout tight.

"And it was constantly evolving," Holland says of the Olympics site. "What the venues looked like in October was in no way representative of what they looked like in December or for the Opening Ceremonies."



THE LANDSCAPE IS CHANGING.

The Government is Cracking Down on Employers Using Illegal Immigrant Labor.

And it's only going to get worse. So don't put yourself or your business at risk. GTO International can handle the entire process of securing legal H-2B labor including planning, recruiting, qualifying, tracking, processing and transporting. We specialize in using web technology to simplify the process, and keep you readily informed. Our field recruiters select only the best, most dependable workers. For questions or more information, call 1.866.428.4727 or visit us at www.gtoint.com.



By the numbers...

The numbers were staggering when it came to the size and scope of American Landscape's snow removal project at the 2002 Winter Olympics. Here are some interesting figures:

- ▶ 150,000-175,000 tons of snow removed from venues
- ▶ 40,000 gallons of diesel fuel used
- ▶ 26,000 man-hours worked

Operators went on "dry runs" on all 13 venues before the snow hit to make sure they were aware of the obstacles in place. Holland says the salt truck drivers had the most challenging job, as they had to familiarize themselves with multiple venues.

Not only was there a lack of space for



Equipment lined up at The Peaks venue in Provo, ready to remove snow at an instant.

the snow removal equipment to operate, there was hardly anywhere to put the snow.

"There were some snow storage areas, but as the Games got closer, those areas became minimal because of security risks," Holland says. "We couldn't, for instance, mobilize a pile of snow against a fenceline because of line-of-sight issues."

American Landscape ended up hiring a large sand and gravel company to bring in 150 trucks at a time to carry the snow away.

Security matters

As if plowing and carting away hundreds of

thousands of tons of snow away wasn't hard enough, American Landscape had to deal with the constant scrutiny of the Secret Service. After all, employees had unlimited access to every venue.

"The security did impede our job, but it was okay," Holland says. "We knew it was coming, we provided for it, and the guys were good-natured about it."

All employees were screened by American Landscape prior to the Secret Service's screening process. About 98% of the employees American Landscape turned in were passed by the Secret Service.

Buying equipment from one company, fertilizer and control products from another, seed from somebody else...

Think about it. Why do business with one supplier for this and another for that when there is one company that has everything. Fertilizer, seed, herbicides, insecticides, fungicides and equipment for lawn care

maintenance in one place. Plus replacement parts, protective clothing,

safety equipment, hand tools, irrigation supplies, pest control products...and more.

Why?

Think about it, product, selection and convenience. Only from...



Call 800.321.5325

LESCO is a registered trademark of LESCO Technologies, LLC.





Snow Basin Resort kept American Landscape busy 24 hours a day.

"We did have a few rejections," Holland says. "The Committee couldn't tell us why, and we didn't ask."

The Secret Service also inspected all equipment, and salt loads too with a plastic probe.

Safety first

Despite the fact that 150 employees were working in cold, cramped, slippery conditions for six months, sometimes up to 30 hours straight, relatively few injuries were reported during the project. The elevation level, however, caused trouble for one employee.

"Salt Lake City is 4,500 ft. above sea level, and there's a 3,000-ft. difference between Salt Lake and Park City," Holland says. "One guy who was going back and forth had inner ear problems."

Equipment operators had to avoid portable propane and natural gas tanks and miles of television cables, but only a few machines slid into fences due to the ice.

Plans for expansion

Looking back, Holland says the 2002 Winter Olympics snow removal project was the most complicated one he's ever been in charge of. He personally averaged four hours of sleep per night for six months. Still, it's as if he wished for a greater challenge.

"It was kind of an anticlimactic end because Salt Lake City didn't get any snow during the 17 days of the Olympics," he says.

Due to the success of the project, Holland says American Landscape wants to expand its snow removal operations by targeting high-profile, retail-oriented centers like hospitals. He anticipates a quadrupling of

revenue in snow removal for the company in the winter of 2002-03. Perhaps memories of their Olympian effort will keep the crews warm on their ensuing projects.

"Our guys went into it and came out of excited and pumped," Holland says. "The Olympic spirit was truly alive in Salt Lake City." **LMI**

"With the OLP Green Thumb Program, my work now shines night and day"



One call does it all.

- Referral fees...we do the work, you count the money.
- You'll benefit from larger and more impressive jobs because we add the night-time dimension to your landscaping project.
- Improved customer satisfaction generates greater repeat business and referrals for you.
- Excellent service – we'll respond to your service call within 24 hours - on all systems.
- OLP's warranty is the best in the business.

And the best part is you will gain these advantages without raising your labor cost! We'll handle everything, even the electrical.

We're a national company committed to maintaining an excellent reputation as the best in outdoor lighting...design, installation and service.

Rob Newman

Rob Newman, President
Newman Brothers Landscaping, Inc.



To learn more go to ...
www.outdoorlights.com or call
Toll Free 1-877-898-8808.

1122 Industrial Drive, Suite B
Matthews, NC 28105

THE LEADER IN OUTDOOR LIGHTING SOLUTIONS

Circle 116

One of hundreds of machines mobilized for the snow removal effort.



Software scene

New accounting system lets The Groundskeeper consolidate five payrolls into one, reduce staff and get timely feedback

BY JERRY FIREMAN

The Groundskeeper had a problem, but not in how business was going. The thriving company located in Tucson had been recognized by *Arizona Business Magazine* as the number one landscape company in the state for the last two years, and it had won kudos for its excellence in landscape construction, improvement and maintenance.

The problem was that the company was managing its records on a host-based

accounting system designed for construction accounting. The lack of a multi-level reporting tree meant that the company, with six branches in two states and more than 500 employees, had to set up each of its five regions as separate companies.

This caused serious inefficiencies. For example, one expense transaction that was distributed across the branches required separate journal entries in each of the regions.

Overall, it took five

accounting runs for all the regions to be consolidated into a single statement. It also meant the company records could only be consolidated at the end of each month, so management didn't have up-to-the-minute access to reports.

Consolidating payroll

The Groundskeeper's staff, headed by then-information systems manager Kim Schnell, decided on a system from the Solomon Financial Series, a product of Microsoft Great Plains Business Solutions. The attraction: its project management capabilities were the most powerful of all of those in the range of mid-market systems they viewed. Another plus was Solomon's report writer, which allowed accounting staff to create custom reports.

Sales Orders (40,100.00)

Order Number: 00005121 Order Type: SO Sales Order Company: 0060

Customer ID: CT0110 Buyer: Trans-America

Line Items: Shipping Information Billing Information Other Information Misc Charges Sales Tag Totals

Lines (F4 for grid/form view)

Inventory ID: ORETRO24

Site ID: 200 Building 200 Salesperson ID: Bw/ Bob Weaver

Ordered: 2 UOM: EA Commissionable Cost: 244.346 Comm Pct: 5.00

Unit Price: 330.000 List Price: 350.000 Sales Tax Category: TAXABLE Taxable Items

Discount Pct: 2.00 Disposition:

Extension: 845.90 Shipped: 0 Reason ID:

Requested: 3/18/1999 Promised: 3/18/1999 Inspection ID:

Taxable: OK to Ship Lot: Drop Ship Sample Project: 0

Alternate ID: BIKE Task:

Description: Premier Edition Pien-Bike (24" size)

Find Item Availability Schedule Negotiator Salespeople TRMA W/O Request Cancel W/O Request

Print Expert History Shipments PO Entry EDI Balance Due: 2036.65

Available: 0 EA 0060 SYSADMIN 8/15/2001

0060
Regional P&L Actual vs Budget
Year 1
For the Twelve Months Ending December 31, 2000

	Actual	Budget	Variance	Actual	Budget	Variance
Revenue						
Sales/Income	91,800,000	91,800,000	275,339	930,317,269	930,216,990	2796,633
Sales/Income Type 1	15,484	15,300	184	12,365,112	12,362,295	283
Sales/Income Type 2	263	290	27	528	500	28
Sales/Income Type 3				4,348	4,400	(52)
Discount Allowed/Trade	900	900		8,313	8,250	63
Freight/Income	125,628	125,000	628	902,104	900,000	2,104
Manufacturing/Income	7,000	7,000		7,000	7,000	
Customer Finance Charge	10,000	10,000		40,000	40,000	
Manufacturing/Income				832,212	831,800	412
Total Sales	5,802,123	5,771,100	31,023	43,875,668	43,771,800	103,768
Manufacturing Purchase	874,088	875,000	(912)	4,806,818	4,806,000	818
Discounts Taken	35		35	3,901	4,000	(99)
Federal Tax Expense				8,089	8,000	89
State Tax/Payable				2,589	2,500	89
Cost of Sales	874,891	875,000	(109)	4,612,970	4,619,500	(630)
Gross Margin	4,927,232	4,896,100	31,132	39,262,698	39,152,300	110,398
Operating Expense						
Advertising	36,000	40,000	(4,000)	188,118	180,000	8,118
Accounting Service	900	900		2,800	113,800	(110,999)
Accounting and Legal Fees	966	1,000	(34)	3,961	114,000	(110,039)
Bank Service Charge	79	80	(1)	79	80	(1)
Depreciation	81,962	82,000	(38)	81,862	82,000	(138)
Travel Expense				1,408,121	1,400,000	(8,121)

Selecting the right software streamlines operations, financial reporting.

Today's systems software gives managers immediate information.

This system allowed the Groundskeeper to become one integrated company, while keeping each of its regions' payrolls separate. Three-digit sub-accounts allowed regional, branch and department information to be segregated without the need to treat them all as multiple companies.

"The use of balancing entries is no longer needed because all regions are now located within the same 'company,'" says Schnell. "Transactions that used to require many journal entries now require just one."

The Groundskeeper needs to do only one check run now, speeding the time to process timesheets. Plus, says Schnell, "bank reconciliation proceeds much more quickly." The new system also lets the company display available vacation time and make direct

deposits to employee bank accounts.

According to Tom Rex, Groundskeeper's CFO, the company can now handle all its accounting operations with three people, representing a 40% reduction in accounting staff.

"We also benefited from improved reporting," says Schnell, now Groundskeeper's corporate administrator.

"After customized programming, our payroll edit report can be run for all employees or for any particular region, branch, or department," she explains, and current reports can be generated at any time, dramatically improving management's ability to track the business.

The Windows user interface is so easy

Step	Desc	Calc Type	Begin Acct	End Acct
100	Markup Labor	Calculate & Post	LABOR	LABOR
200	Markup Subcontract Labor	Calculate & Post	SUBCONTRACT	SUBCONTRACT
300	Markup Travel	Calculate & Post	TRAVEL	TRAVEL
400	Markup ODC's	Calculate & Post	ODCS	ODCS
500	Markup Materials	Calculate & Post	MATERIALS	MATERIALS
600	Markup Lab Tests	Calculate & Post	LAB TESTS	LAB TESTS
700	Markup Equipment Charges	Calculate & Post	EQUIPMENT	EQUIPMENT

to use that managers in all branches now have user accounts that can be accessed over the company's wide area network, letting them generate weekly or even daily profit-and-loss statements and other reports. This lets them identify problems, and opportunities, on a timely basis.

— The author lives in Birmingham, MI. He can be contacted at jerry_fireman@strucinfo.com. To learn more about The Solomon Financial Series, visit www.2020software.com/products/Solomon.htm.

continued on page 34

Providing The Tools To Grow Your Business

Larger easy to read signs can generate new business

- Large custom lawn posting signs
- Custom die shapes available
- A great marketing tool
- Doorknob bags now available



Call Toll-Free 800-422-7478 today to design your custom lawn posting sign.

CALL TOLL-FREE 800-422-7478 TODAY

UP TO \$2,000 OFF
FOR THE TRANSITION FROM YOUR
CURRENT LAWNCARE SOFTWARE* TO OUR
LAWN AND PEST ASSISTANT III



*Qualifying upgrades from Service Solutions, Clip, Service Pro and other major packages.

#1 SERVICE INDUSTRY SOFTWARE SINCE 1984

Lines (F4 for grid/form view) Inventory ID: ORETR024 Site ID: 200 Building 200 Salesperson ID: Bob Weaver

Ordered: continued from page 33 2 UOM: EA Commissioned Cost: 244.348

Unit Price: Adkad Technologies Delanson, NY 800/586-4683 List Price: 350.000

Extension: www.adkad.com Requested: 646 (0) Shipped:

► Groundskeeper Pro, Blizzard Buster business management software for landscaping, lawn service and snow management pros. Scheduling, routing, billing, customer maintenance, job estimating, payroll and business expense tracking.

Alocet Software (Lawn Monkey) Toronto, Canada 877/529-6659

www.lawnmonkey.com

► The Lawn Monkey versions for lawn maintenance, landscape contracting, lawn and tree application, or full-service companies. Includes a visual office, mapping, networking for multiple users, links to QuickBooks and bar coding for accuracy.

CompuScapes Suwanee, GA 800/350-3534

www.compuscapes.com

► CompuScapes, an integrated management solution for the exterior landscape contractor, lets you create and track estimates, track profitability, provide work orders, invoice customers, route efficiently, schedule maintenance crews, provide financial reports, track productivity, etc.

Davey Tree Expert Co. Kent, OH 800/828-8312

www.davey.com/gis

► Using GIS technology, Asset Manager software can be used by municipalities, golf courses, developers, cemeteries and university grounds management to manage assets such as trees, flower beds, sprinklers and other no-address items. Track work history, inventories, add, delete or move features, and issue reports in tabular form.

DK Enterprises Albrightsville, PA 570/722-1950

www.dkenet.com/winlawn.html

► WinLawn Pro covers marketing, documenting, accounting reports and management reports of all kinds, in addition to customer records, prospect records, routing, inventory, lawn and grass information, etc.

FMC Corp. Philadelphia, PA 215/299-6014

www.fmc-apgspec.com/smartrak2a.htm

► FMC's SmartBiz for the lawn care professional offers a total business solution that includes routing, scheduling and reporting along with financial management. It does general office management, too, including sales tracking, commissions, etc.

Include Software Corp. Laurel, MD 800/475-0311

www.include.com

► Asset Integrated Business Management Software modules include call manager, proposal manager, job cost, general ledger, A/P, A/R, routing, scheduling, payroll, inventory and others. Also includes Minnow, a remote data collection adjunct.

Intac Int'l, Burlington, MA 800/724-7789

www.wintac.net

► WintacGreen all-in-one streamlined business management software for the Green Industry.

Performance Software Technologies 800/624-8244

Agoura, CA www.gopst.com

► Route Rite Legend, PenWriter desktop and handheld software for management of

lawn and pest control services. Customizable features include scheduling, customer history, inventory, A/R, job costing, equipment maintenance, online branch linking.

Practical Solutions Columbus, OH 614/436-9066

www.theservicesolution.com

► The Service Solution customer management software for the Green Industry, including estimating, routing, mapping, invoicing and tracking all relevant values of a property.

Rain Bird Corp. Tucson, AZ 800/724-6247

► Maxicom2 Central Control irrigation software offers control from one spot that includes weather and soil intake monitoring and cyclic scheduling. Manual operation possible via several communications tools.

Rapp Industries Inc. Glen Rock, NJ 800/999-1159

www.rappind.com

► Landscape Business Management System to automate process of generating proposals, maintaining chemical application records, scheduling, routing and sales analysis.

Real Green Systems Walled Lake, MI 800/422-7478

www.realgreen.com

► The Lawn Assistant II marketing and management software is an integrated marketing database, contact manager, and optional mapping assistant for automating routing. Also, it can integrate contact manager, account history, field notes, detailed client information, and a full property diagram. Schedules all services as well.

continued on page 36



YOUR REAR END SHOULD LOOK SO GOOD IN A FEW YEARS.

And it could, if it were in a new 2003 Chevy™ Silverado.*

Select Silverado models are still available with the proven dent-resistant PRO-TEC™ bed, box and tailgate. PRO-TEC is a tough composite material that's rustproof, and stronger and more durable than steel. PRO-TEC protects the bed, box and tailgate from dents, dings and dangs. Making you look good for years to come. Silverado. The Truck. From Chevy. The most dependable, longest-lasting trucks on the road!†

SILVERADO  **LIKE A ROCK**

877-THE TRUCK or chevy.com/silverado

*Available only on specially equipped 1500 Ext. Cab Short Box models. Call or go online for details. †Dependability based on longevity: 1981–July 2001 full-line light-duty truck company registrations. Excludes other GM divisions. ©2002 GM Corp. Buckle up, America!

Lines (F4 for grid/form view)

Inventory ID: ORETR024

Site ID: 200 Building 200

Ordered: 2 UOM: EA

Unit Price: 330,000 List Price:

Discount: 2.00

Extension: 66,000.00

Requested: 3/19/1333

Tax: Alternate: Description:

continued from page 34
Sensible Software Inc.
Ijamsville, MD
800/635-8485
www.clip.com

► CLIP and QuickCLIP to cut losses and increase profits. Choose from host of services including routing, scheduling, billing and revenue tracking. For contractors of all sizes, with links to QuickBooks and Map-Point. Other programs available, too.

Slice Technologies

Milford.OH
800/543-7249
www.sliceplus.com

► SlicePlus for Landscape Contracting, SlicePlus for Landscape Management, and

Slice Business Suite programs that generate estimates and proposals. Also handles project management, production control, and job costing and analysis. Several other major features as well.

Tree Management Systems

Ellettsville, IN
812/876-7664
www.turftree.com

► TurfGold, ArborGold, Phone Center Secure management software lets lawn care and tree care companies manage phone calls, jobs, and customers; schedule, route and do geographical mapping; cost jobs; do marketing and accounting; get customized reports.

UDS Green Industry Software

Grand Rapids, MI
800/626-7247
www.activeapplications.com

► UDS Green Industry Software offers Active Applications software along with a demo Active Accounting system on its Web site.

Vanguard Computer Systems

Nashville, TN
888/590-1696
www.camelotsoftware.com

► Camelot Software: Classic, Professional, Network. Customer database, estimator, contact manager, automatic marketer, data analyzer (reporter), scheduler, invoice and accounts manager.



Find it.

**9,000+ Plant Cultivars Available
500+ Green Industry Categories**

Be found.

**55,770 Searches in July
64,000+ Brochures Served
2.3 Million Hits in July**

Green Industry Yellow Pages, Inc.

Find it. Be found. sm

www.GIYP.com

1.888.999.5133

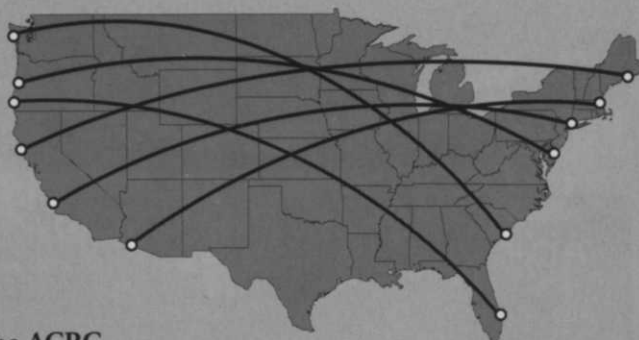
sales@giyp.com

This year **7 million pounds** of plastic ag chemical containers will be **recycled** into new products...



Over 10 years, enough to cross the continental U.S. **6** times.

Together we can keep single trip HDPE containers from being burned, dumped, or landfilled. Thanks to the ACRC and its partners in state and local government, thousands of growers and applicators drop off their rinsed containers at collection sites, free-of-charge. **To find out more, call toll free at 1-877-952-2272, or visit online, www.acrcycle.org**



The following companies pay for the recycling programs of the ACRC.

ACRC MEMBERS

Agriliance LLC
AMVAC Corp.
Aventis CropScience NA
BASF Corp.
Bayer Corp.
Becker Underwood Inc.
Cerexagri Inc.
Certis USA LLC
Cheminova Inc.

Dow Agrosciences LLC
DuPont Crop Protection
FMC Corp.
Gowan Co.
Griffin LLC
Gustafson LLC
Helena Chemical Co.
ISK Americas Inc.
Makhteshim-Agan NA Inc.
Monsanto Co. Crop
Protection

Nufarm
PBI-Gordon Corp.
SePRO Corp.
Syngenta Crop Protection
Tenkoz Inc.
United Agri Products Inc.
Uniroyal Chemical Co.
United Phosphorus Inc.
Valent USA Corp.
West Central Inc.
Wilbur Ellis Co.

AFFILIATES

Cousins-Currie Ltd.
Hedwin Corp.
Lee Container Corp.
Murray Equipment Inc.
Pretium Packaging
Rieke Corp.



Ag Container
Recycling Council

Quick designs that sell

Today's design software produces colorful, hi-impact images that appeal to many potential clients

BY GEORGE WITTERSCHEIN



PHOTOS COURTESY, DESIGN IMAGING GROUP

Dean D'Amico owns and operates D & D Landscaping, a 14-year-old design/build company focusing on higher end residential customers on Long Island, NY.

About five years ago, he purchased a copy of Design Imaging

Group's Designware program.

"I literally doubled my revenues and the size of my company," says D'Amico who expects revenues of about \$5 million this season. "Buying the software was one of the best moves I ever made. It helped my business because it's a great selling tool.

"You walk in with your laptop, turn it on and you say to the prospective customer, 'This is what your landscape looks like now' and then 'This is what it's going to look like when we're done,' and more often than not the customer says, 'Wow! Nobody ever did that for us before!'

D'Amico says that he made about 120 sales out of the first 150 computer-generated renderings he showed to prospective clients. Perhaps not entirely in jest, he observes, "I don't want too many guys to get computer savvy, because it would make my job a lot harder!"

How taxing was it to learn to use the software? "For the first year I got assistance and instruction. Within a few months I had reached the point where I was doing everything on my own," he says.

Ron Faberman, owner/president of Southern-scapes in Broward County, FL, offers both mainte-

nance and installation for high-end residential estate homes and apartment communities. Faberman uses Visual Impact Picture Publisher 10 program in his operation that records about \$1 million in annual sales.

"I wanted more efficiencies in running my company, so I looked into a number of design and presentation packages," says Faberman. "The software is so good that professional photographers can use it on their pictures. Plus, it contains a plant library that would take a long time to build up yourself."

Faberman describes his ability to demonstrate what projects look like before work starts as "a valuable shortcut" to go to a customer. "It's amazing how much time we

have cut out of what we used to spend creating presentations that look much better.

"We go out and interview the customer and get a feel for what they want and what their budget is. Then we come back to our office and do a before and after. Usually we e-mail out the result. Most of our customers have e-mail today and that makes it really easy."

Peter Hogenbirk, owner/operator of Birk's Landscape, an 11-year-old, nearly \$1

million firm in Durham, Ontario, Canada, began using Landscape Illustrator software in 1998.

At that point, Hogenbirk had already been using the high-powered generic design program AutoCAD for several years, and was a reasonably proficient self-taught computer user. He switched from AutoCAD to Landscape Illustrator because AutoCAD produces line-drawing plans as its output, and he was finding that some customers



PHOTOS COURTESY: VISUAL IMPACT IMAGING

H I N I K E R C-PLOW™

Get the performance of a conventional plow and the added versatility of a backdrag plow in a single unit.



- **Compare Speed** and efficiency. The C-Plow moves more snow in less time.
- **Convert** from conventional to backdrag plowing with the touch of a button.
- **Complete** snow removal without a separate backdrag plow or loader.



HINIKER COMPANY

Mankato, MN • 1-800-433-5620 • FAX 1-507-625-5883 • www.hiniker.com

could not adequately visualize his plans from the line drawing AutoCAD output.

"I would produce an entire plan, they would look it over extensively, and then they would ask me something like, 'Where is the

lawn going to go?'" the Ontario area landscaper recalls. "The beautiful full color output of Landscape Illustrator is much more effective. Customers tell me they find it easier and more memorable to look at," he adds.

ARE YOU READY TO GROW YOUR BUSINESS?

Join forces with the best known name in lawn care.

Franchise Territories Now Available!



- Strong brand awareness with Scotts products
- Effective sales/marketing programs
- Complete training and support
- Exclusive territories
- Financing available



For a FREE OPPORTUNITY KIT call...

1-800-264-8973

Scotts LawnService
14111 Scotts Lawn Road • Marysville, OH 43041
www.scottslawnservice.com

Circle 119

Visual Impact Imaging

330/665-9080

Akron, OH

www.visualimpactimaging.com

► Earthscapes landscape design imaging software program. Excellent imaging quality, easy to use, interiorscape designing package available, also.

Design Imaging Group

Holtsville, NY

800-776-0103

www.designimaginggroup.com

► Designware landscape imaging program runs on any current version of Windows. "Screen cams" work right in program like instructional VCR tapes.

Eagle Point Software Inc.

Dubuque, IA

800-678-6565

www.eaglepoint.com/landscape

► Two programs at different sophistication levels and price points: Visual Imaging (entry level) and LANDCADD. Both products offer editable databases for doing quantity takeoffs, estimates.

LSI Software

Unionville, Ontario, Canada

905-947-0516

www.lsisoft.com

► Landscape Illustrator 2002 targeted at the typical small business landscaper who spends maybe two hours a day on designing and the rest on installations.

Drafix Software, Inc.

Kansas City MO

816/842-4955

www.drafix.com

► Pro Landscape program provides a professional 2-D site plan. Automatically generate accurate estimates from the photo image or CAD plan

The author is a frequent contributor to LM.

Reach him at GRBWitt@aol.com

**Dig.
Trench.
Level.
Lift.
Save.**



Get \$500 off Thomas Mini Skid Steer attachments

Buy a new **Thomas 25G Mini Skid Steer** and you'll not only save a lot of time – you'll also save a lot of green. Just take **delivery before October 31** and you'll get a **\$500 credit toward the purchase of any mini skid steer attachment**. And with a wide variety of attachments to choose from, there's no limit to what you can accomplish.

For more information on your nearest participating Thomas Mini Skid Steer dealer and for full program details contact Kaye Corporation.

Dealerships available in selected areas. Contact Kaye Corporation for details.



Thomas Equipment Ltd.
P.O. Box 336
Mars Hill, ME 04758
1-866-BE TOUGH
www.thomasloaders.com



Kaye Corporation
North Mankato,
MN 56003
Phone: 888-223-5818
Fax: 800-625-3696
E-mail:
kaye6782@mctcnet.net

Property at a glance

Location: Chicago, IL

Staff: Park District Grounds Maintenance

Category: Parks, Recreation Area or Athletic Fields

Total budget: \$58 million

Year site built: 1865

Acres of turf: 5,800

Acres of woody ornamentals: 90

Acres of display beds: 75

Total paved area: 220 acres

Total man-hours/week: N/A

Maintenance challenges

- ▶ 32 beaches along Lake Michigan
- ▶ 506 playgrounds maintained daily
- ▶ 253 softball fields maintained two to five times per week

Project checklist

Completed in last two years:

- ▶ Lagoon rehabilitation: Douglas, Riis, and Gompers Parks
- ▶ 50 installed welcome gardens
- ▶ Douglas Park landscape renovation project

On the job

- ▶ 250 full-time staff, 600 seasonal employees, 35 licensed pesticide applicators

Chicago Park District

2001 PGMS Grand Award Winner for Parks, Recreation Area or Athletic Fields

The Chicago Park District owns, operates and maintains one of the most extensive municipal park systems in the world. It includes 24 miles of shoreline, 7,300 acres of park property, and 250 staffed facilities, including nine of Chicago's leading museums and cultural institutions.

All the more reason to have a top-notch grounds staff. The Department of Natural Resources and ServiceMaster, Grounds Management Services, team to keep things nice for the 900,000 Chicago residents who use the parks each week.

Every spring, staffers plant thousands of floral beds. For 2001, \$3.5 million was spent on the annual floral displays including plant purchase, installation, maintenance and removal at the end of the season.

The Park District Grounds Maintenance Operation is separated into five geographic-based regions. Each region contains a forestry and landscape group responsible for tree care, turf maintenance,



Trimming never stops for the Chicago crews who maintain 90 acres of woody ornamentals.

nance, trash/debris removal and snow-clearing operations.

Every day, year-round, all 553 parks are cleaned and inspected by crews dispatched from the regional shops. The Lakefront Region provides garbage removal for parks and seasonal events such as Taste of Chicago and the Jazz Festival that draws millions of people to the parks.

PGMS
Landscape
MANAGEMENT

Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Grounds Management Awards for outstanding management of residential, commercial and institutional landscapes. The 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:

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



The Chicago Park District offers plenty of scenic, manicured sites for visitor rest and relaxation.



Few park districts in the world can match the \$3.5 million that Chicago spends on its annual floral displays.

Items for irrigation



Flowtronex FloBoys
from 10 to 110 gpm

BY JASON STAHL /
MANAGING EDITOR

Joe Loyet's been around the block once or twice in the landscaping business. As president of the \$6 million Loyet Landscape Maintenance company in St. Louis, MO, he's had time to figure out what works for his company. In irrigation, he's decided that lots of service and just a little installation is the most profitable way to go.

"Installing irrigation is so competitive that they put these systems in for about nothing," Loyet says. "We don't want to be in that business."

That's not to say Loyet and his crew of four irrigation techs won't expand a zone of a customer's existing system. But, from his first foray into the irrigation business, Loyet has preferred being a master of service.

Fix it right now!

"When we had to sub it out, a system might be down for a week or two and there was nothing we could do about it," Loyet says. "I wanted service to

be done quickly, and that's why we moved everything in-house."

Being able to service irrigation systems in-house hasn't only been a plus on the customer service side, it's been lucrative, Loyet says. "Give your customers prompt service, and there's no question about the dollars. They just want it done."

Loyet builds the irrigation servicing cost into his customers' maintenance contracts. "We build in the start-up and blowout of the system, plus an inspection every four weeks," he says. Anything beyond that merits a work order form. Sales reps are responsible for the controllers on the properties they manage, plus minor repairs such as a mowed head.

Today, irrigation comprises 20% of Loyet's business. "Irrigation has been a plus for us," Loyet says. "For installation, I recommend getting someone else to do it."

HUNTER INDUSTRIES

800/733-2823

SAN MARCOS, CA

www.hunterindustries.com

- SVC smart valve controller sites without access to an accessible power source
- Operates off 9-volt battery
- Mounts to any Hunter valve without additional wires or special tools
- Runs a single station up to nine times daily

Circle #266

L.R. NELSON

309/690-2200

PEORIA, IL

www.lrnelson.com

- 8100 Series on indoor controllers available in four to six zones with external plug-in transformer
- Program with three start times
- Dedicated off position for retaining program during periods of inactivity
- Rain sensor connection with option to override

Circle #267

Pump station buying tips

Poor irrigation, high electric bills or frequent maintenance all hint at the need for a pump station upgrade or replacement. After you've decided on an upgrade or replacement, ask yourself these questions:

- ▶ What are the pressure and flow requirements?
- ▶ Is there an adequate power feed to the site?
- ▶ Horizontal or vertical turbine configuration? Fixed speed or variable controls?
- ▶ Have I accounted for future water needs?

WATERTRONICS

800/356-6686

HEARTLAND, WI

www.watertronics.com

- Pumping system units available in 1-, 2-, and 5-hp models
 - Pumping capacities to 90 gpm, 100 psi
 - 1 hp operate on 230-volt single phase power; 2 and 5 hp need 230-volt
 - Options include pressure regulation, 24-volt pump controller start, low flow sensing for drip zones and suction line accessories
- Circle #268

IRRITROL SYSTEMS

909/785-3623

RIVERSIDE, CA

www.irritrolsystems.com



- HS Series sprayheads
 - Matched precipitation rate nozzles
 - Ratcheting riser permits easy arc adjustment in the field
 - Pressure-activated seal cleans debris from stem, reduces flow-by during pop up and prevents leaking between cap and body
- Circle #269

HENDRICKSON BROS.

909/737-6822

CORONA, CA

www.hendricksonbros.com

- PR7000 preset pressure regulator
 - Range of 1 to 35 gpm
 - Comes in a 90-degree angle configuration with 1-in. FPT on both inlet and outlet
- Circle #270

RAIN MASTER

805/527-4498

SIMI VALLEY, CA

www.rainmaster.com

- RME Eagle satellite controller
- Integrated system self-diagnostics
- Configurations of 6, 12, 18, 24, 30 and 36 stations

DANIELS

(847) 426-1150

www.danielsplows.com

PULL PLOW



- 72", 80", 90" & 96" models
- Complements front mounted plow
- 2000 lbs. of down force
- Increase productivity up to 50%
- Patented **SPEEDHITCH** makes hook up fast & easy
- Eliminates inefficient backdragging

BOX PLOW



- Multiple sizes: 10'-32'
- Steel trip edge standard
- Rubber edged models avail.
- Superior backdragging
- Bucket mount, skid steer, and quick disconnect mounting available

WING PLOW



- Multiple sizes: 8'-24'
- Wings fold hydraulically or manually
- Reduce plow size up to 50% for transport
- Push and stack tons of snow with the same piece of equipment

Call for details on a 30 day FREE trial of the Daniels Wing Plow.

Circle 121



Many options with
Toro FloPlus valves

■ Automatic or manual
evapotranspiration adjustment
Circle #271

NETAFIM

559/453-6800

FRESNO, CA

www.netafim.com

- P2000 Series pop-up rotor
sprinklers
- Part circle models adjust from
40 to 360 degrees
- Easy arc adjustment
- Standard integral rubber
cover, thick and vandal resistant
Circle #272

**EWING IRRIGATION
PRODUCTS**

800/343-9464

PHOENIX, AZ

www.ewing1.com

- MP Rotator rotating sprinkler
- Three arcs for each model:
360-degree, 90-degree
adjustable to 210 degrees, and
210 adjustable to 270 degrees
- Uses 1/3 of the water flow of
comparable spray head
- Replaces the spray nozzle on a
conventional pop-up head, or
mounts on a fixed riser
Circle #273

GOULD PUMPS

315/568-7100

SENECA FALLS, NY

www.goulds.com

- GT IRRI-GATOR self-priming
centrifugal pump
- Back pullout design allows
disassembly of pump without
disturbing piping
- Two compartment motor for
easy access to motor wiring and
replacement components
Circle #274

FLOWTRONEX

800/786-7480

DALLAS, TX

www.flowtronex.com

- FloBoy D Series pump system
flow rates from 10 to 110 gpm
- Pressures from 22 to 87 psi
- Available up to 10 hp
- Voltages from 115 volt single
phase to 460 volt three phase
Circle #275

WEATHERMATIC

888/484-3776

GARLAND, TX

www.weathermatic.com

- LMC residential/commercial
controller
- Dial-based programming
- Non-volatile memory retains
programs in power outage
- Easy-to-read LCD
- Three independent programs
with three start times per
program
Circle #276

THE TORO COMPANY

800/344-8676

BLOOMINGTON, MN

www.toro.com

- EZ-FloPlus Series family of

residential valves

- Available in globe, angle and
anti-siphon configurations
- Features a threaded bonnet
system with a cap ring
- Flow range of 0.25 to 20 GPM
- Operating pressure range of
10 to 150 psi
Circle #277

AGRIFIM USA

559/431-2003

FRESNO, CA

www.agrifimusa.com

- Micro-Flo micro-sprinkler
offers full-circle coverage
- Three different flow rates
- Available with flow-controlling
valve
- Has 10-32 NPT inlet so it can
be screwed directly into SAJ
adapter or a rigid riser
Circle #278

RAIN BIRD

800/724-6247

AZUSA, CA

www.rainbird.com

- 5000 Plus Series mid-range
rotor
- Flow shut-off device
- Maximum Rain Curtain
performance while still allowing
water shut-off at each rotor
- Flow path to nozzle bore
transition radius minimizes
pressure loss
Circle #279

DIG CORP.

800/344-2281

VISTA, CA

www.digcorp.com

- 5000-I Series AC controller
- Internal circuit board
- Independent program start

GROUNDSKEEPER PRO
BUSINESS SOFTWARE for
Lawn Care & Landscaping

Scheduling	Estimating	Accounts Receivable
Routing	Pesticide/Herbicide	Tracking & Reporting
Contracts	Expenses/Costs	
Invoicing	Time & Materials	
Income Reports		

Get your FREE Trial at: www.adkad.com/LM.htm or 1-800-586-4683

Circle 133

Commercial grade Vacuum system from Protero Inc.

Pro Vac model 15 has belt driven blower and 15 cubic feet aluminum catcher, which dumps from the seat. Both blower and catcher detach in seconds. Fits most Commercial Zero Turn mowers with custom mounting brackets. Our product line also includes smaller **Pro Vac model 12**, 12 cubic feet aluminum catcher with option of two removable bins for easy dumping.



8722 E Research Center Rd
New Hope, MN 55428
763-535-4038, Fax 763-535-4633

Toll Free 1-866-476-8376 • www.proteroinc.com

Circle 123

time, run time and day of the week for each valve

- Four button with integrated LCD display
- Four start times per day, per valve

Circle #280

NDS, INC.

559/562-9888

LINDSAY, CA

www.ndspro.com

- Valve boxes from 7-in. round to 17x30-in. rectangular

- Available in a variety of designations
- Overlapping covers keep dirt out

Circle #281

TRANSITIONAL SYSTEMS MFG.

530/751-2610

YUBA CITY, CA

www.transitionalsystems.com

- PiggyBack hybrid four-station timer
- Adds four more stations to a controller
- Adds long watering times to mechanical controllers for drip
- Manual start timer for small residential

Circle #282

DAWN INDUSTRIES

800/321-7246

ARVADA, CO

www.dawnindustries.com

- Bolt-on saddle tee made for polyethylene pipe, IPS pipe, and PVC
- Under outlet O-ring system for quality sealing
- Sizes range from 1 to 12 in. IPS
- Outlets range from 1/2 to 4 in. FPT

Circle #283

SYNCRIFLO

770/447-4443

NORCROSS, GA

www.syncriflo.com

- Gator Pumping Systems
- Available with capacities from 30 to 250 gpm
- Advanced programmable logic controls
- Drip-tight isolation valve

Circle #284

Get it up fast...



Get it up clean!

Get it up fast with Launch® Biostimulant:

Fast establishment is critical when you're planting steep, erosion-susceptible slopes. That's what hydroseeding is all about: getting seed on the ground, up and established — *FAST*.

Hydroseeding research has shown that the addition of Launch Biostimulant to the hydroseeding mixture can result in 40% greater germination and establishment rates in cool-season grass applications. Bermudagrass seed treated with Launch required three days for germination compared to 11 days to germination in untreated plots — *less than half the time!*

Turfgrass, native grasses or wildflowers — Launch gets them all up fast.

Call 800-821-7925 for your free copy of "The Professional's Guide to Biostimulants" or visit us at www.pbigordon.com/biostimulant_main.htm



Get it up clean with Tupersan® Herbicide:

A lot can interfere with seeding schedules. And a late schedule runs into crabgrass, foxtail and barnyardgrass germination timing. These highly competitive weeds can interfere with the establishment of your hydroseeded turfgrass.

Tupersan Herbicide Wettable Powder is the only pre-emergent EPA registered for use through hydroseeders.

Tupersan has a high degree of selectivity which reduces competition without injury to germinating seedlings of most cool-season grasses.

Call 800-821-7925 for your free copy of "Gordon's Pre-Emergent Application Guide".

Always read and follow label directions.

Questions? Let's Talk
1-800-821-7925
www.pbigordon.com

G pbi / GORDON
CORPORATION
An Employee-Owned Company

Launch is a registered trademark of PBI/Gordon Corporation.
Tupersan is a registered trademark of Gowan Company.
© 2002 PBI/Gordon Corporation.

9-2002/10686

Circle 124

Control winter weeds

Applying herbicides now can ensure vigorous, healthy turf next season

BY DONALD F. MYERS

▼ Chemical control of chickweed may be needed in thin or newly seeded turf.

A year-round climate that's favorable for weed development makes weed control a 12-month problem for turfgrass professionals throughout the southern U.S. In these areas, LCOs must deal with a range of cool-season weeds that many northern professionals only encounter on a limited basis.

Most cool-season weeds germinate and begin to flourish in late summer, continuing through fall and winter when warm-season turf goes dormant. Even in winter months, these weeds will survive due to the favorable conditions in warmer climates.

Winter weeds will delay the green-up of warm-season turf in the spring, while competing with desirable turf in thin or newly seeded areas. Weeds that establish themselves in turf during fall and winter will often die when hot weather hits, leaving bare spots in turf — allowing for the establishment of other undesirable weeds. What's worse, an LCO's overseeding efforts in the fall may promote the establishment of these weeds.

Cool-season weeds

The range of cool-season weeds offers unique problems to southern LCOs. Identifying and understanding these problems is the first step to providing effective winter weed control.

Henbit. Henbit is a member of the mint family, thriving in cool, moist weather. The weed has a square-shaped main stem, and can grow from four to 12 in. Leaves are rounded, coarsely toothed, hairy and deeply veined. Its purple, trumpet-shaped flowers bloom in the spring. Found



throughout the U.S., henbit spreads by seed. It competes with desirable turf in newly seeded areas, and thrives in shaded areas. Postemergence herbicide applications made during active growth control the weed.



◀ Postemergence herbicide applications during active growth control henbit.

Common chickweed. The spreading, rooting branches of common chickweed cover desirable turf, impeding its growth. Chickweed leaves are bright, shiny green and taper to a point, attached on opposite sides of hairy stems. Highly adaptable to changes in mowing height, it will grow in moist,

shaded areas. Chemical control of common chickweed may be needed in thin or newly seeded turf. Postemergence applications will achieve optimum control during active growth and in the seedling to flower stage.

Wild garlic/wild onion. Wild garlic and wild onion are grass-like weeds with dark, smooth, slender green leaves growing eight to 12 in. long. Each has bulbs that give off a strong odor. Wild garlic flowers are white to light green, appearing on short stems. Wild onion flowers are white to pink. Both weeds flower from April through June.

Wild garlic spreads by seeds, bulblets at the stem tips, underground bulblets and bulbs. Optimum control of wild garlic and wild onion is achieved via postemergence herbicide applications made during active growth.

White clover. White clover, with its three leaflets, is similar in appearance to black medic and oxalis. However, its white blossoms, from May through September, differentiate it from the other two. This shallow rooted winter perennial was once widely used in turf as a nitrogen source. Even today it appears in some less expensive seed mixtures. However, it can suffocate desirable turfgrasses and fades in hot weather, leaving large patches of unsightly

500 Series Battery Operated Controllers

Objectives:

- ✓ Best in class
- ✓ Best in features
- ✓ Best in options

Innovations:

- New six station
- New rubber keypad button design
- Independent program for each valve for four and six stations
- Option to operate more than one valve at a time on four and six stations
- Optional manual operation of one valve or sequentially of all valves
- New water budget 10% to 90% in 10% increments
- Low battery indicator
- Waterproof



For information • 1-800-322-9146

1210 Activity Drive • Vista, CA 92038 • www.digcorp.com • email: dig@digcorp.com

Circle 125

White clover
suffocates desirable
turfgrasses. ►

turf. Postemergence herbicide applications in fall, when white clover is actively growing, are ideal for control.

Annual bluegrass. Annual bluegrass (*Poa annua*) is identified by its light green leaves with pale, thin tips. Like crabgrass, its stems often lie near the ground, forming dense patches that can withstand low mowing heights.

Annual bluegrass produces hundreds of whitish-green seedheads at any mowing height. It's a short-lived plant, beginning growth in

▲ Annual bluegrass produces whitish-green seedheads at any mowing height.

late summer or early fall from seed produced by mature plants earlier in the same year. Annual bluegrass has a shallow root system. In unwatered lawns, it will die during the hottest part of summer, leaving conspicuous bare spots. Preemergence herbicide applications in fall and spring should prevent germination.

Lawn burweed (spurweed). Lawn burweed (spurweed) is a low-growing winter annual, with branches spreading along the ground in a mat-like fashion. The leaves are divided into narrow segments. Lawn burweed reproduces by seed; sharply pointed spines on the seed can pierce skin easily. Make postemergence herbicide applications during active growth to control lawn burweed.



Cool-season weed prevention

Cool-season weeds all have one thing in common: their ability to flourish in weakened warm-season turf. That's why adopting cultural practices that encourage a healthy turf is an important step in the prevention of winter weeds. These practices include proper fertilization, watering and mowing.

Wild garlic and wild onion become problematic when allowed to grow in thin or dormant turf. Maintaining healthy, dense turf is an ideal way to avoid their appearance. White clover grows best in soils that are moist and low in nitrogen, so proper practices that encourage dense turf growth will hinder its establishment. Annual bluegrass excels with high fertility and irrigation, while cultural prevention of lawn burweed is based on good turf management measures that encourage dense turf growth.

Chemical control of winter weeds

Preemergence herbicides — effective tools for winter weed control — will have little or no effect on cool-season weeds that have germinated and begun growth. That's why pre-emergence applications need to be made in the late summer to early fall prior to germination to achieve maximum weed control through the fall and winter. Preemergence applications should be watered, ensuring herbicide makes contact with the top soil layer where most seed germination takes place.

In contrast, nonselective postemergence herbicides will provide control of actively

Staffing Solutions with our Mexican Workers

- Specializing in Recruitment & Placement of H2B Visa foreign workers
- We have RELIABLE, EXPERIENCED PERSONNEL
- Marcus Drake Consultants handles the entire procedure
- We deliver selected personnel to your company

Sound familiar?

I Quit!

**Marcus Drake
Consultants**

Park Ridge, New Jersey

Call 888-544-9122

Fax 201-930-0629

E-mail marcusdrakeh2b@yahoo.com

Circle 126

▼ Wild garlic can be controlled with a postemergence herbicide.



growing winter weeds — ideal for LCOs who were unable to make preemergence applications earlier. However, in order to limit damage to desirable turf, postemergence herbicides shouldn't be used until warm-season turf has gone completely dormant. In areas where warm-season turf doesn't go completely dormant, postemergent applications may temporarily damage desirable turf. The application of these products must be made carefully. Preemergence herbicide applications may be more appropriate in situations where complete dormancy doesn't occur.

Several postemergence herbicides will provide varying levels of control of cool-season weeds: Roundup Pro® (glyphosate), Reward® (diquat), Finale® (glufosinate) and Scythe® (pelargonic acid). Absorbed rapidly through green tissue, Finale has worked effectively in cooler temperatures.

Make these applications in fall and early winter when weeds are small. By the spring, cool-season weeds become mature and more difficult to control postemergence.

— *The author is Technical Development Manager – Herbicides for Bayer Environmental Science / Chipco Professional Products. For more info on Chipco products, call 800/438-5837 or visit www.aventischipco.com.*

The MEYER MATE

The newest sand/salt spreader from the biggest name in snow and ice control

- 9 cubic feet capacity
- Easy on & off - no tools, no drilling
- Vibrator
- Thermo plastic housing protects motor



Meyer
SPREADER

Cleveland, Ohio 44112 • www.meyerproducts.com

Division of The Louis Berkman Company
Meyer ✪ Diamond ✪ Swenson

Circle 127

solutions center

DESIGN/BUILD

Hitting the wall

This contractor faced a complex project, but the right retaining wall system made it easy

BY ARIK C. HANSON

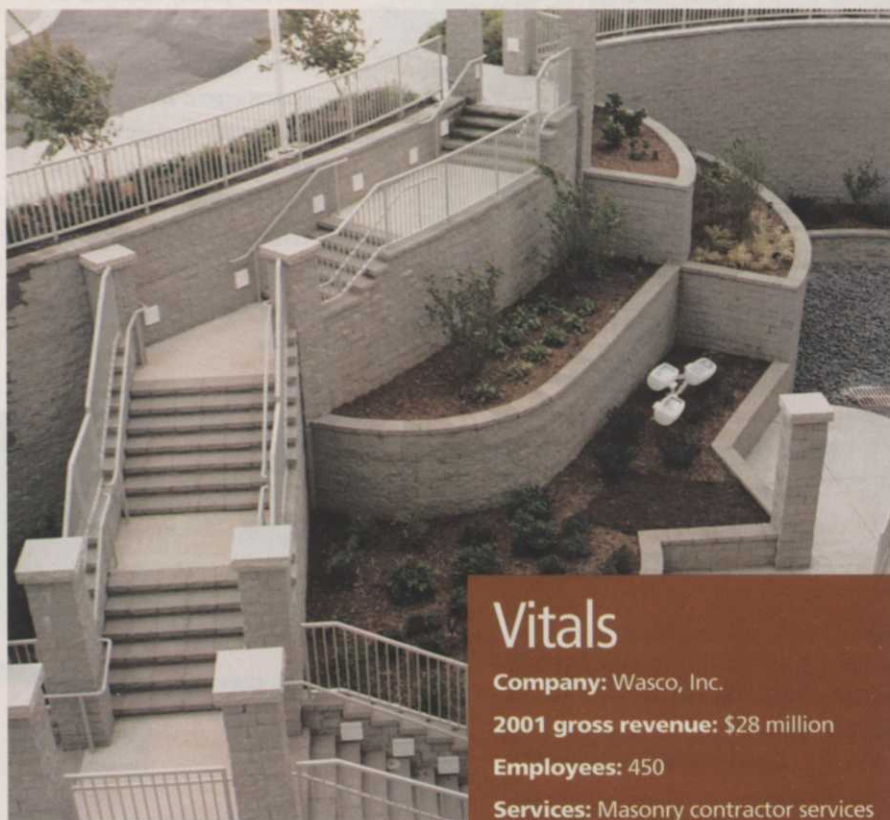
The 35-year-old Skyline Medical Center in Nashville, TN, was long overdue for a facelift. Like many other buildings constructed in the '60s and '70s, it needed some remodeling, a few upgrades and a variety of improvements. So owner-operator TriStar Health System initiated a plan to renovate the hospital and its surrounding grounds.

Part of the massive overhaul included adding a sunken, open-air courtyard that would act as a combination dining-waiting area for visitors and patients.

Local landscape architect Gresham Smith and Partners designed an area full of plantings, trees, fountains and plenty of segmental retaining walls (SRWs), including steps and vertical columns. Soon after, regional masonry contractor Wasco, Inc. won the bid to install the SRWs.

The problem: size and complexity of project

Joe Marsh, field superintendent/estimator at Wasco, had been a bricklayer and stonemason by trade for 34 years. However, most of his time had been spent building



brick- and mortar-type walls, not segmental retaining walls. With 34 years of experience under his belt, Marsh figured it would be no problem handling the project.

"It was such a big project, and I think they (Gresham Smith and Partners) felt like my crew couldn't pull it off," Marsh says.

But Marsh's brimming confidence and extensive experience won over the architects, and he and his crew were awarded the job.

The solution: use simple retaining wall system

Before construction began, Marsh had to select a retaining wall system for the pro-

Vitals

Company: Wasco, Inc.

2001 gross revenue: \$28 million

Employees: 450

Services: Masonry contractor services including installation of brick, block, precast concrete pavers, and segmental retaining walls.

Customer mix: 40% government/institutional; 40% commercial/industrial; 20% residential, renovation, miscellaneous.

ject. After researching his options, he chose VERSA-LOK Retaining Wall Systems because its solid units would enable him to build walls, steps and columns with just one single unit. Using this system, Marsh wouldn't have to spend valuable time ordering custom or special-sized units, but

instead could quickly split or saw-cut the solid units right on the job site.

Once the paperwork and estimating were done, Marsh and his crew visited the job site, surveyed the area and mapped a course of action.

"The walls were not a big deal for us because we've built (masonry) walls before," Marsh says. "The columns and steps were more challenging."

So Marsh put his 34 years of bricklaying experience to good use and devised a plan to build the columns. Using four half-units and concrete adhesive, Marsh stacked the columns while pouring a concrete center with rebar for additional reinforcement.

"It just came natural for me," Marsh

says. "Of course, I'm used to laying walls with brick and mortar. The only difference was these walls didn't have any mortar."

Marsh and his crew quickly learned the installation techniques. But Marsh credits the segmental retaining wall system with the fast, easy installation the crew was enjoying.

"We would rather use solid, pinned systems than any other," Marsh says. "You can use other products (hollowed-out or 'cored' retaining wall systems) to build walls, but they can't incorporate steps or columns as easily."



Skyline Medical Center, Nashville, TN, celebrated its 35th birthday with a new landscape.

When the smoke cleared, the Skyline Medical Center had an updated facility and a brand-new courtyard, and Marsh and his crew had completed a project they could be proud of for years to come. **LM**

ALCA Presents THE TRAINING CHALLENGE

A proven system that results in consistent training, team building, cross training, mission focus, customer satisfaction and personal/professional development

- Featuring 52 weeks of training curriculum ready for immediate impact!
- Training outlines in English and Spanish
- Efficient, ENERGIZING, half-hour training sessions each week!
- Accountability that provides follow through even in the busy season
- Online "Chat Rooms" that allow your trainers to talk with other companies around the country
- The Support and Expertise of Jim Paluch and JP Horizons, Inc.
- A Training Solution that is affordable and gets results!

Time is Running Out!

**Just ask your competition!
More than 300 Companies
in 32 states already
participate in the
Training Challenge!**



Here's your opportunity!

Learn more and get involved in the program that is being talked about nationwide!

November 13, 2002
Green Industry Conference
Nashville, TN

SPECIAL SESSION: 3 amazing hours with Jim Paluch on the Psychology Of Training and your chance to "TAKE THE CHALLENGE!"

Call ALCA today!
800-395-2522

Or register online at
www.alca.org

products

TECH CENTER

Dump a lot

Fabock Inc.'s Tiger Dump rear dump trailer features a three-yd. capacity and flotation tires. Only one person is needed to operate it. Length is 11 feet, eight inches. Hopper is made of 12-gauge steel.

For more information contact Fabock at 419/628-3388 / circle no. 250

Blanket protection

Parksite Earth Fabrics' Turf Defender turf blankets feature UV stabilizers for sunlight resistance, a two-in. hem for extra strength, and an eight-year warranty. Made of woven polypropylene fibers, the blankets help turf-grass by retaining warmth and moisture.

For more information contact Parksite Earth Fabrics at 800/455-3392 or www.parksite.com / circle no. 251



The daily grind

Vermeer's SC90 (9 hp) and SC130 (13 hp) stump cutters remove stumps up to 3 ft. in diameter in confined locations. The cutter wheel takes two 9/16-in. wrenches to change within minutes. Rubber-mounted handlebar minimizes vibration.

For more information contact Vermeer at 641/628-3141 or www.vermeermfg.com / circle no. 252

Bug off

PBI/Gordon's new Atrazol EC insecticide, a new broad spectrum product for the control of insects on shrubs and trees, has an active ingredient called azadirachtin that has anti-feedant,



Blow-by-blow

Shindaiwa's new and improved EB240S handheld blower features a nylon impeller which is lighter in weight compared to the earlier die cast impeller. Overall weight is now 9.2 lbs. There's also a quicker throttle response and faster acceleration (7,900 maximum rpm). Airflow is 166 mph, with air volume of 307 cfm.

For more information contact Shindaiwa at 800/521-7733 or www.shindaiwa.com / circle no. 259

growth regulation, anti-overpositioning and repellent action. It also works to prevent further infestation of many insects. PBI/Gordon claims Atrazol stops damage from over 140 different chewing and sucking pests yet doesn't harm beneficial insect populations.

For more information contact PBI/Gordon at 800/821-7925 or www.pbigordon.com / circle no. 253

Adios, leaves

Jrco Inc.'s leaf blade plow attachment for commercial mowers features a 55-in. galvanized steel blade that moves piles of leaves quickly. The blade has flat, stainless steel spring tines and casting guide wheels for more effectiveness.

For more information contact JRco at 800/966-8442 or www.jrcoinc.com / circle no. 254

Go the distance

Hunter Industries' new I-90 long distance rotor offers up to 96 ft. of coverage. At just 3 1/2 in. in diameter, it delivers 29.8 to 69.4 gpm be-

tween 71 and 96 ft. It also features a new "jar top" body cap that allows easy access to the filter screen, check valve and gear drive assemblies during routine maintenance.

For more information contact Hunter Industries at 800/733-2823 or www.hunterindustries.com / circle no. 255

Snow job

Erskine Attachments offers seven models of front-mount, PTO-driven snow blowers from 54 to 108 in. wide to match tractors from 18 to 150-plus hp. A universal frame mount adjusts to fit most tractors. These frames all share as standard equipment a "Qwik-A-Tach" system for attaching and removing the blowers.

For more information contact Erskine Attachments at / circle no. 256

Cat-like tread

Antonio Carraro's TRX 8400 tractor is a 4,200 lb. unit with 74 hp that travels over turf with a "cat-like" tread when equipped with Nokia high-flotation tires, reducing ground pressure to 6 psi. The TRX also features full reversibility and be fitted with the Trimax mower deck. Actio technology permits the chassis to oscillate or articulate for grip on all terrain types.

For more information contact Carraro at 800/597-5664 / circle no. 257

Throw snow

Loeering's five snow blower models have intake widths from 48 in. to 85 in. The newest model, the LSB48, has a throwing distance of up to 30 ft., a 14-in. auger diameter, 24-in. cutting height and weighs 670 lbs. All five blowers' chutes rotate 210 degrees.

For more information contact Loeering at 800/373-5441 or www.loeering.com / circle no. 258



continued on page 56

The latest landscape industry news is at your fingertips—

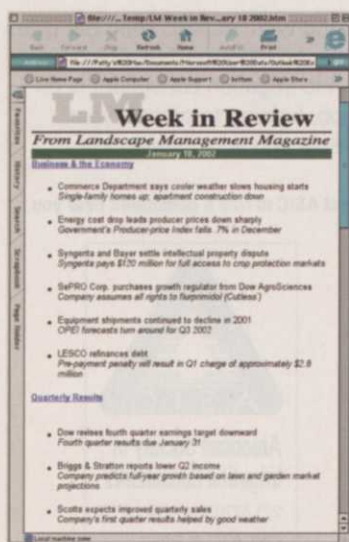
FREE

LM Week in Review

From Landscape Management Magazine

IS FOR YOU!

Landscape Management's editorial team sifts through the week's hottest news—so you don't have to. Tap into a reliable source of news and hands-on information with links to more resources.



Here's what you get in your e-mail box every week:

- **Business and the Economy:** coverage of economic shifts that affect the landscape industry; mergers and acquisitions; financial news.
- **Business Management:** tips on running a more profitable business; resources you can tap into for immediate information.
- **New Products:** new product announcements and updates on products to enhance your landscape business.
- **Industry Announcements:** the latest company and personnel announcements.
- **Events:** up-to-date calendar of conferences, seminars and other events in the landscape industry.

Start getting e-mail you can't wait to open.
Log onto www.LandscapeManagement.net today!

Landscape
MANAGEMENT
★ ADVANTAR LANDSCAPE GROUP

products

continued from page 54

Double sharp

Little Wonder's double edge gas trimmer is now 20% faster and 10% lighter, with a one in. lower profile for reduced weight and easier handling. Available blade lengths are 24 and 30 in. Machine produces 4,100 cuts per minute.

For more information contact Little Wonder at 877/596-6337 or www.littlewonder.com / circle no. 260



through enhanced water and nutrient uptake, and corrects iron deficiencies in grasses and landscaping plants. Canteen, a spreader and soil penetrant, loosens compacted soils, improves seed germination, delivers pesticides and fertilizers to the root zone and assists wetting of spray tank mixes.

For more information contact Becker Underwood at 800/232-5907 / circle no. 261

Grip it good

Caterpillar utility grapple buckets and forks for skid-steers come in three widths — 60, 66 and 72 in., with a maximum jaw opening on the grapple of 40 in. Grapple forks have jaw opening of 38 in. The nine-tine grapple fork measures 66-in. wide, while the eleven tine design

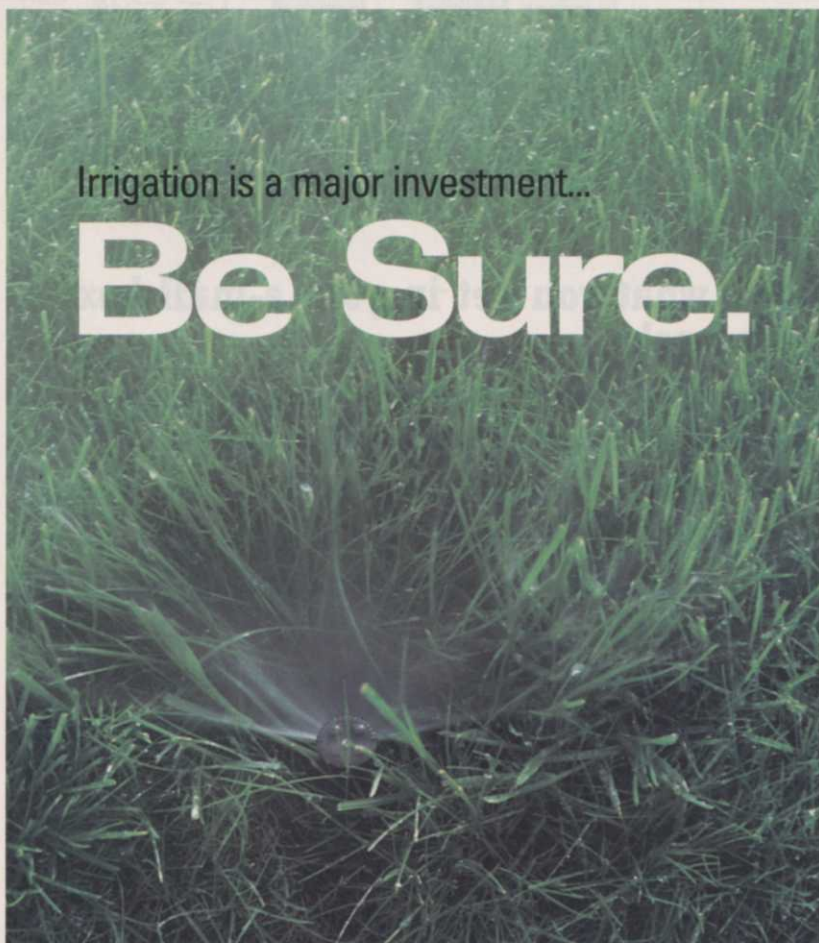


is 72 in. wide. Both feature a coupler interface intended to match most skid-steers' mechanical quick coupler systems.

For more information contact Caterpillar at www.cat.com / circle no. 262

Tag team stimulants

Becker Underwood's BioGain and Canteen work in tandem to treat newly seeded or established turf, sod and landscaping plants. BioGain reduces stress and stimulates root growth



Irrigation is a major investment...

Be Sure.

Professional members of the American Society of Irrigation Consultants have passed an extensive peer review and qualification process.

Working with an ASIC member gives you the confidence that a highly-qualified irrigation consultant is on the job, helping to protect your interests and your investment.

Contact ASIC to find a consultant near you.



American Society of
Irrigation Consultants

221 NORTH LASALLE ST.

CHICAGO, IL 60601

312.372.7090

FAX: 312.372.6160

WWW.ASIC.ORG

Gobble that grass

Wright Mfg. introduces the Turbo 10 Grass Gobbler, a high capacity grass catching system designed to fit all Wright Stander and Sentar models. The Turbo 10's three intake venturis and perforated steel panels function as a simple venturi system, lifting the grass away from the walls. It has a capacity of 4.8 cu. ft.

For more information contact Wright Mfg. at 301/360-9810 or www.wrightmfg.com / circle no. 263

Get in shape

Pro Industries' new Shape-Trak feature for the BedShaper commercial landscape edgers is engineered so the cutting blade and the machine's drive wheels are in line with each other, allowing the drive wheels and cutting blade to follow the same radius for more control.



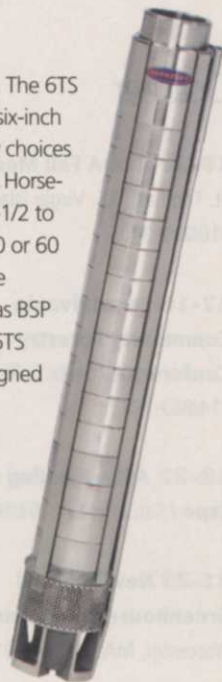
For more information contact Pro Industries at 717/738-9990 or www.bedshaper.com / circle no. 264

Berkeley pumps perform

The Berkeley 6TS submersible pumps feature 304 stainless steel construction that outperforms ordinary fabricated stainless-steel pumps

in abrasive conditions. The 6TS Series is designed for six-inch well casings with flow choices from 40 to 360 GPM. Horse-powers range from 1-1/2 to 60 with a choice of 50 or 60 Hz configurations. The threaded discharge has BSP and NPT options. All 6TS Series pumps are designed for continuous duty.

For more information contact Berkeley at 888/237-5353 or visit www.berkeleypumps.com / circle no. 265



"I'm getting more new customers every week through the members-only Professional Locator on PLCAA's website. I encourage you to take advantage of this benefit and so much more by joining PLCAA today."

Jim Campanella
The Lawn Dawg
PLCAA member since 1998

"PLCAA helped me grow my business from \$194,000 to \$3.9 million in just 4 years!"

Here are just a few of the ways PLCAA can benefit you too...

- ◆ FREE business and regulatory advice
- ◆ FREE human resource information
- ◆ FREE company listing on PLCAA's website
- ◆ Group insurance and retirement plan packages

TELL ME MORE!

- YES! Send me information on PLCAA benefits and introductory membership specials today!
- YES! Send me a FREE industry publication.



Company _____
 Name _____ Title _____
 Address _____
 City _____ State _____ Zip _____
 Phone (____) _____ Fax (____) _____
 Email _____ Website _____
 What year did your business start? _____ Number of trucks you own? _____
 Number of employees: Peak? _____ Non-Peak? _____

Limited Time Membership Offer ...
(800) 458-3466 ... www.plcaa.org

events

WHAT, WHEN & WHERE

October

16-20 ITODA Fall Meeting /
St. Thomas, U.S. Virgin Islands;
810/229-9405

**17-18 Pennsylvania
Community Forestry
Conference /** State College, PA;
814/863-7941

**18-22 ASLA Meeting and
Expo /** San Jose, CA; 202/898-2444

**21-23 New England
Greenhouse Conference /**
Worcester, MA; 203/445-0110

**22 ALCA Essentials for
Success /** Los Angeles, CA;
800/395-2522; www.alca.org

**23-24 Western Nursery &
Garden Expo /** Las Vegas, NV;
800/748-6214

24-26 Int'l. Irrigation Show /
New Orleans, LA; 703/536-7080

by the Ohio Landscapers
Association; 440/717-0004

7-9 Tree Care Industry Expo /
Milwaukee, WI; 603/314-5380

**12-14 Turf and Grounds
Exposition /** Syracuse, NY;
800/873-8873; www.nysta.org

**13-14 Turf & Ornamental
Seminar /** West Lafayette, IN;
Midwest Regional Turf
Foundation; 765/494-8039

13-17 Green Industry Expo /
Nashville, TN; 800/395-2522

20-23 CLCA Convention /
Waikiki, HI; Sponsored by the
California Landscape Contractors
Association; 916/830-2780

December

**3-5 OLA Short Course –
Advanced Landscape
Drawing /** Hudson, OH;
440/717-0004

**6-7 The Great Southern
Tree Conference /** Gainesville,
FL; 800/375-3642

November

**4-6 OLA Short Course –
Intermediate Residential
Design /** Hudson, OH; Sponsored

STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION (Required by 39 U.S.C. 3685)

1. **Publication Title:** Landscape Management
2. **Publication Number:** 0894-1254
3. **Filing Date:** 09/12/02
4. **Issue Frequency:** Monthly
5. **Number of Issues Published Annually:** 12
6. **Annual Subscription Price:** \$46.00
7. **Complete Mailing Address of Known Office of Publication:** 131 West First Street, Duluth, St. Louis County, Minnesota 55802-2065
Contact Person: Florida Hughes
Telephone: (218) 723-9526
8. **Complete Mailing Address of Headquarters or General Business Office of Publisher:** 7500 Old Oak Boulevard, Cleveland, Ohio 44130-3369
9. **Full Names and Complete Mailing Addresses of Publisher:** John D. Payne
7500 Old Oak Boulevard, Cleveland, Ohio 44130-3369
Editor: Ron Hall, 7500 Old Oak Boulevard
Cleveland, Ohio 44130-3369
Managing Editor: Jason Stahl, 7500 Old Oak Boulevard
Cleveland, Ohio 44130-3369
10. **This publication is owned by:** Advanstar Communications Inc. 7500 Old Oak Boulevard Cleveland, OH 44130. The sole shareholder of Advanstar Communications Inc. is: Advanstar, Inc. 545 Boylston Street Boston, MA 02116
11. **Advanstar Communications Inc. is the Mortgagee under a Credit Agreement dated November 7, 2000, as amended, with various lenders as named therein from time to time. The agent for the lenders is: Fleet National Bank Administrative Agent 100 Federal Street, 9th Floor Boston, MA 02110. Holders of 1.0% or more of Advanstar Communications Inc. Mortgages or Other Securities as of July, 2002 are as follows:** AMMC CDO II, Ltd One East Fourth St, 3rd Floor Cincinnati, OH 45202 Apex CDO I Ltd 425 Lexington Avenue New York, NY 10017 Ares IV CLO Ltd Ares V CLO Ltd 1999 Ave of the Stars, Ste 1900 Los Angeles, CA 90067 Bank of Montreal 3 Times Square, 29th Floor New York, NY 10036 Bancrays Bank PLC 101 California St, Suite 1800 San Francisco, CA 94111 Bryn Mawr CLO Ltd 8701 W Bryn Mawr, 12th Floor Chicago, IL 60632 Captiva III Finance Ltd Captiva IV Finance Ltd 840 Newport Ct Dr, Suite 300 Newport Beach, CA 92660 Columbus Loan Funding Ltd One Tower Square, 9th Floor Hartford, CT 06183 Coam Funding I 466 Lexington Avenue, 14th Floor New York, NY 10017 Credit Suisse First Boston 11 Madison Avenue, 10th Floor New York, NY 10010 Dresdner Bank AG 75 Wall Street, 25th Floor New York, NY 10005 Flagship CLO 2001-1 1185 Ave of the Americas, 16th Fl New York, NY 10036 Fleet National Bank 100 Federal Street, 9th Floor Boston, MA 02110 Franklin CLO I, Ltd Franklin CLO II, Ltd 1 Franklin Parkway San Mateo, CA 94403 Golden Tree High Yield Opps I, LP Golden Tree High Yield Opps II, LP 300 Park Avenue, 25th Floor New York, NY 10022 Grayson & Co 255 State Street Boston, MA 02109 Heller Fini Asset Mgmt LLC 60 Long Ridge Road Stamford, CT 06927 Indosuez Capital Funding VI Ltd 666 Third Avenue, 9th Floor New York, NY 10017 Katonah I, Ltd 230 Park Avenue New York, NY 10069 Katonah II, Ltd

Katonah III, Ltd 231 Park Avenue, Suite 1625 New York, NY 10170 Landmark CDO Limited 100 N Tryon Street, 8th Floor Charlotte, NC 28255 Magnitude Asset Investors LLC 345 Park Avenue, 29th Floor New York, NY 10154 ML CLO IX Pilgrim America Ltd 7337 East Doubletree Ranch Rd Scottsdale, AZ 85258 Morgan Stanley Prime Inc Trust 1221 Ave of the Americas, 5th Fl New York, NY 10020 Northwoods Capital II Ltd 245 Park Avenue, 28th Floor New York, NY 10168 Octagon Invest Partners II, LLC Octagon Invest Partners III, LLC Octagon Invest Partners IV, LLC 380 Madison Avenue, 9th Floor New York, NY 10017 Olympic Fund Trust, 1999-1 8701 West Bryn Mawr, 12th Fl Chicago, IL 60632 PB Capital Corporation 590 Madison Avenue, 30th Fl New York, NY 10022 Pilgrim Prime Rate Trust 7337 East Doubletree Ranch Rd Scottsdale, AZ 85258 Prometheus Invest Fund No. 1 150 E 42nd Street, 32nd Floor New York, NY 10017 Rosemont CLO, Ltd 8701 West Bryn Mawr, 12th Fl Chicago, IL 60632 Seaboard CLO 2000 Ltd 32 West Pennsylvania Ave, 3rd Fl Towson, MD 21204 Senior Debt Portfolio 255 State Street Boston, MA 02109 Sequis - Pilgrim I, Ltd 7337 East Doubletree Ranch Rd Scottsdale, AZ 85258 Sequis - Cumberland I, Ltd 8700 West Bryn Mawr, 12th Fl Chicago, IL 60631 Sequis I, Ltd Sequis IV, Ltd 200 Park Avenue, 22nd Floor New York, NY 10166 TCW Select Loan Fund, Ltd 600 Travis, 49th Floor Houston, TX 77002 Van Kampen CLO I, Limited Van Kampen Prime Rate Inc Trust Van Kampen Senior Income Trust One Parkview Plaza Oakbrook Terrace, IL 60181 Wells Fargo Bank, NA 6th & Marquette Avenue MAC N9305-72 Minneapolis, MN 55479 Also, Advanstar Communications has issued certain notes subject to an indenture (the "bonds"). The trustee under the indenture, which trustee is the registrar and paying agent as of July 1, 2002 is: Wells Fargo Bank Minnesota, NA 6th & Marquette Ave, MAC N9305-72 Minneapolis, MN 55479 The registered bondholders as of July 1, 2002 are: A.G. Edwards & Sons, Inc. Peggy Hubbs 2601 Clark Street St. Louis, MO 63103 Amalgamated Bank of Chicago C/o ADP Proxy Service 51 Mercedes Way Edgewood, NY 11717 Bank of New York Cecile Lamarco 925 Patterson Plank Road Secaucus, NJ 07094 Bear, Stearns Securities Corp Vincent Marzella One Metrotech Ctr North, 4th Fl Brooklyn, NY 11201 Brown Brothers Harriman & Co Robert Davide 63 Wall Street, 6th Fl New York, NY 10005 Citibank, NA David A. Leslie 3800 Citibank Center 83-15 Tampa, FL 33610 Credit Suisse First Boston Corp C/o ADP Proxy Services 51 Mercedes Way Edgewood, NY 11717 Deutsche Bank Trust Company John Lasher 648 Grassmere Park Road Nashville, TN 37211 DBTC Americas/Dir Clearance Helen James 16 Wall Street New York, NY 10005 Fifth Third Bank Lance Wells 38 Fountain Square Plaza Cincinnati, OH 45263 JPMorgan Chase Bank Paula J. Dabner 14201 Dallas Parkway Dallas, TX 75254 Northern Trust Company Jarvis A. McKee 801 S. Canal C-IN Chicago, IL 60607 PNC Bank, National Assoc Glenn Metzger 1800 Market Street, 29th Fl Philadelphia, PA 19103 SSB - Trust Custody Ed Chaney 2 Heritage Drive North Quincy, MA 02171 State Street Bank & Trust Co Joseph J. Callahan 1776 Heritage Drive North Quincy, MA 02171 US Bank, NA Keith Frolicher ATTN: Securities Control Milwaukee, WI 53212 Wachovia Bank, NA Joe Salgado 1525 West W.T. Harris Blvd Charlotte, NC 28288 Wachovia Bank, NA - Phila Main Courtney Burton 530 Walnut Street, 1st Fl Philadelphia, PA 19101 Wells Fargo Bank, Minnesota, NA Janet Buechler 733 Marquette Avenue, N9306-051 Minneapolis, MN 55479

12. **Does Not Apply**
13. **Publication Title:** Landscape Management
14. **Issue Date for Circulation Data Below:** August-2002
15. **Extent and Nature of Circulation**

	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
A. Total Number of Copies	56,857	62,882
B. Paid and/or Requested Circulation		
1. Paid/Requested Outside-County Mail Subscriptions Stated on Form 3541	51,463	56,263
2. Paid In-County Subscriptions Stated on Form 3541	0	0
3. Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Non-USPS Paid Distribution	213	210
4. Other Classes Mailed Through the USPS	0	0
C. Total Paid and/or Requested Circulation	51,676	56,473
D. Free Distribution by Mail	0	0
1. Outside-County as Stated on Form 3541	4,332	5,812
2. In-County as Stated on Form 3541	0	0
3. Other Classes Mailed Through the USPS	0	0
E. Free Distribution Outside the Mail	731	436
F. Total Free Distribution	5,063	6,248
G. Total Distribution	56,739	62,721
H. Copies Not Distributed	118	81
I. Total	56,857	62,802
J. Percent Paid and/or Requested Circulation	91.1%	90.0%

17. **Name and Title of Editor, Publisher, Business Manager, or Owner:** Robert A. Dahl, Group Circulation Director
Date: 08/13/02

I certify that the statements made by me above are correct and complete.

Editorial Index

Company	Page #	Scythe	51
Adkad Technologies	34	Sensible Software Inc.	34
Agrifim USA	46	Shindaiwa	18
Alacet Software	34	Slice Technologies	34
American Landscape, Inc.	28, 29, 31	Snow Management Group	28
Bayer Environmental Science/Chipco Professional Products	51	Solomon Financial Series	32, 33
Birk's Landscape	39	Southernscapes	39
Bozzuto Landscape Group	18	Syncroflo	47
Cebeco International	18	Terrain Systems	16
Chicago Park District	42	The Groundskeeper	32, 33
Compuscapes	34	The Scotts Company	18
D & D Landscaping	38	The Toro Company	46
The Davey Tree Expert Co.	34	Thomas Equipment Ltd.	16
Dawn Industries	47	Transitional Systems Mfg.	47
Design Imaging Group	38, 40	Tree Management Systems	34
Dig Corp.	46	Turf Management Lawn Care	14
DK Enterprises	34	UDS Green Industry Software	34
Drafix Software, Inc.	40	United Rentals	16
Eagle Point Software Inc.	40	ValleyCrest Companies	16
Encore Manufacturing	18	Vanguard Computer Systems	34
Ewing Irrigation	46	VERSA-LOK	52
Finale	51	Viridis Garden Design	14
Flowtronex	46	Visual Impact Imaging	39, 40
FMC Corp.	34	Watertronics	45
Gould Pumps	46	Weathermatic	46
Hendrickson Bros.	45	Weed Man Lawn Care of Madison,	19
Hertz Rental	29	This index is provided as an additional service. The publisher does not assume any liability for errors or omissions.	
HighGrove Partners	18		
Home Depot Landscape Supply	17		
Hunter Industries	18, 44		
Include Software Corp.	34		
Intac Int'l	34		
Irritrol Systems	45		
Jacobsen Turf	16		
Kawasaki	16		
L.R. Nelson	44		
Landscape Care	16		
Landscape Illustrator	39, 40		
LESCO, Inc.	17, 18		
Loyet Landscape	44		
LSI Software	40		
Michael Hatcher and Associates	14		
NDS, Inc.	47		
Netafim	46		
Performance Software Technologies	34		
Practical Solutions	34		
Rain Bird Corp.	34, 46		
Rain Master	45		
Rapp Industries, Inc.	34		
Real Green Systems	34		
Reward	51		
Roundup	51		
Sanitors, Inc.	16		

Ad Index

Circle #	Company	Page #	PLCAA	57	
	A S I C	56	130	Practical Solutions Inc.	60
133	Advanced Design Adkad	63	123	Protero	46
136	Ariens	63	139	Quality Diamond Tools	64
101	B A S F Corp	cv2-1	112	Rain Bird Sales Inc.	25
108	Bobcat Co.	11	117	Real Green Systems	33
121	Daniels Pull Plow	45	109	Redexim Charterhouse	19
134	Deep Root Partners	63	138	S I L C	64
125	Dig Corp.	49	119	Scotts Lawn Svc	40
132	Dixie Chopper	60	105	Shindaiwa Inc.	5
	Express Blower Inc.	cv3	131	Software Republic	60
113	Ford Motor Co.	26-27	107	Syngenta	7
	G M C Truck	12-13	110	Syngenta	20
	G M C Truck	35	103	Textron Inc.	CV4
106	Giant Vac	6	120	Thomas Equip	41
111	Grasshopper Co.	17	128	Tifsport	(req)55
	Green Ind Yellow Pages	36	140	Truax Co Inc.	64
114	GTO Intl.	29	104	Valley Crest Landscape Inc.	2
118	Hiniker	39	137	Walker Mfg Co.	64
	J P Horizons	53	129	Weed Man	60
135	J R C O Inc.	63	This index is provided as an additional service. The publisher does not assume any liability for errors or omissions.		
115	Lesco Inc.	30			
122	Line Ward Corp.	46			
126	Marcus Drake Consultants	50			
127	Meyer Products Inc.	51			
	Mid American	15			
141	Obsidian Enterprises Inc.	65			
	Ohio Turfgrass Fnd	8			
116	Outdoor Lighting Perspect	31			
124	P B I Gordon Corp.	47			

Landscape Management Sales Staff

John Payne

Group Publisher
7500 Old Oak Blvd.
Cleveland, OH 44130

P: 440/891-2786
F: 440/891-2675
jpayne@advanstar.com

Kevin Stoltman

Midwest Manager
7500 Old Oak Blvd.
Cleveland, OH 44130

P: 440/891-2772
F: 440/891-2675
kstoltman@advanstar.com

Pat Roberts

Western Manager
7500 Old Oak Blvd.
Cleveland, OH 44130

P: 440/891-2609
F: 440/891-2675
proberts@advanstar.com

Michael Harris

Account Executive
7500 Old Oak Blvd.
Cleveland, OH 44130

P: 440/891-3118
F: 440/826-2865
mharris@advanstar.com

Joe Sosnowski

Eastern Manager
150 Stratford Avenue
Wayne, PA 19087

P: 610/687-2356
F: 610/687-1419
jsosnowski@advanstar.com

Teresa Milam

Classified,
Account Executive
7500 Old Oak Blvd.
Cleveland, OH 44130

P: 800/225-4569 x2670
F: 440/826-2865
tmilam@advanstar.com

Ranked #1

Weed Man®

**North America's
Largest Lawn Care
Franchise Company!**

- Ranked #1 in Lawn Care Franchise Satisfaction Rankings, *SUCCESS* magazine*
- Protected territory enables you to market efficiently
- Systems that will increase profits and efficiency
- In depth training permits rapid integration
- Network of dealers provide a wealth of information
- Leaders in the industry will help mentor and grow your business



2001-2002 projected sales

1-888-321-9333 • www.weed-man.com

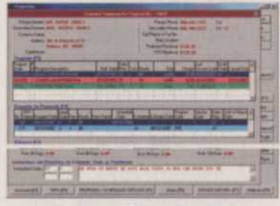
Circle No. 129

INTRODUCING...

The Service Solution^{OSM}

Practical Solutions' *new release of its dynamic software featuring the*
On Screen Manager

SPECIAL OFFER
For a limited time
save up to 20%



The Complete Routing, Scheduling,
Billing Tool for the Service Industry
www.TheServiceSolution.com

**Practical
Solutions**

1-888-547-5601

**The
Service
Solution^{OSM}**

Circle No. 130

RainCADTM Suite

Visit us online at
www.raincad.com



- Imports & exports AutoCAD DWG files
- 1,000 individual drawing layers
- Scan plot plans directly into the program
- Landscape design features include manual and automatic plant placement, area/volume calculations, plant search capabilities, automatic legend creation and more!
- Landscape databases include 2,500 different plant selections and may contain an unlimited number of plant entries
- Irrigation design features include sprinkler placement, zoning, piping, pipe sizing and complete hydraulic calculations
- Databases of irrigation equipment include Hunter, Irritrol Systems, Nelson, Rain Bird, Toro and Weathermatic
- Improved Material/Estimate allows you to select and sort report categories, and the ability to export the report to other formats such as Excel, Word, Lotus 123, HTML and XML

Software Republic

Email: sales@raincad.com Phone: (281) 463-8804

Circle No. 131

ARE YOU READY FOR THE

XTREME MOWCHINE



**THE FASTER THAT YOU CUT,
THE MORE YOU CAN GET DONE.
THE QUICKER YOU GET DONE,
THE MORE YOU GET PAID!**

- 30 HP Generac Engine or 28 HP Kohler EFI Engine
- Remote Mounted Replaceable 1-Micron Amsoil Oil Filter
- Lifetime Warranty on Frame, Front Caster Bearings and Front Forks
- Hydraulic Cooler is Standard
- Standard Drink Cooler

DIXIE CHOPPER
The World's Fastest Lawn Mower



15 MILES PER HOUR!

CALL FOR YOUR LOCAL DIXIE CHOPPER DEALER
or visit us at: www.dixiechopper.com

765-CHOPPER

Circle No. 132

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

Landscape MANAGEMENT

October 2002

This card is void after December 15, 2002

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

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

Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call 888-527-7008 between the hours of 7:30 a.m. and 5:00 p.m. and follow the instructions to remove your name from Advanstar's lists, or indicate so below.

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

CONTRACTORS/SERVICE COMPANIES

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

LANDSCAPING/GROUNDS CARE FACILITIES

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

SUPPLIERS AND CONSULTANTS

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

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

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

3. SERVICES PERFORMED (fill in ALL that apply)

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

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

- 58 Yes 59 No

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

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

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

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

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

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

Save TIME and fax it:
413-637-4343

AN ADVANSTAR PUBLICATION
 ©2002 Advanstar Communications Inc. All rights reserved.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 950 PITTSFIELD MA

POSTAGE WILL BE PAID BY ADDRESSEE

Landscape MANAGEMENT

ADVANSTAR COMMUNICATIONS INC
 PO BOX 5054
 PITTSFIELD MA 01203-9697





NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 950 PITTSFIELD MA

POSTAGE WILL BE PAID BY ADDRESSEE

**Landscape
MANAGEMENT**

ADVANSTAR COMMUNICATIONS INC
PO BOX 5054
PITTSFIELD MA 01203-9697



**Landscape
MANAGEMENT**

October 2002

This card is void after December 15, 2002

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

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

Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call 888-527-7008 between the hours of 7:30 a.m. and 5:00 p.m. and follow the instructions to remove your name from Advanstar's lists, or indicate so below.

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/Supervisor - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
- 14 30 Government Official - Government Commissioner, Agent, Other Government Official
- 15 40 Specialist - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 16 50 Other Titled and Non-Titled Personnel (please specify) _____

3. SERVICES PERFORMED (fill in ALL that apply)

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

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

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

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

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

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

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

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

Save TIME and fax it:
413-637-4343

LINE-WARD L-2 LINE LAYER

Pull Pipe & Bury Wire Efficiently with the L-2 Line Layer

- Drives on rubber tracks for superior traction and less lawn disturbance
- Only 26" wide
- Built tough! - 850 lbs.
- 16 hp. Kohler Magnum engine
- Optional boring attachment
- Bury up to 16" deep

Call for Special Pricing!

Line-Ward Corp.
(800) 816-9621

www.lineward.com or
email: info@lineward.com

Circle No. 122

Fall Clean-up with Jrco

- Carrier for walk-behind blowers
- Low profile
- Easy maneuverability
- Fits JRco Universal Mount

Heavy-duty Attachments



Call for Dealer 800.966.8442

www.jrcoinc.com

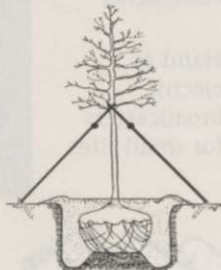
Circle No. 135

ArborTie® – The Best Way to Stake and Guy Trees



- Cheaper than traditional methods
- Easy installation
- Ideal for staking or guying
- Proven safe and effective

Typical ArborTie guying installation



Typical ArborTie staking installation

Call today for a free sample!

ArborTie

Deep Root Partners, L.P.

81 Langton Street, Suite 4, San Francisco, CA 94103

Tel: 415 437 9700 or 800 ILV ROOT (458.7668)

Fax: 415 437 9744 or 800 277 ROOT (277.7668)

www.deeproot.com

©2002 Deep Root Partners, L.P.

Circle No. 134

Work smarter. Work faster. With Ariens Smart Features.

Tackle the really big jobs with the power of an Ariens Professional.

Ariens® 1332 Sno-Thro™

- 13 hp Tecumseh Snow King CHV engine
- Cordless automotive-style key starting
- Dual-handle interlock system
- Differential lock-out wheels
- High profile discharge chute
- Heavy-duty reversible skid shoes
- Hand warmers keeps hands warm in the coldest temperatures
- Variable speed Disc-O-Matic drive



Call us today at **800-678-5443** or visit our website at **www.ariens.com** to find your nearest Ariens dealer.



©2002 Ariens Company

Circle No. 136



Trailers Built for You!

Call today for a dealer near you.

866-848-1815 **United TRAILERS**

Circle No. 141

THE HOME (PAGE) OF GOLF.



www.golfcourse1.com

PRESENTED BY THE
AMERICAN SOCIETY
OF GOLF COURSE ARCHITECTS



LIM MART

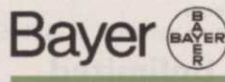
Now you have access to the industry's best research -

FREE

TurfGrass Trends' award-winning content is organized by category in a completely searchable article database

Get your hands on the latest scientific solutions for the green industry in a snap

BROUGHT TO YOU BY:



Precision cut. Legendary performance.



Golfdom



www.TurfGrassTrends.com



Advertising information:

- ◀ Contact Leslie Zola at 800-225-4569 ext. 2670 or 440-891-2670, Fax: 440-826-2865, E-mail: lzola@advanstar.com
- For ad schedules under \$250, payment must be received by the classified closing date.
- We accept VISA, MASTERCARD, and AMERICAN EXPRESS over the phone.

- Mail LM Box # replies to: *Landscape Management*, (LM Box #___), 131 W. First St., Duluth, MN 55802-2065.
- Fax replies to: 218-723-9683 (please include box number and magazine title on cover page).
- E-mail replies to: blindbox@advanstar.com (please include box number and magazine title on subject line).

Business For Sale

LAS VEGAS, NEVADA

Full Service Commercial Landscape Company and Flower Growers

Complete with Nursery and Greenhouses!
Established Business for 25 Years
Prime Las Vegas Real Estate
GREAT CASH FLOW!
\$1,950,000

Call Mike Webster, Broker: 702-870-2199

LANDSCAPE CONSTRUCTION COMPANY

Well Established

20-year Landscape Company
Boston, Massachusetts Area.

Annual volume \$3.1 million PLUS!

Company breakdown:

- 70% Construction
- 20% Maintenance
- 10% Snow Operations

Well-managed and organized operation with a meticulous fleet. Will sell with or without the Real Estate, which has all the necessary provisions for repairs and parking. *The 2002 backlog to date is over \$2 million!*

Contact WINOKUR ASSOCIATED

Mr. Robert R. Meara: 1-508-747-3004 ext. 228

LANDSCAPE CONSTRUCTION & MAINTENANCE COMPANY

24-year-old company in Portland, Oregon area (nursery, landscape business, shop & parking).

Annual volume 2 to 3 million.

COMPANY SALES BREAKDOWN:

- 70% Construction
- 30% Maintenance

Business is located in SW Portland on 4-acres in prime location. Close to major arterials.

Many contacts and relationships with general contractors and developers.

Will sell business with or without real estate.

Send serious inquiries to LM Box 531

Full Service Landscape Company in Sarasota, Florida

Well-established landscape service company operating since 1991 with focus on long-term government contracts, commercial contracts, and custom residential landscape design and installation. Well-trained, uniformed personnel with long-term records with the company willing to stay. Clean fleet with upscale company signage.

- ◆ Gross income for 2001: \$505,000
- ◆ Projected gross income for 2002: \$600,000
- ◆ Asking price: \$500,000

Contact Steve Dore, Broker:
941-954-5555

Business Opportunities

Looking for a job? Great. We'll start you at CEO.

Tired of struggling in the landscape industry? We'll give you a promotion. Call us today and learn how to start your very own franchise.



The U.S. Lawns franchise
Call 1-800-US-LAWNS or
visit www.uslawns.com

RETAIL GARDEN CENTER & COMMERCIAL NURSERY!

- Landscaping department
- Two Nexus Vail green houses, 11,219 square ft., state-of-the-art computer controlled
- Includes all plant inventory, equipment and F&F
- Two manufactured homes
- Commercial water rights, 3.2 acres

◆ \$1,800,000 ◆

James Paxton – 800-658-2773
CENTURY 21 Aspen Real Estate
Ruidoso, New Mexico

LONG ESTABLISHED NURSERY IN AFFLUENT COMMUNITY

Features Include:

Approximately six acres with

- Buildings & Facilities
- Nursery Equipment
- Shade Houses
- Wholesale Annuals/Flowers Nursery
- Contract Growers

Asking \$695,000

Please reply to e-mail:

jschwiering@norrisandcompany.net

LOOKING FOR CUSTOMERS?
We're Looking to Bring Them to You!

Reach more than 51,000 professionals in the landscaping community—Place your ad in *Landscape Management!*

For rates and schedules, call Leslie Zola at 800-225-4569, ext. 2670

LAWN PROFESSIONALS...

Improve Your Opportunities for Success!

BIDDING STRATEGIES AND MORE

Take advantage of our experience! The information contained in these manuals has taken our lawn service from 9 to nearly 700 accounts. Receive special pricing when you order four or more manuals:

- Bidding & Contracts\$47.95
- Marketing & Sales\$39.95
- 20 Letters For Success\$29.95
- Contracts & Goals\$39.95
- De-Icing & Snow Removal\$39.95
- Estimating Guide:
 - Residential & Commercial\$34.95
 - Selling & Referrals\$44.95
- Telephone Techniques (Not a Telemarketing Manual)\$24.95

Profits Unlimited
"Your Key to Success"
800-845-0499
www.profitsareus.com

Circle 150 on Reader Service Card

Business Opportunities (Cont'd)



The Putting Green Company
The Best in Synthetic Golf Facilities



We will TRAIN YOU to be SUCCESSFUL in the Backyard Putting Green Business

Call the Putting Green Pros
Toll Free 877-881-8477
www.theputtinggreencompany.com



Back-Yard Putting Greens
Synthetic putting greens are the fastest growing segment of the \$20 Billion a year golf industry

Reasons to call us:
 * Huge Profit Center
 * Easy Install Process
 * Carry NO Inventory
 * Excellent Add-On Service
 * Residential & Commercial
 * Utilize Existing Equipment
 * Buy Manufacturer Direct
 * Many Extras

FREE VIDEO

800-334-9005
www.allprogreens.com

For Sale

TURBO TURF
HYDRO SEEDING SYSTEMS



For a FREE hydro seeding info pack & video call:
TURBO TECHNOLOGIES, INC.
1500 FIRST AVE., BEAVER FALLS, PA 15010
1-800-822-3437 www.turboturf.com

30' x 60' x 10'
\$5,861

We Ship Anywhere In The USA! 10,000 Sizes, Bolt-Together All Steel Buildings & Homes. Call Today For A Price Quote And Brochure.

HERITAGE BUILDING SYSTEMS.
800.643.5555
heritagebuildings.com

PowerHouse Capital
EQUIPMENT LEASE SPECIALISTS
800-476-9673

- Advantages of Leasing:
 \$ Flexible Terms & Payment
 \$ 100% Financing
 \$ Potential Tax Benefits
 \$ Preserves Credit Line & Capital

Programs Available:

- Terms: 12-60 months
- Nationwide Coverage
- Transaction Size: 5K-250K
- Credit Application Only to 50K
- Purchase Options: \$1.00, 10%, FMV

DEALERS WELCOME
Fax: 803-548-5363 or

Email: gsneider@powerhouseequipment.com

FREE APPRAISAL • NO BROKER FEES
SELLING YOUR BUSINESS?

Professional Business Consultants can obtain offers from *Qualified Buyers* without disclosing your identity. Consultant's Fees are paid by the buyer.

CALL: 708-744-6715
Fax: 630-910-8100

Use Color to Enhance Your Ad!

Increase your sales by nearly twice that of black & white ads!

Call **LESLIE ZOLA:**
800-225-4569 ext. 2670
or E-mail: lzola@advanstar.com

START YOUR OWN COMPANY!
Residential Landscape Company

1. Learn the ideal customer profile
2. Learn territory selection
3. Learn the ideal business balance sheet
4. Advertising that produces results
5. What works and what doesn't in business

The instruction kit was created by a professional with 10 years experience running a residential company.

WHY PAY FRANCHISE FEES?

Just send a check for \$159.00 to:

Instruction Kit - 3A
Hillview Landscaping
11334 Craighead, Houston, TX 77025
The Industry Grows 10-15% Every Year -
No Limit on Income!

OWN AN EXCLUSIVE DEALERSHIP!

Established pet containment and wireless detection products.

Call: 800-828-9089
Miltronics Mfg., Inc.

CONKLIN PRODUCTS OPPORTUNITY!

Use/market, new technology liquid slow-release fertilizer, micro-nutrients, adjuvants, drift control, seed treatments, etc. BUY DIRECT FROM MANUFACTURER. FREE Catalog - 800-832-9635 Fax: 320-238-2390 Email: kmfranke@hutchtel.net

Discount Sprayer Parts
REPLACEMENT PARTS & PUMPS FOR:

- FMC (John Bean) • Hypro • F.E. Myers • Udor • Comet and General Pumps • Also Spraying Systems Tee-Jet and Albus spray nozzles.
- We have a complete line of sprayer accessories such as spray guns, hoses & hose reels.

Call TOLL FREE: 888-SPRAYER for a free catalog.

Email: spraypts@bellsouth.net
Website: SprayerPartsDepot.com

PHYSAN 20
ALGAE AND ODOR CONTROL
FOUNTAINS, STATUARY, BIRDBATHS AND WALKWAYS.
Cost effective and biodegradable.
Ordering and Dealer information: Maril Products
320 West 6th Street, Tustin, CA 92780
800-546-7711 www.physan.com

LANDSCAPE DESIGN KIT 3
48 rubber stamp symbols of trees, shrubs, plants & more. 1/8" scale. Stamp sizes from 1/4" to 1 3/4".
\$89 + \$6.50 s/h VISA, MasterCard, or MCO's shipped next day. Checks delay shipment 3 weeks. CA add 7.75% Tax.
Free Brochure 12290 Rising Rd. LM2, Wilton, CA 95693
Prices subject to change without notice. 916-687-7102 or fax Toll Free (877) 687-7102



AMERICAN STAMP CO.

SNG 614-873-3719
www.gosng.com



Sprayer and sprayer accessories

For Sale (Cont'd)

FACTORY LIQUIDATION



UP TO 40% OFF

SUPER TOUGH HEAVY I-BEAM BUILDINGS

Perfect for use as a landscaping business location.

- 20 year roof & wall warranty
- Plenty of room for storage & a workshop

Prime Steel Some Other Sizes Available

40 x 65 (3 LEFT)
40 x 85 (1 LEFT)
50 x 110 (2 LEFT)
60 x 150 (1 LEFT)

1-800-291-6777 EXT 402

SEEDLAND.COM

LAWN & TURFGRASS SEEDS

Grasses for warm, cool & transition zones.
Buy Seed Direct - Commercial Sales Online.
(888) 820-2080
www.Seedland.com

turfmaker.com

2001 C&S TURF TRACKER

Zero Turn Ride-on Sprayer/Spreader

Spreads & sprays over 4,000 sq. ft. per minute.
Designed for residential and commercial.
87 hours on unit.

Price New \$13,495 - Selling for \$9,950
Call: 513-697-9090
sschloss@cinci.rr.com

MOWER REPLACEMENT PARTS

FREE 200 Page Catalog - Save \$\$\$\$

Mower Blades • Air & Oil Filters
Trimmer Line • Belts • Plugs
Over 20,000 Blades in Stock

MOW MORE SUPPLIES

1-800-866-9667
Order FREE Catalog LM02

ARTICLES ♦ NEWS ITEMS ♦ ADVERTISEMENTS

REPRINTS

Reprints are highly effective when used to:

- Develop direct-mail campaigns
- Create trade show distribution materials
- Present information at conferences & seminars

Extend your coverage to your website. Custom reprint packages include an E-Print of the same article to post on your website.

Landscape MANAGEMENT

MARCIE NAGY ADVANTAR MARKETING SERVICES
1-800-225-4569 x2744 or 440-891-2744

Help Wanted

Nationwide Opportunities Available!

We offer a wide range of benefits including medical, dental, 401(k), 125 cafeteria plan and education.

Visit us at www.acconstructors.com or call 303.795.2582



We're in growth mode. Are you?



When you join TruGreen Companies, you can take advantage of all the resources and innovations of a national leader. But, as part of our local branches, you'll have the chance to really get involved in the business and make a difference. We have opportunities for:

ALL LEVELS OF LANDSCAPE MANAGEMENT & SALES!

This is the first step to a long and rewarding career with a fast-growing LandCare leader. With locations across the country, you can virtually go anywhere, and still be a part of the TruGreen Companies family. We offer top salary, bonus, and commission, company vehicle, medical/dental insurance plus 401(k).

Get growing today. For consideration, fax: (925) 828-1525
or email: nor_cal@landcare.com

TRUGREEN Companies

EOE AA/M/F/D/V Drug Free workplace

3 BRANCH MANAGERS-IMMEDIATE!

Rapidly expanding vegetation Management Company now entering its 12th year, seeking 3 managers for Long Island/Westchester/Rockland counties. Must be Sales/Estimating & Customer Service oriented. Able to work unsupervised for periods at a time; self-starter. Accountable for profit/loss.

- Excellent communication skills
- Organized-Responsible
- Personable-Articulate-Energetic
- Able to wear many hats

College degree or 7 years prior related work experience within green industry or other service type sector a must. Must possess DEC (Cat3 A) pesticide applicator license or be readily able to pass written exam shortly after hire. Plant identification knowledge a plus, as is the desire to succeed.

FIELD TECHNICIANS (3)

Full-time applicator position. Requires category (DEC3 A) pesticide applicator license or technician and clean drivers license, 3 years prior chemical lawn care, tree spray or landscape service experience necessary. Plant identification skills.

Excellent salaries; specify job applying for.
RESUMES: Fax: 631-421-3008,
Email: PIRELEIF88@aol.com

GreenSearch



Providing professional executive search, human resource consulting and Web-based job posting services to Green Industry companies and allied horticultural trades throughout the United States.

www.greensearch.com

E-mail: info@greensearch.com
Toll free: 1.888.375.7787
Local Phone: 770.392.1771 Fax: 770.392.1772
1117 Perimeter Center W., Suite 500 E., Atlanta, GA 30338



Labor Consultants INTERNATIONAL (LCI)

Foreign Labor Specialists (H2B)

LCI has the expertise to create a workforce that will fulfill whatever your labor need is: H2B, H2A, Seasonal, Peakload, Permanent, etc. LCI has met the workforce needs of many landscaping companies in the U.S. with workers from countries throughout the world. LCI has vast experience in bringing over workers from many countries as well as Mexico. LCI has the labor experience you can rely on!

Contact LCI for more information:
Our foundation is creative labor solutions.
E-mail: info@laborci.com
Call 208-777-2654
Visit our Website: www.laborci.com

NEED LEGAL WORKERS?

The Southwest's largest recruiter and processor of LEGAL seasonal workforces for the Green Industry through the **federally organized H2-B program.**

- No more fear of INS raids and fines
- Genuine social security numbers
- We wade through all of the paperwork for you
- Your workers are delivered to your door

Call: 210-695-1648 or
www.head-honchos.com

REPEATING an ad increases sales & profits!

Help Wanted (Cont'd)

LMI LANDSCAPES

LMI Landscapes is a 15-year-old, commercial-only installation and maintenance company based in Dallas, with branches in Jacksonville, Austin and Denver. We are a quality-oriented firm with an emphasis on our core corporate values. Due to client demand, we are expanding and require the following positions:

◆ **DIRECTOR LANDSCAPE INSTALLATION:**

Responsible for all aspects of landscape installation on commercial projects. Direction of multiple Landscape Project Managers, training all installation personnel, interaction with other departments. Qualifications include extensive industry experience in similar position, ability to direct and train multiple personnel and a "get-it-done" type of attitude. Bilingual (Spanish) and industry-related degree a plus.

◆ **DIRECTOR OF IRRIGATION:**

Responsible for all aspects of irrigation installation including material purchasing, training, direction and accountability of Irrigation Project Managers and site inspections. Requires substantial experience in similar position and ability to obtain TX Licensed Irrigator status. College degree and Spanish a plus.

◆ **BRANCH GENERAL MANAGER:**

Responsible for all aspects of running branch location including sales, landscape and irrigation installation and maintenance departments. Requires extensive experience in similar or comparable position. Industry-related degree a plus.

◆ **LANDSCAPE PROJECT MANAGER**

◆ **IRRIGATION PROJECT MANAGER:**

Responsible for all coordination, scheduling, training and oversight of installation field personnel. Industry experience required. Degree and bilingual ability a plus.

◆ **FOREMAN - LANDSCAPE**

◆ **FOREMAN - IRRIGATION:**

Position oversees single site crew and operates all required equipment. Experience and clean drivers license or the ability to obtain one required. Bilingual ability a plus.

For more information and confidential consideration, send your resume to:

Fax: 972-446-0028

E-mail: kcloud@lmitexas.com

THE BRICKMAN GROUP, LTD.

Careers in landscape management available in:

- California - Colorado
- Connecticut - Delaware
- Florida - Georgia
- Illinois - Indiana
- Maryland - Massachusetts
- Minnesota - Missouri
- New Jersey - New York
- North Carolina - Ohio
- Pennsylvania - South Carolina
- Tennessee - Texas
- Virginia - Wisconsin

Fax: 301-987-1565

E-mail: jobs@brickmangroup.com
www.brickmangroup.com

OMNI FACILITY SERVICES LANDSCAPING GROUP

Norristown, PA

We are seeking to fill the following positions:

TRAINER— Requirements are experience in maintenance landscaping, a valid drivers license and must speak English & Spanish fluently.

CONSTRUCTION MANAGER— Requirements are experience in Commercial & Residential Landscape construction, strong management and organizational skills.

We offer a full benefits package including 401(k). Salary commensurate with experience.

Please forward resume to:

Omni Facility Services

400 N. Park Ave., Norristown, PA 19403

Fax: 610-630-1288

E-mail: rpinto@omnifacility.com

Omni Landscaping Group

is a drug free work environment and EOE

REPEATING an ad

ensures it will be seen & remembered!

BOZZUTO LANDSCAPING COMPANY

Serving Maryland & Virginia

BLC is a stable, profitable, award-winning firm, seeking career-minded individuals.

Positions Available in:

- Field
- Sales
- Management

E-mail: tdavis@land.bozzuto.com

Web Site: www.bozzuto.com

Phone: 301-497-3900

FLORAPERSONNEL, INC. In our second decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide. Retained basis only. Candidate contact welcome, confidential, and always free. 1740 Lake Markham Road, Sanford, FL 32771. **PHONE 407-320-8177. FAX 407-320-8083.** **Email: Hortsearch@aol.com Website: http://www.florapersonnel.com** 12/02

Looking to Hire Someone?

Reach more than 51,000 professionals in the landscaping community by placing your job posting in *Landscape Management!*



For rates and schedules, call Leslie Zola at 800-225-4569, ext. 2670 or 440-891-2670

Software

2002
landscape illustrator
www.Lsisoft.com



HURRY!

If your ad isn't here, call Leslie Zola immediately at 1-800-225-4569, x2670



Download a free demo of the software everyone is talking about!

www.wintac.net

Or call 24 hours for a free demo CD:

1-800-724-7899 ext.2

WINTAC™
The #1 best-selling all-in-one software for specialty trades

- Unlimited Customers & Locations
- Automatic Scheduling, Routing
- Automatic Invoicing, Job Costing
- Service History & Profit Tracking
- Labor and Productivity Tracking
- Material & Chemicals Tracking
- Letter Writer w/ auto Mail-Merge: Send Sales and Service Notices
- Print Proposals, Invoices, Work Orders, Statements, Purchase Orders, Reports, Labels. Even design your own forms in Word®
- Full Accounting: G/L, A/R, A/P, Payroll, Checking, Inventory, Financial Reports and Graphs
- Built-in links to QuickBooks®, Peachtree®, MS Office®, Street Mapping, Emailing, and more!

best practices

GUIDELINES TO HELP AN INDUSTRY GROW

Commit to it, keep it simple, don't stop

BY BRUCE WILSON

Training is one of the biggest challenges in our industry. Companies face many hurdles in trying to implement even the most basic training platforms.

Perhaps one of the biggest challenges is overcoming the language barrier. Another big challenge is consistently making time to do training. Most companies start training programs, but they end up falling

by the wayside when the busy season hits.

Here are some tried and true solutions to get you started.

Think about the end

Begin with the end in mind. Don't start something without being totally committed to it. Also, be sure you can keep it going, and don't make it complex. Train on things that get results. Training should do one of three things:

- Improve efficiency
- Improve quality
- Prepare a person for promotion

Begin to establish a training culture in your company. A training culture requires a commitment by ownership to support and encourage ongoing training of all employees at all levels.

Place the responsibility of getting training on the employee by tying pay increases to the learning of new skills and/or attaining certifications.

Don't allow yourself to be put in the position of employees saying they're not re-



Bruce Wilson

ceiving training. Make it available, and make them take action on getting trained.

Take advantage of the many industry resources for training tapes, including the equipment manufacturers, fertilizer and chemical suppliers, and trade associations.

Find natural trainers

Every company has one or two crew leaders that are good at what they do and also are natural trainers. Put all of your new employees on the crew with the best trainers.

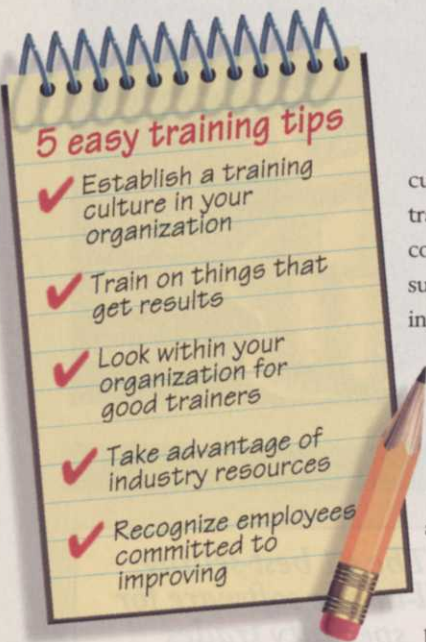
Pictures help overcome the language problem, so take some of how you want the finished product to look, whether it be good mowing patterns, weed-free beds or sharp edges. Also, take pictures of the same work done poorly and use these to show the right way in contrast to the wrong way.

The final piece is recognition. Make sure you call attention in a positive way to employees who take advantage of training opportunities.

Sound off

Bruce Wilson spent 30 years building Environmental Care, Inc., into one of the largest and most respected Green Industry companies in the U.S. He and partner Thomas L. Oyler of Wilson-Oyler Group now offer consulting services to landscape and grounds care providers. (Visit www.wilson-oyler.com or contact Wilson at bwilson@wilson-oyler.com.)

Do you have any training tips you can add to Wilson's list? Let managing editor Jason Stahl know at jstahl@advanstar.com. If we publish your e-mail in a future issue, we'll mail you a copy of the book, "Spanish Phrases for Landscaping Professionals," by Jason Halben and Dominic Arbini. For information about the book, call 303/863-1685.



5 easy training tips

- ✓ Establish a training culture in your organization
- ✓ Train on things that get results
- ✓ Look within your organization for good trainers
- ✓ Take advantage of industry resources
- ✓ Recognize employees committed to improving

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by Advanstar Communications, Inc., 131 W. First St., Duluth MN 55802-2065. **Subscription rates:** one year, \$46, two years \$67 in the United States & Possessions; \$76 for one year, \$113 for two years in Canada and Mexico; all other countries \$148 for one year, \$220 for two years. For airmail delivery, include an additional \$70 per order annually. Single copies (pre-paid only): \$8 in the United States; \$10 in Canada and Mexico; \$15 all other countries. Back issues, if available: \$16 in the U.S.; \$20 in Canada and Mexico; \$30 all other countries. Add \$6 per order for shipping and handling. **Periodicals postage paid** at Duluth, MN 55806 and additional mailing offices. **POSTMASTER:** Please send address changes to Landscape Management, P.O. Box 6198, Duluth, MN 55806. Canadian G.S.T. number: R-124213133. Publications Mail Agreement Number 841919. Printed in the U.S.A.



Copyright ©2002 Advanstar Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including by photocopy, recording, or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Advanstar Communications Inc. for libraries and other users registered with the Copyright Clearance

Center, 222 Rosewood Dr., Danvers, MA 01923 phone: 978-750-8400 fax 978-750-4470; call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission request in writing to Permissions Dept. Advanstar Communications Inc., 7500 Old Oak Blvd., Cleveland, OH 44130 or fax to 440-891-2740.

Landscape Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. Landscape Management welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call toll-free 888-527-7008 between the hours of 7:30 am and 5 pm CT and a customer service representative will assist you in removing your name from Advanstar's lists. Outside the U.S., please phone 218-723-9477.



SEEDING IS BELIEVING



The revolutionary and patented seeding system on the Express Blower is unlike anything you have ever experienced. Seed a lawn, a slope, a berm, a rooftop terrace, or even a riverbank – all in one easy, calibrated process. Call us today and ask how an Express Blower truck can increase the profitability of your business.



800-285-7227
www.expressblower.com



**Always
Tough.
Always
Affordable.**

Four of 12
Reliable Workers.
Highly Maneuverable.
Top-Quality Cuts from
4' to 6' Wide.
Three-Year Limited Warranty.



TOUGH. AFFORDABLE.

Midsized Walk-Behind Mowers

Three Hydrostatic or Gear-Drive
Models with 32" to 61" Fixed or
Full-Floating Decks



ZT-226 Zero-Turn Riding Mower

EFI V-2 Gives High Productivity and Economy

- Electronic fuel-injection, 26 hp Kohler® engine.
- ContourCut® anti-scalp, full-floating, 61" to 72" decks.
- Hydraulic oil cooler uses conventional oil.
- Dependable, manual deck lift with 1/4" height increments.



- Optional mulching decks and blades.
- Heavy-duty, reinforced steel.

ZT-219 Zero-Turn Riding Mower

For an Affordable and Uniform-Quality Cut

- Tough, 19 hp Kawasaki® V-2 OHV engine.
- ContourCut® anti-scalp, full-floating, 48" or 52" deck.

Call 1-888-922-TURF or visit www.textronurf.com to request a complete catalog or locate a dealer.
©2002 Textron Golf, Turf & Specialty Products

Lawnaire® 28 Aerator

- Maneuverable, 28" width.
- Covers 24,000 sq. ft./hour.

Lawnaire® IV Plus and V Plus Aerators

- Self-propelled.
- 19" and 26" widths.
- Aerate 21,000 to 29,000 sq. ft./hour.



Lawnaire IV Plus

Lawnaire V Plus

Sod Cutter

- 12" or 18" width.



Ren-O-Thin® Power Rake/Dethatcher

**Healthy
Lawns
Always
Begin With
Ryan.**

Number 1 Choice
in Tough, Profitable
and Easy Aerators,
Seeders and
Dethatchers.

RYAN

A Textron Company
At the core of healthy turf.

Now with the industry's best 3-year warranty. Call 1-888-922-TURF today.

Call 1-888-922-TURF or visit www.textronurf.com to request a complete catalog or locate a dealer.
©2002 Textron Golf, Turf & Specialty Products