

Fire clients the  
right way

CHAIN SAWS

Maintain healthy  
ponds

# LANDSCAPE MANAGEMENT

SOLUTIONS FOR A GROWING INDUSTRY

AUGUST 2003 / [www.landscapemanagement.net](http://www.landscapemanagement.net)

## Why you should budget


*If you don't budget, you  
won't have a plan for growth*



## MIGHTY. QUIET.

### INTRODUCING THE POWERFUL AND SURPRISINGLY QUIET GMC® SIERRA®

Jackhammers. Bulldozers. Impatient foremen. There's enough commotion on the job site without your truck adding to it. So our engineers designed the GMC Sierra to provide some peace and quiet. This impressive pickup offers a choice of incredibly powerful yet surprisingly quiet engines. Like the optional DURAMAX™ 6600 Turbo Diesel V8 that delivers 300 hp @ 3000 rpm and 520 lb-ft torque @ 1800 rpm. It offers exceptionally smooth, quiet operation, thanks to an innovative deep-skirt block design and common rail fuel injection that helps control noise, vibration, and harshness. Even the available Allison® transmission is engineered for smooth shifting and equally quiet operation. The newly redesigned GMC Sierra. You should hear what you're missing. For details, visit [gmc.com](http://gmc.com) or call 1-800-GMC-8782.

1 800 • GMC • 8782  [WWW.GMC.COM](http://WWW.GMC.COM)

WE ARE PROFESSIONAL GRADE.™



**GMC** | **SIERRA**

# Aug '03

your business



## 20 Why you should budget ▲

Without a budget, you don't have a plan for growth. This landscaper realized that and did something about it

BY JASON STAHL

## 26 'Fire' clients — the right way

Saying goodbye to customers who are unprofitable or no longer fit your operation means "never having to say you're sorry"

BY MICHAEL RILEY

## Inside

### Leadership Insights ▼

*Landscape Management's* quarterly supplement on training and leadership sponsored by Husqvarna and JP Horizons, Inc.





## grounds success

### 34 Award-winning landscape management ▲

Making a statewide impression at the Texas State Capitol, Austin

## technology that works

### 31 Maintain healthy ponds

The bio' approach is the way to go for long-lasting pond, water-garden health

BY MICHAEL VAN ERDEWYK

### 46 LM Reports: Chain saws ▶

BY CURT HARLER



### 52 Turf fertility the responsible way

Learn the ins and outs of new government regulations

BY MIKE ARCHER

## commentary & trends

### 6 On the Record

Telemarketing's fun side

BY RON HALL

### 8 Inside the Owner's Head

Michael Hatcher recounts a plane crash and how it affected his business outlook

BY JASON STAHL

### 12 Market Watch

Face and conquer the pain

BY JUDY GUIDO

### 14 In the Know

Lawn pros in DC, industry PR nears financial goal, Emerald gains registration

### 19 Statistics ▶



## resources

### 57 Products ▶

### 59 Advertiser Index

### 66 Events

EXPO is just around the corner

### 70 Best Practices

Never point the finger of blame

BY BRUCE WILSON



# next month

WHAT'S COMING UP IN SEPTEMBER

## ■ State of the Industry '03

The most accurate read of what's happening in the industry — and what's going to happen. We poll our readers via the telephone, mail and online to bring it to you

## ■ Turf seed availability

Check your favorite varieties and what they'll be costing you

## ■ Laborers to leaders

Leaders who came up the ranks, and what it took them to do it

## ■ Fall fertilization

The best thing you can do to turf

## ■ Handheld power

Contributing Editor Curt Harler brings you the latest advances in handheld power equipment

## ■ Synthetic turf primer

Iowa State's Mike Andresen tells you what you must know to maintain artificial turf sports fields

## ■ The Alamo, he didn't forget

Horticulturist Mark Nauschütz improves this sacred Texas site

■ **Plus:** Bruce Wilson's "Best Practices," Ed Laflamme's "Business Watch" and more

## Temporary Labor Visas

New Referral Program:  
Contact us to inquire about  
our new discounts!



**Foley Enterprises**

*Processors With Integrity*

**Call Toll Free: 888-623-7285**

*Still the Leader in Service, Quality and Reputation*

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

Foley Enterprises • 11500 Manchaca Road • Austin, Texas 78748  
888/623-7285 (Toll Free) • 512/282-3237 (Austin) • 512/282-0958 (Fax)

Circle 103

# Landscape MANAGEMENT

VISIT US ON THE WORLD WIDE WEB AT: [www.landscapemanagement.net](http://www.landscapemanagement.net)

## Editorial staff

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

## 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        |
| DR. BEN HAMZA        | TruGreen-ChemLawn / Delaware, OH              |
| BILL HOOPES          | Scotts Lawn Service / Marysville, OH          |
| FRED HASKETT         | U.S. Lawns / St. Louis, MO                    |
| 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    |
| DR. BARRY TROUTMAN   | ValleyCrest Companies / Sanford, FL           |
| GEORGE VAN HAASTEREN | Dwight-Englewood School / Englewood, NJ       |
| BRIAN VINCHESI       | Irrigation Consulting / Pepperell, MA         |

## Business staff

|                        |   |
|------------------------|---|
| Group Publisher        | TONY D'AVINO / 440/891-2640 / <a href="mailto:tdavino@advanstar.com">tdavino@advanstar.com</a>          |
| Admin. Coordinator     | MINDY MOCZULSKI / 440/891-2734 / <a href="mailto:mmoczulski@advanstar.com">mmoczulski@advanstar.com</a> |
| Production Manager     | JILL HOOD / 218/723-9129 / <a href="mailto:jhood@advanstar.com">jhood@advanstar.com</a>                 |
| Production Director    | ROSY BRADLEY / 218/723-9720 / <a href="mailto:rbradley@advanstar.com">rbradley@advanstar.com</a>        |
| Circulation Manager    | RONDA HUGHES / 218/723-9526 / <a href="mailto:rhughes@advanstar.com">rhughes@advanstar.com</a>          |
| Green Book Coordinator | CANDACE HAUSAUER / 218/723-9175 / <a href="mailto:chausauer@advanstar.com">chausauer@advanstar.com</a>  |

## Advertising staff

|   |   |
|---|---|
| Cleveland Headquarters                  | 7500 Old Oak Blvd., Cleveland, OH 44130-3369  |
| Western Manager                         | PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675<br><a href="mailto:proberts@advanstar.com">proberts@advanstar.com</a>  |
| Midwest Manager                         | KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675<br><a href="mailto:kstoltman@advanstar.com">kstoltman@advanstar.com</a> |
| Account Manager Display / Directory     | MICHAEL HARRIS / 440/891-3118 Fax: 440/826-2865<br><a href="mailto:mharris@advanstar.com">mharris@advanstar.com</a>     |
| Classified Showcase / Account Executive | NICOLE HIMSEL / 440/891-2670; 800/225-4569 x2670<br><a href="mailto:nhimsef@advanstar.com">nhimsef@advanstar.com</a>    |

## 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<br>Subscriber/Customer Service<br>218/723-9477/ 888/527-7008  |
| TAMMY LILLO       | International Licensing 218/723-9253 Fax: 218/723-9779<br><a href="mailto:lillo@advanstar.com">lillo@advanstar.com</a><br>For current single copy, back issues, or film/fiche/<br>CD-Rom, call 800/598-6008; 218/723-9180 |



|                     |  |
|---------------------|--|
| ROBERT L. KRAKOFF   | 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      |

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**  
1000 Vermont Ave., NW, Suite 300  
Washington, DC 20005-4914  
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**  
111 East Wacker Dr. 18th Floor • Chicago, IL 60601  
Voice: 312/372-7090 / Fax: 312/372-6160  
www.asic.org



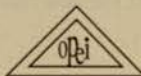
**The Irrigation Association**  
8260 Willow Oaks Corporate Dr. Suite 120  
Fairfax, VA 22031-4513  
703/573-3551  
www.irrigation.org



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



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



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



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



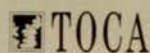
**Professional Lawn Care Association of America**  
1000 Johnson Ferry Rd., NE, Suite C-135  
Marietta, GA 30068-2112  
770/977-5222  
www.plcaa.org



**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 S. 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

Innovative Aeration Technology. Only from Aqua Control.



## THE POWER.

Only Aqua Control has the power to make something so important, look so beautiful.

For more than 30 years, Aqua Control has been delivering display aerators and fountains to the golfing, landscape, and property development industries. Manufactured with the highest of standards, aerators from Aqua Control are guaranteed to bring lasting beauty and healthy, effective solutions to the quality of your waterscapes.

Aqua Control brings You:

- 30 beautiful patterns
- 5 to 30 HP Titan Fountains
- Vertical and horizontal models for any depth over 40"
- Heights to 80 feet
- Variable frequency drive and light sequencing for dramatic effects day and night
- Wind sensors for spray control
- 3 year Warranty
- Brilliant lighting and UL Control Panels



1-800-377-0019 www.aquacontrol.com Email: info@aquaccontrol.com

Circle 124

## LEIT Light Energized Irrigation Technology

From coast to coast, installed by cities, municipalities, transit authorities and environmental agencies, DIG LEIT features the only ambient light powered irrigation controller capable of operating in a low light environment without direct sunlight. The LEIT harnesses the energy of ambient light to power the unit day or night in any weather condition, any place in the world. LEIT delivers the latest in controller technology without the hassle with electric power, resulting in a better performance in a user-friendly irrigation controller.

- Available in four to twenty-eight stations
- Built to the highest quality control standards (ISO 9002)
- Controller function and operation are 100% tested
- Four programs with three start times per program
- Bilingual software in English and Spanish
- Status report, custom grouping and more

For more information or a catalog:  
1-800-322-9146  
www.digcorp.com



Circle 126

BY RON HALL / EDITOR-IN-CHIEF

# Telemarketing's fun side

**I**f you're like me, the first thing you think about when somebody telephones and offers you a service or product is getting rid of them — politely, if you can.

"Yes, thanks for calling. And, yes, I would love to have my basement water-proofed. Just let me contact my case worker at social services to see if this disqualifies me for food stamps."

Click.

Or, "I can't talk right now, but give me your name and number and I'll call you back in a bit. I've been so lonely and I have so much to share with you."

Click.

Or, "A timeshare in the Smokies? Geez, that sounds swell, but I'll have to call my probation officer first to make sure I'm allowed out of the state."

Click.

The subject of telemarketing is a hot topic this summer because of the national do not call registry that goes into effect Oct. 1. After that date, the feds are threatening \$11,000 fines, per occurrence, on any telemarketer that breaks their new regulations. Judging by the publicity the registry is generating, you'd think that we'd be able to wave to goodbye to telephone solicitations forever. Wrong.

In many respects, the Federal Trade Commission's new national registry strikes me as one of the most over-hyped pieces of regulatory hooey to come out of Washington D.C. in a long, long time.

For one thing, it applies only to calls made from one state to another, not to in-state calls. Twenty-seven states already have their own do-not-call laws. Some are merging their names with the national list. But, as far as I can tell, these regulations will remain in effect, at least for now.

For another, get a load of the calls that it exempts — charities, telephone surveyors, companies that have an existing business relationship with the person they're calling and (surprise!) political organizations.

### Stop, are you kidding?

The establishment of the new national registry, which pertains only to calls across state lines, will not stop telemarketing — certainly not by local or regional landscape and lawn care companies. Remember — if a company has done any business with a person, including those on the national registry, you can still call them up to 18 months later. You can also call if they're responding to an advertisement or marketing piece. Here's a warning, though: If they say, "don't call," registered or not, don't call.

Friends that own or manage landscape and lawn care companies say they'll continue to telemarket to generate leads and to sell add-on services or property enhancements — once they figure out the new rules.

Excuse me, the phone is ringing . . .

"Only five cents a minute week-ends and nights, you say? No switching fee? You'll mail me a check for \$50? Wow!"

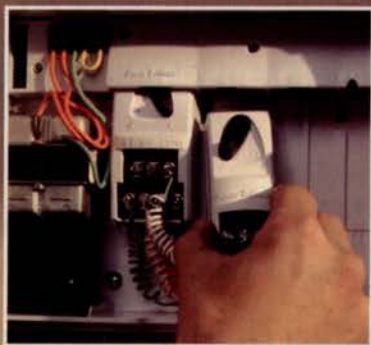
Contact Ron at 440/891-2636  
or e-mail at  
rhall@advanstar.com



The new FTC national registry is  
over-hyped regulatory hooey.



Modules are removable during operation and are interchangeable in any position.



Installing another controller would be a waste of time.

Install Confidence™. Install Rain Bird® ESP Modular Controllers.



Why waste time replacing a controller just to add more stations? With Rain Bird ESP Modular Controllers, you start with a 4-station base unit, then add 3-station modules during installation or in the future.

Additional features:

- Hot-swappable Modules can be installed while in operation and in any position.
- Contractor Default™ Program allows retrieval of a program saved into memory.
- Enhanced Diagnostic Feedback™ with scrolling text and a warning light to alert you of station shorts, missing start times, missing run times and seasonal adjust set to 0%.

Introducing the one controller that's Rain Bird reliable. Simple to program. Feature and value-packed. The new ESP Modular Controller. Install Confidence. Install Rain Bird.

**RAIN  BIRD®**

# inside the owner's head

BY JASON STAHL / MANAGING EDITOR

## Michael Hatcher

### ► Michael Hatcher & Associates

Michael Hatcher owns Michael Hatcher & Associates, a \$3.5 million design/build and maintenance company located in Memphis, TN. He is a member of the Associated Landscape Contractors of America and JP Horizons' Owners' Network.

#### **You survived a single-engine plane crash a month ago. How has that changed things?**

It has put a whole new twist on this business ownership deal, I'll tell you that. Everybody talks about how you transition from an owner to turning your company over to employees or going to an AESOP. Now I realize you just never know when that's going to happen. The accident put a different light on having a strategic plan laid out. All the insurance in the world isn't going to replace you — what have you really done to empower your employees?

#### **What exactly happened?**

I was flying here in Memphis with a friend and his two children. We've flown together for 12 years. Conditions were beautiful. Everything was normal. We were climbing at 300 feet a minute, then 500 feet a minute...and the motor started sputtering. He said, 'We're going back.' We went into a shallow left turn toward the east to head back to the airport, and he realized we weren't going to clear the buildings. I thought about my kids and my relationship with Jesus Christ. I told him, 'We have got

to clear those buildings.' I started helping him with the readings, calling the air speed to him, and then we decided to aim for the taxiway, not the runway. Then I thought, oh @#\$%, please don't hurt. We crashed into the trees, and all four of us walked away.

#### **Will you ever fly again?**

I'm a registered pilot, and I've driven NASCAR cars at the Richard Petty school. But after the accident, my wife told me my adventurous days are over. But I will fly again. If you had a car wreck, would you quit driving your car?

#### **What has been the key to your company's success?**

Hiring good people. Federal Express is headquartered in Memphis, so we get the opportunity to listen to the founder, Fred Smith, talk every so often. He says in building Federal Express, he hired good people and let them do their job. I hire good people and give them opportunities to make mistakes and learn and grow.

#### **You must have a rigorous interview process, then?**

I've made a lot of mistakes interviewing people, and I'm still learning. But I take advantage of good working relationships I have with clients by watching their HR departments closely and trying to implement

their ideas. It's not just the interview process but the review process. I try to be as explicit as I can in job descriptions and expectations.

#### **Do you ever do personality assessments?**

We did a lot of those two years ago, and I found that if you put the right person in the right job, they'll learn and perform greater than your expectations. We've got guys who love to mow, but if you ask them to pull weeds, they'll run out of here. Some people love doing detail work like pruning, and they wouldn't think of even trying edging or trimming.

#### **Did you do anything special when your company passed the \$1 million mark?**

It was just another day in the neighborhood. There were no marching bands or balloons or nothing. Jim (Jim Paluch, JP Horizons) says when you reach one goal, you set another. The next million mark we go over, I'm going to hire a marching band.

#### **I hear you and Jesus are pretty close buddies.**

I'm a pretty religious guy, a Presbyterian. But I don't wear it on my shoulder. But it is important to me. An employee came to me once with a receipt from a local supplier and said, "Look, these guys didn't charge us for this." And I told him to go back and get it fixed. He couldn't understand why I didn't take those trays for free. But that's how I live. I try to lead by example.

— Michael Hatcher & Associates participates in JP Horizons' People Solutions programs. To learn more visit [www.jp Horizons.com](http://www.jp Horizons.com) or call 877/574-5267.



## Proven Evolution

**Its ancestors:** the loader, the pickup truck, the attachment carrier.  
**Its evolution:** more than three years of design and testing. And now landscapers and groundskeepers are hailing the Toolcat 5600 utility work machine as an entirely new species that has forever changed the nature of compact equipment.



... with mower



... with angle broom



... tows up to 4,000 lb.

# WIN

the use of a

## Toolcat 5600

for a year!

log on to  
[www.toolcat.com](http://www.toolcat.com)

Code: 0234

... with industrial grapple



|                          |                  |                  |               |
|--------------------------|------------------|------------------|---------------|
| <b>1,500 lb.</b>         | <b>2,000 lb.</b> | <b>4,000 lb.</b> | <b>18 mph</b> |
| Rated Operating Capacity | Cargo Capacity   | Towing Capacity  | Travel Speed  |

Circle No. 105

0234-3



Call toll-free 1-866-823-7898 ext. 0234  
for a FREE Video Catalog and 2003 Buyer's Guide.  
Or visit our website [www.bobcat.com/0234](http://www.bobcat.com/0234)

# Bobcat®

**One Tough Animal**

Bobcat Company • P.O. Box 6000 • West Fargo, ND 58078

An **IR** Ingersoll Rand business





# TIRED OF LOOKING FOR GRUBS?

Relax. No matter what species you find, when you get Merit® you get rid of grubs. It nips every major grub type from egg-lay through second instar. And application timing isn't critical because of its residual power. So get off your knees. Prevent chronic callbacks. Get guaranteed, season-long control with the most effective grub eradicator on the market. Merit. Fear no grub. Call us at 1-800-331-2867 to learn more.

**MERIT®**



Bayer Environmental Science

**chipco**

Chipco and Merit are registered trademarks of Bayer AG. Always read and follow label directions carefully. 195 Chestnut Ridge Road | Montvale, NJ 07645  
[www.BayerProCentral.com](http://www.BayerProCentral.com) | © 2003 Bayer AG

All business owners face challenges or pain points they must overcome and resolve.



## Face and conquer the pain

**A**lmost one million people, competitors and spectators, attended Special Olympic World Games in Ireland this year. This extraordinary event meant a great deal to me. My 13-year-old nephew Nicholas, who's challenged by autism, swam for Team USA and brought home two silver medals. He anchored a relay team and also came within .05 of a second of winning the gold medal in the 25-meter freestyle. He finished second by what amounted to the width of a thumbnail.

Most importantly, the Special Olympics' creed, "Let me win, but if I cannot win, let me be brave in the attempt," speaks to the issue of how we identify, face and plan to resolve and overcome our challenges.

### Challenges for everyone

All business owners and managers face challenges or pain points. Yet some owners and managers always seem to be in a state of flux, and they're never able to solve problems that repeatedly occur. There are many reasons for the lack of resolution, but they include:

- ▶ Inability to identify the source of the pain
- ▶ Avoiding and ignoring the problem
- ▶ Lack of resources and processes to solve the problem
- ▶ Temporary fixes and solutions (the Band-Aid approach)
- ▶ Incorrect solutions or doing the wrong thing

How do you as a business owner identify your problems or your pain points? Challenges? Obstacles in your company?

Do you have a proactive process that allows you to segment your business by function and analyze

each business unit for its areas of pain? Or are you reactive and, when a problem arises, try to solve it on the spot?

### Involve your staff

Start by analyzing your company by function and getting the proper team members involved in the process.

For example, the shop or garage handles some of your most expensive assets — your trucks, trailers and mowers. Get your mechanics and other appropriate employees involved, and identify the two or three greatest challenges they face in the shop. Get them to identify what generates the most pain for them in their day-to-day maintenance and repair of your equipment.

Next, ask them to prioritize the problems, and have them work as a team to create a resolution plan. Take one step at a time and work toward solutions that lessen this "pain":

- ▶ Identify tasks
- ▶ Identify person(s) responsible and accountable for executing tasks
- ▶ Set timelines
- ▶ Itemize costs
- ▶ Identify expected outcome

Finally, have the team present its problem identification and resolution plan and collectively decide which ideas have merit. Take action!

— Judith M. Guido is a partner in KehoeGuido, a business management solutions company specializing in growing profitable green companies. She can be reached at [jguido@kehoeguido](mailto:jguido@kehoeguido) or 949/715-3804. Visit their Web site at [www.kehoeguido.com](http://www.kehoeguido.com).



Remarkably plush lawns.

Well-kept lawns look like carpet. Well-kept lawns treated with Barricade®, Primo MAXX™, and Heritage® are often mistaken for carpet. When applied as directed, these turf control products help grow grass that's as lush, as thick, and as uniform as the floor in your living room. For more information on their usage, or to learn about other innovative ideas from Syngenta, call 1-800-395-8873.



**Primo MAXX™**  
Plant Growth Regulator

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

Important: Always read and follow label instructions before buying or using these products. ©2003 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. Barricade®, Heritage®, Primo MAXX™, and the Syngenta logo are trademarks of a Syngenta Group Company.

Circle No. 106

# in the know

NEWS YOU CAN USE

## Lawn pros make most of D.C. event

BY JASON STAHL

**WASHINGTON** — More than 200 volunteer lawn care employees from 30 states improved Arlington National Cemetery in July. They spread more than 1,000 bags of lime at PLCAA's Renewal & Remembrance project at the cemetery.

"It's outstanding that so many people help out here," said J. Gilbert Pena, Group Brand Marketing Manager, Commercial Mowing, John Deere. "They give it all they've got. I want to be a part of this as long as possible."

Over dinner that same evening, political analyst Charlie Cook of Cook & Company shared his views of capital politics with the lawn care pros. The next morning, PLCAA members spread out to visit their respective legislators. Tom Delaney, PLCAA's Vice President of Government Affairs, John Cundiff, PLCAA president, and Gary Clayton, executive vice president, drew an unexpected audience with Speaker of the House Dennis Hastert (R-IL). "We just happened to run into him in the hallway, and ended up setting up a meeting with him later," said Delaney.

At the meeting, the trio talked with the



The volunteers started early in the morning to avoid the late afternoon's heat and humidity.

Speaker about such issues as:

- ▶ H-2B guest worker reform,
- ▶ continued funding for the National Turfgrass Evaluation Program,
- ▶ pesticide regulation,
- ▶ continued funding for a U.S. Department of Agriculture turfgrass scientist position and funding for the first installment on the National Turfgrass Research Initiative, and
- ▶ association health plans.

"This was the biggest and best event we've had yet," said Delaney. "Everything good that could have happened happened. We had a good number of new people volunteer. Each year, we keep training the green army to get a little larger."

### Quotable



"My first Day on the Hill was four years ago, and after that I knew I'd never miss another. When you pull in, everyone goes silent. Emotions run high. It makes us very proud to make Arlington more beautiful."

— Jim Campanella, Owner, The Lawn Dawg, Nashua, NH



"Just being here and seeing all these people who died for our country is incredible. It's truly an honor. I would definitely

recommend it to other lawn care companies."

— Jeff Gloster, Manager, Weed Man, Springfield, MA



"Obviously, it has special meaning, especially since my dad fought in World War II. This is my first time here, and I will be coming back."

— Bill Hildebolt, Owner, Nature Select, Winston-Salem, NC



"We get to bring to life the land of the dead."

— Scott Brown, President, Lawncore



# Industry PR effort nears 1st \$\$ hurdle

BY RON HALL

The Evergreen Foundation Advocacy Council (EFAC) is nearing its initial \$200,000 goal. This is the "good faith" money it must raise from the Green Industry in order for it to continue with its plans to enlist the entire industry in a national public relations campaign.

The EFAC is not affiliated with any single industry segment or association but seeks to represent all of its related industry members — golf, lawn care, landscape, tree, sports turf, grounds.

## Support rising

Several industry associations have contributed to the initial request for funds, including some of their member companies and a growing number of suppliers/distributors and media companies as well. Once EFAC reaches this initial financial goal, its real job begins, including the challenge of raising a minimum of \$2 million annually within the Green Industry. (\$5 million is not unreasonable, say board members).

Conducting an ongoing national campaign on behalf of the industry comes with

a hefty price tag. It includes an effort to educate the public concerning issues threatening the industry's growth.

The EFAC took a step forward in June when 25 industry people (representatives of industry associations, supplier and media companies and several large lawn care companies) gathered in New Prague,

MN, to discuss the formation of the broad-based industry coalition.

Prague is the headquarters for Gardner & Gardner. Den Gardner is the executive director of the Turf & Ornamental Com-

municators Association (TOCA). He's also serving in the same capacity for the EFAC.

Members of EFAC's executive committee include Dale Amstutz, chairman and owner of Northern Lights Outdoor Lighting; Cindy Code, vice president and executive with GIE Media, Inc.; Phil Fogarty, secretary and executive with Weed Man USA and Tom Delaney, treasurer and executive with PLCAA.

"There is a realization now that together we are more powerful as an industry," said Gardner following the June meeting.

"I think people are dying for this to work," added Phil Fogarty.

We realize that together we are more powerful as an industry.

## Emerald fungicide registered

**MOUNT OLIVE, NJ** — BASF's Emerald fungicide gained registration from the U.S. EPA. The product, based on a new chemistry, displays excellent performance against dollar spot. Emerald is formulated as a 70% water dispersible granule and is applied at low rates. Boscalid (BS 510F) is the active ingredient.

## Employees own Gardeners' Guild

**SAN RAFAEL, CA** — Gardeners' Guild, Inc. became employee owned in mid summer. Linda Novy began transitioning the ownership and leadership of the company to its employees in 1988. She says that she will remain active with the company and serve on its board. President John Ossa, Vice President Kevin Davis and CFO Mike Davidson comprise the executive leadership team at the company.

## Scotts boosts quarterly results

**MARYSVILLE, OH** — The Scotts Company (NYSE: SMG) reported company-wide sales of \$676.2 million, up 13% from \$598.5 a year earlier.

[CLIPPINGS]



The power of partnership.

We know it's all about the turf. That's why we offer industry-leading field support and a premier product portfolio. Plus exceptional R&D, to ensure you continue to have the products and solutions you need. Together, we'll continue to keep your lawns looking their best.

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

©2003 Syngenta. Syngenta Professional Products, Greensboro, NC. 27419. The Syngenta logo is a trademark of a Syngenta Group Company.

Circle 127

## People & companies



**Lastec** named **Jeff Laskowski** CEO and President. His father, **Donald Laskowski**, announced his retirement from the board on April 11, 2003.

**BASF Corp.** added **McGee Poole** as a sales specialist in its Professional Turf & Ornamental Group. Poole will work in Kentucky and Indiana.

**Tanaka** promoted **Douglas Hellebuyck** to National Sales Manager. Hellebuyck came to the company in 2002. He was formerly with Snapper, Inc.



**The BOSS Snowplow** added **Jeff Hess** to its sales team.

**PBI/Gordon Corp.** promoted **Mark Miller** to Vice President of Sales, Professional

and Agricultural Products Group. Miller has been with PBI/Gordon for 14 years.

**Bayer Environmental Science** has hired **Dave Ravel** as a lawn care specialist covering Southeastern states from Atlanta through Maryland.

**The Toro Company** appointed **Terry Ormrod** Residential & Commercial Irrigation Sales Manager in Western Canada.



**Wright Manufacturing** has honored the **E. J. Smith Group, Inc.** with its 2003 Distributor Achievement Award.

**RedMax** promoted **Phill McCallon** to Field Sales Manager for Distributing.

**Plant Health Care** hired **Susan L. VanAlstine** as Marketing Associate.

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**

111 E WACKER 18th FL  
CHICAGO, IL 60601  
312.372.7090  
FAX: 312.372.6160  
WWW.ASIC.ORG

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



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

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

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

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

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

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

Ohio Turfgrass Foundation Research and Educational Center – 2000

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

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

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

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



**United**  
 Horticultural Supply

# We've got seed with **your name** on it



When ordering turf seed, you want to choose from the best varieties, blends and mixtures and tailor them to your specific agronomic needs.

When delivering seed, we want to provide a product that meets those personal requirements while delivering quality above industry standards so you want to order from us time and time again.

With UHS and Signature brand seed, you get the perfect marriage of flexibility and guaranteed quality. If some of the familiar names to the right appeal to you or you want to add your own to the list, give us a call.



- Signature MarvelGreen Supreme Ryegrass
- Close Cut 90/10 Mixture
- Signature Fescue Plus
- Super Shade Mixture
- Signature Grand National
- Contractors Mixture
- Signature Heather Links
- Fast Grass Mixture
- Division 1 Rocky Mountain Sports Mixture
- Signature Royalty Bentgrass Blend
- Northeast Tee Mixture
- Country Oaks Athletic Mixture
- Signature Sahara Tall Fescue Blend
- Native Grass & Wildflower Mixture
- Signature Stadium Mixture
- MarvelGreen Supreme
- Signature TourStar Ryegrass
- Signature Trilogy Bentgrass Blend
- Auburn Perennial Ryegrass Blend
- Central Jersey Shade Mixture
- Commercial Pro Mixture
- Signature Close Cut Bluegrass Blend
- Divot Repair
- Low Maintenance Bluegrass Blend
- Wetland Mixture
- Signature Open Rough Mixture
- Maxium Tall Fescue Blend
- Signature Premium Fairway Mixture
- Native Grass Seed Mixture
- Signature Tall Fescue Blend
- Native Low Grow Mixture
- Signature Premium Bluegrass Blend
- New England Sports Turf Mixture
- Signature CPR Ryegrass Blend
- Play N Shade Mixture
- Signature Division 1
- Salt Fescue Mixture
- Signature Club Choice Ryegrass
- Country Oaks Fast Grow Mixture
- Sunny Lawn Mixture
- Survivor Mixture

For more information, contact your local UHS sales representative

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



# statistics

INDUSTRY TRENDS BY THE NUMBERS

## GROUP CUSTOMERS FOR MORE PROFIT

For most companies in the industry, **80% of annual revenues and profits come from 20% of the company's customer list.** That's the good news! The bad news is that the bottom **30% of that list (the smallest jobs) account for less than zero percent of total profits.** In other words, these customers are making you lose money. What to do? Let's look at an example to highlight some key strategies.

| Customer group   | % of sales volume | Actual revenues     | Gross margin |
|------------------|-------------------|---------------------|--------------|
| Big guy group    | 45%               | \$ 450,000          | 50%          |
| Sweet spot group | 35%               | \$ 350,000          | 60%          |
| Small fry group  | 20%               | \$ 200,000          | 35%          |
| <b>TOTALS</b>    | <b>100%</b>       | <b>\$ 1,000,000</b> |              |

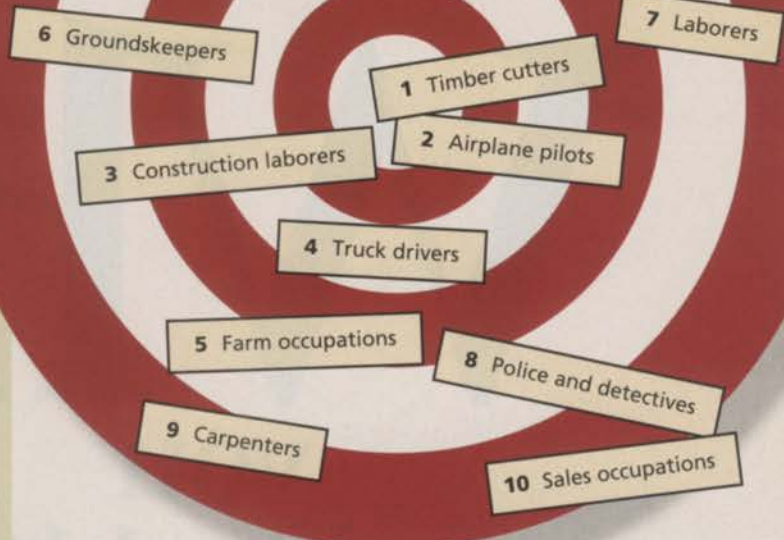
Segment the largest 20% of your customers (who account for 80% of sales) into the "big guy" and "sweet spot" groups. In the "big guy" group are your biggest customers who aren't always the most profitable (since you have to be competitive to keep them), but their volume pays for a lot of your overhead. It's the group of mid-size clients called "sweet spot" (just below the biggest ones) that is typically the most profitable.

To increase your profits in the 20% segment, separate this group into the "big guys" and focus on finding ways to reduce the cost on these customer accounts. There's always room to save on the big jobs — do this so you can be ready to meet a competitor price challenge. Then focus on expanding services to the "sweet spot" group to get a greater share of their "wallet," and use this group as a referral platform to conduct direct-contact marketing programs to fill your sales pipeline with this type of customer.

Lastly, to increase profits, you must address the bottom 30% of your list. You need to raise your prices by 15% to 20%. If they stay, great. If they go, you have more room to add "sweet spot" customers.

SOURCE: KEHOEGUIDO

## 10 MOST DANGEROUS OCCUPATIONS



SOURCE: U.S. BUREAU OF LABOR STATISTICS

## NEW TRUCK RETAIL SALES BY GVWR\*

(THRU JUNE 2003)

|                              | 2003             | 2002             | Change       |
|------------------------------|------------------|------------------|--------------|
| Class 1 (0-6,000 lbs.)       | 3,027,172        | 2,482,490        | 21.9%        |
| Class 2 (6,001-10,000 lbs.)  | 1,256,163        | 1,252,984        | 0.3%         |
| Class 3 (10,001-14,000 lbs.) | 42,429           | 38,718           | 9.6%         |
| Class 4 (14,001-16,000 lbs.) | 19,315           | 20,682           | -6.6%        |
| Class 5 (16,001-19,500 lbs.) | 13,883           | 12,216           | 13.6%        |
| Class 6 (19,501-26,000 lbs.) | 24,211           | 19,921           | 21.5%        |
| Class 7 (26,001-33,000 lbs.) | 31,085           | 39,378           | -21.1%       |
| Class 8 (33,001 lbs. +)      | 62,947           | 66,730           | -5.7%        |
| <b>Total</b>                 | <b>4,477,205</b> | <b>3,933,119</b> | <b>13.8%</b> |

\* Including imports of U.S. manufacturers

SOURCE: WARD'S COMMUNICATIONS

## OFF THE HOOK

The Yellow Pages Integrated Media Association ([www.yellowpagesima.org](http://www.yellowpagesima.org)) reports 182.4 million references or look-ups for vendors under headings such as "Landscape Contractors," rated 35th among the Top 300 headings for 2002. "Lawn Maintenance" and "Tree Service" are among the headings that increasingly attract consumers who outsource their lawn and garden care.



ILLUSTRATION: DAN BEEDY

# Why you should budget

**I**t's a story heard time and time again. A guy starts a landscape business and the last thing he thinks about is creating a budget. Twenty years later, he still doesn't have a budget. He still has a business (if he's lucky), but he's still barely able to eke out a living.

So, the question all of you out there who don't have budgets need to ask yourself is: Am I busting my butt every day just so I can say I'm my own boss, or so I can make enough money to stop working so hard one day? Seems like a silly question, doesn't it?

The reality is that if you don't have a budget, you don't have a



*Without a budget, you don't have a plan for growth. This landscaper realized that and did something about it*

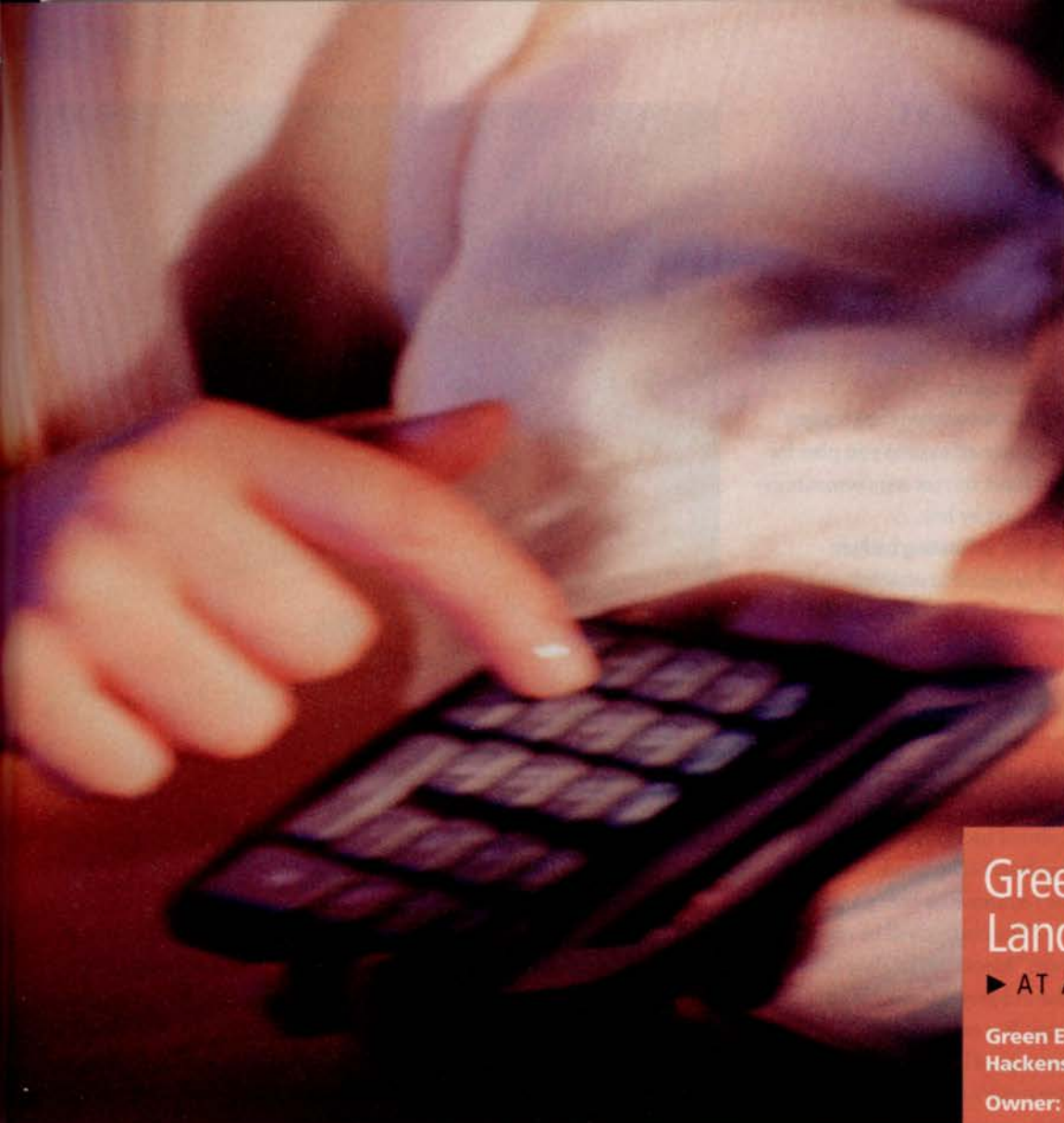
BY JASON STAHL / MANAGING EDITOR

plan for growth. Fortunately, Mark Moore learned that early in his career.

#### **Starting out**

Moore, president/owner of Green Earth Landscaping, Hackensack, NJ, started his business in 1989

while still in high school. He'd drive a 36-in. walk-behind stander to his nearby residential accounts, with a blower on his back and a trimmer strapped to the mower. For clients who were a mile or two away, he'd sucker his mom into driving him there in her four-door '82 Buick.



## Green Earth Landscaping

### ► AT A GLANCE

**Green Earth Landscaping**  
Hackensack, NJ

**Owner:** Mark Moore

**2002 gross revenue:**  
\$1.2 million

**# of employees:** 25

**Services:** Design/build,  
maintenance, snow removal

**Client mix:** 95% residential,  
5% commercial

He didn't even consider creating a budget until 10 years later. "We went as it was and did what we did," Moore says.

This, say budget gurus, is like driving a car with a blindfold on. How are you going to get where you want to go if you can't see the road ahead?

Before Moore careened off into a ditch, he hooked up with Jim Huston of J.R. Huston Enterprises, Inc., a consulting company well known

in the Green Industry. Even though Moore knew budgeting was a good idea, it still took time to get used to it.



Jim Huston

"For the first five or six years we did budgets, we followed them loosely," Moore says. "But year by year we watched them more closely. Pretty soon, we were examining our budgets monthly. Now, we watch them weekly."

Moore has become a self-professed "budget freak," and it's a good thing. He says from the very first day he started budgeting, his profit margin went up. Today, he says his profit margin is 50% for snow removal, 15% to 20% for design/build, and 4% to 5% for maintenance.

#### **Budget defined**

So, what is a budget? It's a window into your business. The

process, as Huston says, is an "exercise in goal setting."

"You're really establishing standards or targets to aim for throughout your

business," says Huston. "Budgets reduce the diverse aspects of the business into numbers. The only difference between budgeting goals and goals written in words is that numbers can physically interact with each other (you can add, subtract, multiply and divide), while words cannot."

According to Huston, there are three types of budgets that need to be in place:

**1 The cash flow budget:** designed to project cash flow in and out of a company.

**2 The accounting (tax) budget:** designed to help you plan for and meet the tax requirements established by law.

**3 The estimating budget:** designed to establish and to project fair market values for sales goals, field-labor hours, etc.

If this is starting to sound complicated, it is. No one ever said budgeting was easy. In fact, a lot of landscape/lawn company owners, including Moore, have strong horticultural backgrounds but weak business backgrounds. That's why he recommends hiring a consultant.

"The budget will be more accurate," Moore says. "They'll know the industry standard in your region. For example, maybe my percentage of labor will be higher than someone's in Ohio. They'll also give you valuable guidance."



Mark Moore goes over the budget books with office manager Lisa Korczak.

You may not think you have a head for business or will never become a "budget-oriented" person, but think again.

"The budgeting process totally turned me around," Moore says. "It's gotten to the point where peo-

ple in the office argue about what item goes in whose budget."

In other words, budgeting grows on people, albeit slowly at first. The key is to initiate a process. "Even following it loosely like we did in the

*continued on page 24*

## Create a capital budget with ease

BY DUSTY HALLMAN

While we all have to work within our operating budgets, the institutional or in-house grounds manager has additional responsibilities that require additional funding. This additional funding is usually via capitalization.

Capitalization is an accounting procedure that allows businesses to fund durable, big-ticket items or services and depreciate them over the years. Landscape contractors use capitalization to purchase trucks, large equipment and even buildings and warehouses. The in-

stitutional grounds manager does this, but also has to ensure that hardscape areas such as roadways, sidewalks, pools, fountains, sculptures, statuary and even buildings are maintained.

As most corporations and institutions allocate capital funds annually, grounds managers assist in creating a capital budget annually to arrange funding for the maintenance of permanent fixtures in their landscapes. This assistance is usually a list of recommendations for capital expenditures based upon the individual site's needs. The collection of the bidding data needed

for such recommendations should be an ongoing, year-long process. Here are some strategies:

► **Inspect** — Periodic inspections of your site's buildings, roadways and other hardscape areas will enable you to see whether or not your routine preventive maintenance program is successful. For example, if your quarterly pressure-washing program is unable to keep your buildings as clean as you'd like, you may need to get your building repainted. If it needs painting, call your painting contractor for an estimate, then tuck that estimate into your "capital budget" file for later prioritizing.

*continued on page 24*





When you've gotta prep the sodbed by 11:30. Cart away the rocks by noon.  
**When there's only one guy on one tractor,**  
and you hired him last Tuesday, **Nothing runs like a Deere.™**

Want the tractor that makes you more dollars per hour? Then you want the **JOHN DEERE 4000 TEN SERIES**. These advanced small tractors do more jobs, with less downtime in between. Loaders and backhoes, after first installation, go on in less than five minutes flat. Our exclusive iMatch system makes rear implement hook-up almost effortless. And with 40,000 hours of testing under their belts, you know your profits won't stop because of your tractor. So take a test drive now at your John Deere dealer—and get rolling.



200 Series Skid Steer

4000 TEN Series Tractor

C-Series Excavator



**JOHN DEERE**

## If the economy goes bad, you can make timely cuts.

*continued from page 22*

beginning is a step in the right direction," Moore says. Before long, reviewing your budgets will become a routine you can't live without.

### Time to tighten up

Moore says a great example of how budgets helped his business was after the terrorist attacks on Sept. 11, 2001. For a month afterward, his company was operating smoothly since there had been a lot of work in the pipeline. But several months later, sales began lagging and the company wasn't booking its anticipated number of large projects.

"Our material budget is normally \$85,000, and it was down to \$40,000," Moore says. "But we could see that there were certain things we had flexibility with in our budget that weren't fixed costs,

so we tightened those up."

For instance, in 2002, Moore didn't buy new trucks for the first time in 15 years. "We knew the budget," he says. "Materials were going down, and sales were going down. If we hadn't had a budget on 9/11, we wouldn't have reacted as quickly. Because we did, we were able to cut back immediately."

Which explains why the saying, "Time is money," is especially true in the budgeting process. If there's a downturn in the economy, you can tell at a glance what you can cut to try to keep your profit margin steady. If you discover this too far down the road, it might be too late to right the ship.

### No excuses

It seems that those who resist budgeting feel they have better, more productive things to do in their day. Moore himself believes that, during the busy season, other things take

priority over budgets. But it's still not an excuse not to budget.

"The computer does most of it anyway," says Moore. "As long as you're entering good data on a daily basis, it's just one extra step."

Moore emphasizes that there are goals within a budget, but a budget itself will not achieve those goals. That's like a basketball team that looks good on paper but doesn't give it their all on the court.

Budget rookies must also realize that budgeting isn't an exact science. "It's not a perfect world," Moore says. "Sales, for instance, might be budgeted too high. The good thing about a budget is that you can modify it if you have to. That's because it's a living, breathing thing, and it's going to change and move. The more you get used to massaging it, the better you'll get at running your business. You'll really start to get a feel for what you can do and can't do." **LM**

*continued from page 22*

Don't forget to inspect at different times and in different conditions. After five inches of rain, a rooftop will look different than when you checked it during a drought. Inspections conducted in all conditions give you a more complete picture of the problem and help you make better decisions.

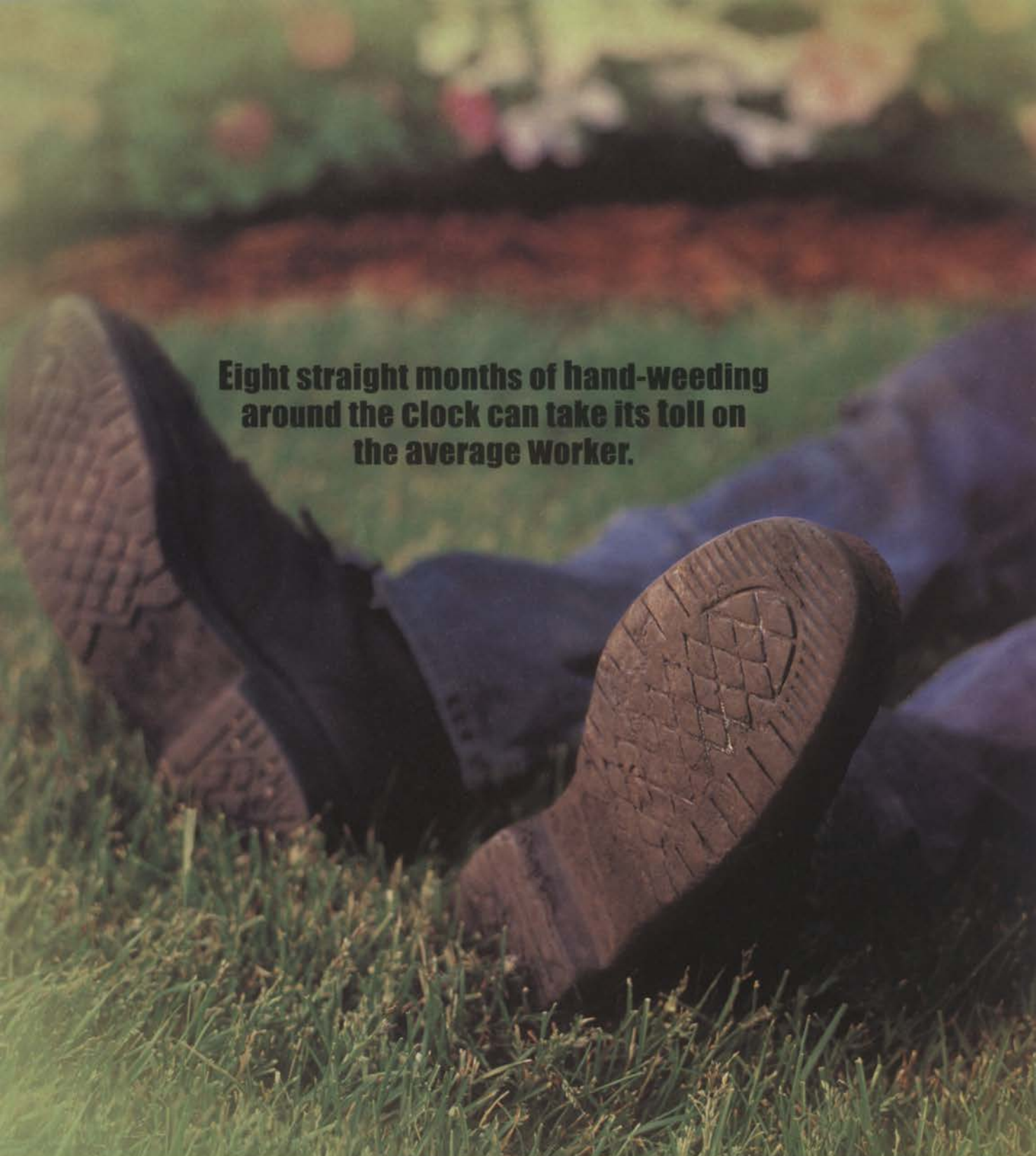
► **Anticipate** — After you've been on the same site for a few years, you should be able to anticipate when, where and what should be needed on a capital basis for your site. If you haven't been there for two to three years, pull the capital budget file for your site and see what has been spent on a line-item

basis for each capital expenditure over the last three to five years. This will help you form a history of the maintenance of your property before you arrived.

► **Quantify** — Collect as much quantifiable data as possible and keep the data accessible through plant inventories, mapping, measuring, plant orders, etc. If you've just hired a certified arborist on-staff and you're trying to justify the purchase of a tree truck and chipper to your superiors, it would help your case if you could prove that you have 2,700 specimen trees on site, each with mulched tree rings. If you can further quantify how much mulch you use in each tree ring and at what cost, then show the an-

nual savings possible by using your own free, recycled wood chips as opposed to purchasing non-renewable shredded mulch, you've made a sensible, environmentally friendly case for the purchase of your tree truck and chipper.

► **Prioritize** — Take that now-bulging capital budget file of yours and review each item. Prioritize them from "most immediate need" to "wishful thinking." On your list of recommendations, list your highest priorities first, along with a brief but powerful justification for each item. You might even add a reminder to the capital review committee in prioritizing how long an item has been on your list.



**Eight straight months of hand-weeding  
around the Clock can take its toll on  
the average Worker.**

Granular GRASS AND BROADLEAF PREEMERGENT Herbicide

It won't do your bottom line any good, either. Research shows that hand-weeding can knock your profits for a loop in no time. Maybe that's why so many nursery operators and landscapers are choosing the superior control of Snapshot® specialty herbicide. Snapshot can be used over-the-top of more than 413 field-grown and 235 container-grown ornamentals, for control of 111 broadleaf weeds and annual grasses – for up to eight months. That's more than any other preemergence product on the market. Plus, it's gentle on ornamentals. This year, knock out weeds and grasses – instead of your workers – with the proven performance of Snapshot.

\*Trademark of Dow AgroSciences LLC  
Always read and follow label directions.  
www.dowagro.com/turf 1-800-255-3726

**Day and Night. Month after Month.**

Dow AgroSciences

**Snapshot®**

Specialty Herbicide

**Saying goodbye to customers who are unprofitable or no longer fit your operation means "never having to say you're sorry"**

BY MICHAEL RILEY

# 'Fire' clients

— *the right way*

**T**here are two primary reasons why contractors release some clients. First, because companies evolve. New businesses tend to take on "everything" at first just to turn a dollar. But over time, contractors develop their focus and change business strategies.

And often what earned profits in the past don't do so today. "In business, it's normal when you're growing to have to purge several things," says Mike Rorie, President of Groundmasters Inc., Cincinnati, OH. "Whether it's key people, operations, vendors or customers, you eventually outgrow just about everything."

The other reason that companies let go of customers is because of the customers themselves. Perhaps they require too many service calls, they can't be satisfied, they constantly com-

plain or they don't want to pay a higher rate after an increase. Is the customer worth the effort?

"You have to ask some basic questions and sum it up," says Rorie. "Is it low margin, high degree of difficulty and high



Mike Rorie, left, and Ed Laflamme agree that sometimes it's best to shed clients.

maintenance for the account manager? How many dollars is it, and how many dollars at the gross margin? If it doesn't work for us, then we need to replace it. And we'll put that into our plan for the following year."

Industry consultant Ed Laflamme, President of Grass Roots Consulting, Huntington, CT, says there are four types of customers in every business.

**1** The first, and best type to have, are customers who are both loyal and profitable. "This is where you want to focus your efforts," says Laflamme. "Ideally, you want at least 80 percent of your business with these people."

**2** Second are customers who may not be loyal, but are still profitable. These include price shoppers — anyone from homeowners to government contracting offices requesting bids. Laflamme suggests that these should make up the remaining 20 percent of your business.

**3** The third group is customers who are loyal, but unprofitable. "Often, customers evolve into this category," Laflamme notes. "It can happen when you've changed your business strategy and these 'old customers' are still aligned with your former service structure. Or, perhaps you're loyal to them for other reasons."

**4** Finally, the fourth group is comprised of customers who are neither loyal nor profitable. It might seem obvious that you'd want to remove them from the books, but surprisingly, many contractors keep them on without realizing the impact on their businesses.

"There were times years back when I'd get caught up for a year or two in doing things that didn't work, until I

*continued on page 29*

2003 SUPER BOWL TURF\*

PENNINGTON TURFGRASS.

BEST YARDS IN THE  
NEIGHBORHOOD.

On any field of competition, long-term performance is the true test of superiority, and that's where PENNINGTON Professional Grade Turfgrass consistently outperforms the competition. Backed by more than 50 years of research and experience, the full family of PENNINGTON Professional Grade Turfgrass products scores high on beauty and utility, providing solutions for every condition, at every athletic level, at any time of year. Turn it up a notch with PENNINGTON Professional Grade Turfgrass. The best yards in the neighborhood aren't necessarily the hardest to come by.



sportturf@penningtonseed.com www.penningtonseed.com 1-800-286-6100 ext 280

\*Pennington's Jet perennial ryegrass and Mallard Kentucky Bluegrass sod used in Qualcomm Stadium, home of the 2003 Super Bowl.  
Photo of field for illustration purposes only

# PENNINGTON RYE.

## Zero Handicap.

The PENNINGTON Ryegrass foursome represents the best performing family of commercially seeded ryegrass ever to grace a golf course. Backed by over 50 years of experience and an ongoing research alliance with leading universities throughout the United States, PENNINGTON SEED continues to raise the performance bar in the ryegrass category. From the top-performing Applaud and Integra varieties to the fine texture and dense turf characteristics of Sonata and Jet, PENNINGTON Ryegrass consistently delivers top turf quality, disease resistance, density, and color, for a healthy course that looks beautiful. And when the course looks good, you look good. Call today and let us show you how PENNINGTON Ryegrass can help reduce your course handicaps.



[sportturf@penningtonseed.com](mailto:sportturf@penningtonseed.com)

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

1-800-286-6100 ext 280

continued from page 26

plowed into a brick wall and needed to make a decision," says Mike Lueders, President of Lueders Environmental Inc., Needham, MA. "But you learn eventually that it's better to look at things [proactively] than to wait until you're forced to make those decisions."

"Most contractors work at least 2,500 hours a year," says Laflamme. "It can make a big difference to take eight of those hours at least once a year to determine which categories your customers are in and set up a plan. The biggest problems come in when contractors don't stop to think it through and the business ends up running them, instead of the other way around."

#### Exit strategies

"When it comes to letting go of a customer, you can do it one of two ways, either actively or passively," says Mike Ward, President of Mike Ward Landscaping Inc., Loveland, OH. "I would venture to guess that most contractors handle it passively."

**"Don't get to the point where letting go of a customer is a big surprise to either party." — Mike Ward**

One common passive approach is to raise prices. If a company is no longer aligned with what the customer is willing to spend, obviously they'll go elsewhere.

But, too often, companies will simply neglect customers to get rid of them.

"This is the worst thing you can do," says Ward. "Sometimes, as you move away from a particular type of customer, the work seems to suffer. You need to avoid this or you can really tarnish your reputation."

"Somebody doesn't just wake up one

day and decide they're discontinuing an aspect of their business. It happens over time. Your pricing and services seem to align themselves with the right customers. By the time your business is going in a different direction, some customer attrition will have already occurred. But you don't want to lose people through neglect."

Active approaches, on the other hand, reinforce professionalism, and let customers know that you value them even though it's time to part company.



time frame for departure — maybe at season's end — and helping the customer find a replacement.

"It's a simple matter of being polite and courteous," says Lueders. "I'll tell them that perhaps we're not meeting their needs as well as another company probably could. Unless they're particularly difficult, I'll try to refer them rather than just cut them loose."

Rorie agrees. "If we have a customer who's happy with us, but we're not happy

## When it's time to say **goodbye**

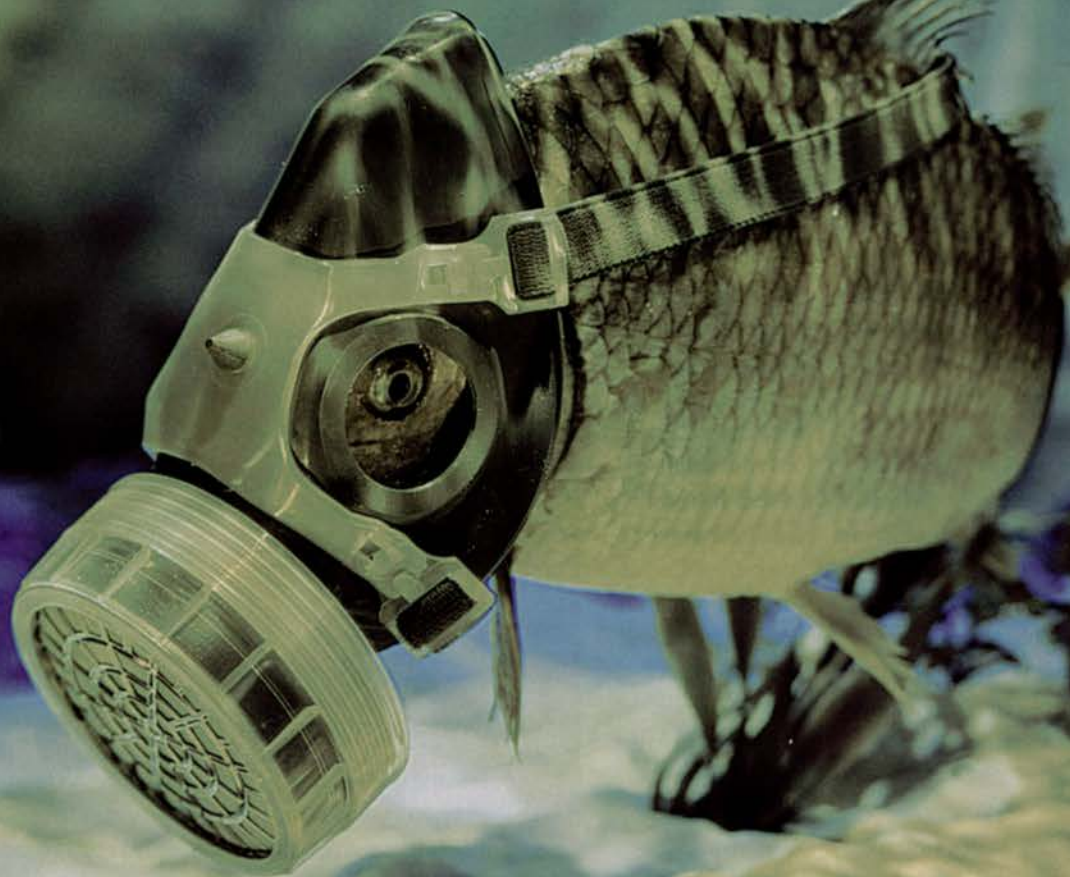
- ▶ Take an active role
- ▶ Review your company focus at least once a year to stay in tune with your business evolution
- ▶ Make sure that the problem isn't beyond repair. Clearly communicate with your customers and crews to avoid confused expectations. Problems can often be fixed with simple clarification
- ▶ If you have to move on, leave on good terms. Customers feel better about parting company when you tell them that you want to meet their expectations, but can't
- ▶ Remain professional. Give notice and set a reasonable time frame for your exit
- ▶ Help your customers find a replacement
- ▶ End the business arrangement, but not the relationship, encourages Ed Laflamme. Former customers can remain excellent referral sources. Stay in touch and check their progress from time to time

with them, we give them ample notice that when the current agreement expires they'll need to get someone else. We let them know that we'll help them through the transition.

"Taking an effective, active approach, preserves goodwill between you and the customer long after the business arrangement ends. Customers who leave on good terms will likely refer your services, especially if you deal with property managers, who may move to another location where a new arrangement would be profitable."

Lueders adds, "I think you have to look at the value of the client beyond just the amount of revenue they bring. You don't want anyone to bad-mouth your company. The idea is to let go of customers when the time comes in a way that doesn't threaten your ability to attract new customers." **LM**

— The author is a freelance Green Industry writer in Sacramento, CA. His e-mail is [mriley33@sbcglobal.net](mailto:mriley33@sbcglobal.net)



## Maybe It's Time to Look into an Aeration System

No one should have to live with poor water quality. Being the industry leader for over 50 years, Otterbine offers a variety of surface spray and



sub-surface aeration systems that effectively circulate water and transfer oxygen. And with independent testing conducted by the University of Minnesota, you can rest assured that Otterbine systems will surpass all industry standards and your expectations. The result? Beautiful, healthy waterways—on the surface, as well as below where it counts!



1-800-AER8TER

610-965-6018 • [www.otterbine.com](http://www.otterbine.com)

Product leasing available.

CIRCLE NO. 110



# Maintain healthy ponds



Water features increase a property's value, but only if they're properly maintained, bottom.

## Follow these steps to preserve your clients' water gardens

BY MICHAEL VAN ERDEWYK

**P**onds and water gardens are the fastest growing segment of landscaping today. They're soothing and provide visual stimulation that transforms outdoor living areas.

But ponds and other water features do more than just add aesthetic pleasures; they also increase a

property's monetary value — but only if the water is properly maintained.

If bodies of water aren't properly managed, fish and bird waste, fertilizer runoff and other organic matter may disturb the water's biological balance and result in poor water quality and clarity. Proper

pond management can also be an opportunity to add new services and generate additional revenue.

The two most common methods for improving and maintaining water clarity are chemical treatments and biological augmentation. Landscapers may wonder which method is best for the long-term health of landscapes and the environment.

### Chemical vs. biological

Chemical treatments are often thought of as a convenient quick fix because they're added to the water when foul conditions become excessive, clearing the water in short time. But using chemicals can cause both short-term and long-term problems. An overdose of chemicals can kill plants, fish and other aquatic life. Also, when chemical treatments are used over many years, a

toxic layer may form on the bottom of the pond.

A more preventive approach to achieving water quality and clarity is biological treatments. These use special bacteria to reduce the amount of nutrients and organic matter in the water. These bacteria produce enzymes that break down complex organic matter into simple nutrients. Bacteria then consume the extra nutrients.

You don't see immediate results with biological treatments; they take time. But they also provide a healthier long-term solution that ultimately is a better way to manage a pond, and won't adversely affect the environment.

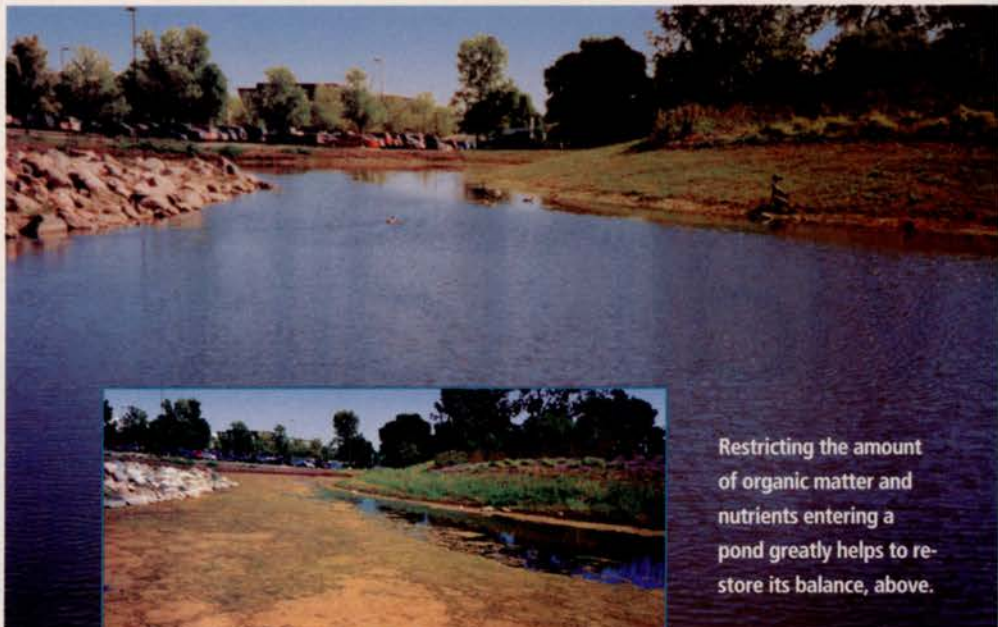
**Reducing organic waste**

The best way to maintain a pond is to reduce or prevent the amount of organic waste and nutrients entering it — reducing the amount of fertilizer used in the vicinity or by creating a buffer zone around it.

Mosquitoes breed in water that's stagnant, heavily polluted and full of organics and algae. By reducing the organic matter and nutrients, and improving the water quality and clarity, pests are minimized.

Maintaining low nutrient levels also prevents "spikes," which can be hard on the ecosystem and cause sludge, algae and pests. Using chemicals to spot-treat problems usually causes a cycle of spikes — chemicals kill algae, algae sinks to the bottom and decomposes, and more nutrients are released into the water to feed more algae.

Chemicals may also exacerbate an algae problem over time. After the chemicals kill the existing algae, the dead algae then sinks to the bottom of the pond and decomposes. This releases nutrients back into the water, creating even larger algae



Restricting the amount of organic matter and nutrients entering a pond greatly helps to restore its balance, above.

blooms. More chemicals are then added to remove the bloom; the cycle continues.

**Four steps**

In using a successful biological approach to treat a pond or water garden, establishing and maintaining ecological balance is the prime objective.

Consider this four-step program:

**1 Test:** Test the water source to determine its initial quality and whether the water is balanced. Weekly testing will provide helpful information in maintaining a balanced ecosystem. Look for the important indicators of water quality: pH, alkalinity, nitrites, nitrates and phosphates. If the water contains fish, test also for dissolved oxygen and ammonia. Test at the same time of day, preferably in the morning, as pH typically rises throughout the day and other parameters also change.

**2 Balance:** If the pH level is too high or too low, it needs to be balanced. Proper pH levels allow for naturally occurring beneficial bacteria to thrive, prompting a higher likelihood of ecological balance. Balancing pH requires gradual changes, especially if fish are present, by adding small

doses of either an acid (sodium bisulfate) to lower the pH or a base (sodium carbonate) to increase the pH until pH levels are between 6.0 and 8.5. Increase alkalinity by adding sodium bicarbonate (baking soda). Ammonia, nitrites and nitrates can all be balanced by using beneficial bacteria.

**3 Treat:** Once the pH and alkalinity are in balance, the next step is to add the biological treatment to get rid of excess nutrients and organic matter in the water. Most people prefer beneficial bacteria because it breaks down and consumes the nutrients, but the bacteria must be added regularly in order to prevent spikes. There are new products available with a unique dispensing system that continuously releases beneficial bacteria over about 30 days. When added to water, these special bacteria produce enzymes that break down complex organic matter into simple nutrients. The bacteria then consume these excess nutrients and balance the water.

There are also bacteria larvicides, such as BTI, that will kill mosquitoes while they're still in the larval stage. Improving the water quality by reducing the nutrient load makes it possible to use less larvicide because the mosquito larvae feed off the organic matter and nutrients.

**4 Repeat:** The final step in maintaining a healthy pond is to regularly repeat the previous steps. While it may take several weeks or even several months to com-

pletely break down the organic matter and excess nutrients in the water, a little patience will yield some really good results. **LM**

— The author, a biologist and chemist, is the president, CEO and founder of Bioverse, Inc., [www.bioverse.com](http://www.bioverse.com). He can be reached at 877/948-0303.

## Biological pond management companies

If you would like more information on biological pond management, here are some companies to contact:

### Bioverse, Inc.

10800 Lyndale Ave. South, Suite 150  
Bloomington, MN 55420  
877/948-0303  
[www.bioverse.com](http://www.bioverse.com)

► Manufactures the Healthy Ponds biological water management program, which includes a patented dispenser for once-a-month application of beneficial bacteria, a biological larvicide for mosquitoes, and a water testing and balancing system.

### Ecological Laboratories, Inc.

215 N. Main St.  
P.O. Box 132  
Freeport, NY 11520  
800/645-2976  
[www.microbelift.com](http://www.microbelift.com)

► Manufactures the Microbe-Lift line of biological water treatment products.

### Meridian Aquatic Technology, LLC

4041 Powder Mill Road, Suite 205  
Calverton, MD 20705  
877/208-2628  
[www.aquamats.com](http://www.aquamats.com)

► Manufactures AquaMats, which create a surface that encourages the growth of beneficial bacteria in lakes, ponds and water gardens.

## Introducing **DRYCONN**<sup>TM</sup> WATERPROOF CONNECTORS from King Innovation



### Innovation has always had a first name...King.

We invented and patented the "One Step"<sup>®</sup>, easy-twist, filled connector and proudly make them in the U.S.A. Our new brand name reinforces that same quality connection. "DryConn" will be the waterproof connector everyone will ask for by name. Wherever moisture exists: landscaping, irrigation or direct bury, DryConn<sup>TM</sup> Waterproof Connectors are the perfect solution.

Get your **FREE** Sample Today!

Call 1-866-DRY-CONN (1-866-379-2666)

You'll love the ease, simplicity and reliability of DryConn<sup>TM</sup> Waterproof Connectors...  
America's original patented filled connectors!

# **KING** **INNOVATION**<sup>TM</sup>

Where Quality and Innovation Connect<sup>SM</sup>

3801 Lloyd King Drive • St. Charles, Missouri 63304 • 636.519.5400 • [www.kinginnovation.com](http://www.kinginnovation.com)

IR ©2003 KING Innovation

Circle 111

## Property at a glance

Location: Austin, TX

Staff: TruGreen-Landcare

Category: Government Building or Complex

Total budget: \$97,177

Year site built: 1887

Acres of turf: 17.8

Acres of woody ornamentals: 1.07

Size of display beds: 47,000 sq. ft.

Total paved area: 1.5 acres

Total man-hours/week: 81

## Maintenance challenges

- ▶ Brown patch on St. Augustinegrass
- ▶ Foot traffic
- ▶ Special events

## Project checklist

Completed in last two years:

- ▶ Topdressing with compost
- ▶ Better water management
- ▶ Safety tree trimming

## On the job

- ▶ 14 full-time staff, five seasonal employees and one licensed pesticide applicator

## Texas State Capitol

## 2002 PGMS Grand Award Winner for Government Building or Complex

Ivan Giraldo has come a long way from his hometown of Colombia, South America. The branch manager for TruGreen-LandCare came to the U.S. in 1985 to partner with two brothers in a landscaping company in Miami.

"I always had an appreciation for the outdoors," Giraldo says. "Growing up, I enjoyed gardening and taking care of the landscape at our house."

Today, he gets to supervise the grounds care at the Texas State Capitol, which is contracted out to TruGreen-

LandCare through the State Preservation Board. Needless to say, this is a high-visibility site with 1.5 million visitors annually. If it looks poor, it reflects poorly on the entire state.

"Sometimes we feel like we have a lot of supervisors," Giraldo says. "If something's wrong, there's bound to be someone who will report it. And that's what forces us to make sure everything is right."

Giraldo and his crews have to pay special attention to adhering to water restrictions issued by the state. It's almost



Ivan Giraldo, left, and his crew must set an example in grounds care for the entire State of Texas.



as if they're setting an example for the rest of the state. "People pay attention if we overwater," he says. "The perception is that we don't have to follow the rules. So we adhere to those restrictions to say, 'If we can do it, so can you.'"

Giraldo and his crews have to anticipate and adapt to schedule changes at a moment's notice. All chemical application must be completed early in the morning before visitors arrive. Excessive foot traffic requires twice-a-year aeration and topdressing with compost.

**PGMS**  
**Landscaping**  
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 2003 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2002 Awards, contact PGMS at:

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



Irrigation management is one of the TruGreen-Landcare team's most visible strengths at the Capitol that receives 1.5 million people annually.



Ivan Giraldo's crew maintains almost 18 acres of turf and 47,000 sq. ft. of colorful display beds. Brown patch on the St. Augustine turf is an ongoing maintenance challenge.



# POWER EXPO

## 2003

LANDSCAPE, NURSERY & TURF  
POWER EQUIPMENT EXPO



PENNSYLVANIA  
LANDSCAPE & NURSERY  
ASSOCIATION

- ✓ The only show of its kind in the Northeast!
- ✓ Exhibits all in one room on one level
- ✓ LIVE Equipment Demonstrations
- ✓ Power Equipment Rodeo
- ✓ Visit us at [www.plna.com](http://www.plna.com)

Produced by the Pennsylvania Landscape & Nursery Association, the folks that bring you PANTS, the Penn Allied Nursery Trade Show. Supported by Pennsylvania Department of Agriculture

**WEDNESDAY & THURSDAY NOVEMBER 12-13, 2003**  
**PENNSYLVANIA FARM SHOW COMPLEX ♦ HARRISBURG, PA.**  
**CALL 800.898.3411 FOR FURTHER DETAILS**

# Leadership insights

GROWING GREEN INDUSTRY LEADERS

SUPPLEMENT TO LANDSCAPE MANAGEMENT

## Training for success

Riverside Tree & Landscaping Co., Salsbery Brothers and Western Lawns have used training to improve their success. Here they share their suggestions for making sure employees get the most out of their training:

### 1 Be enthusiastic but efficient.

Have energetic, informed and motivated people lead sessions. Be prepared and make efficient use of the time you have to train.

**2 Set goals.** Marty Yenawine of Riverside Tree & Landscaping Co. suggests employees write goals on 3x5 cards to help develop a positive attitude. "Their goals are their own. We encourage them to share their goals with those that can help them achieve them," he says. "It helps them tap into what they're willing to do to make their job a career."

**3 Schedule timely topics.** When planning your training sessions, train on issues that are pertinent during that season. "We sit down at the beginning of the year and outline the 52 topics we'll train on and when that training would be most beneficial to our employees," says Dave Jefferson, Salsbery Brothers sales manager.

### 4 Don't discount cross-training.

Teaching how each aspect of

the business affects the bottom line can make employees understand that their performance has a direct impact on the company's success.

**5 Make it count.** At Western Lawns, training is scheduled in the morning to ensure as many people as possible participate – and the trainers are keeping track. "We keep attendance and use that record to evaluate how important training is to an individual and his crew," explains Tom Stewart, account manager. "That information is used not only to evaluate pay raises but also to decide if an employee is committed to being the best he can be."

**6 Stress safety.** At Salsbery Brothers, safety is a consistent training theme. Whether the whole training session focuses on the safe use of machinery, how to prevent heatstroke or merely a quick tip at the end of the session, safety rules. "If you can be safe, you can be efficient," Jefferson says.

*Continued on page 5*

## From the front lines

### Make an impact with fun training

**W**hen Dawn Sanford joined the green industry in 1996, she knew very little about it. Through hard work and determination, Sanford has learned the business and now impresses the importance of training on her employees.

"I will always pay for classes, whether green industry-related or for self improvement. We all benefit from continued learning," she says.

Sanford says it is important to have fun and incorporates role playing to help lighten the mood during training.

"We keep our training short, sweet and to the point. That way no one gets bored, and we learn in a fun environment, which allows everyone to feel comfortable," she says.

Sanford says the company's favorite role-play situation is dealing with difficult people.

"We always remind ourselves that when a customer comes in with an attitude, they aren't necessarily upset with us. We try to take that situation, turn their mood around and get a smile out of them."

Starting every day with a positive attitude and a focus on fun rubs off on the employees and their customers.

"We are all about making the most of each day," Sanford says. "This shows up in everything we do. That's why no matter what we do, we have fun. That's why our customers love to come in and do business with us." ■

Every great thing that has ever been accomplished or will be accomplished happens through people."

— JP Horizons' Jim Paluch, in "Five Important Things"



# Running LAPS



BY BOB COULTER / DIRECTOR OF PROGRAM DEVELOPMENT

## Delivering Just in Time Training

**L**eaders are the people in a company that go before and show the way. They possess the elements of personal character and communicate effectively to foster trusting relationships. Leaders succeed by building teams and partnerships. They approach each challenge by understanding their destination and create a plan to get them there. Leaders manage themselves and their time so that they stay out of the short-term trap of urgency.

To make this all happen, they need to grow the skills of their team members. Owners, managers, supervisors and foremen have all said they are challenged with spending too much of their time doing the work of others. They can list a dozen reasons why this exists. Then they speak in one voice when they say that they have a desire to transfer their knowledge and responsibility to other members of the team. Just in Time Training has been designed as an approach to prepare individuals on their team to accomplish these assignments in an effective and efficient manner. It is as simple as executing **The 4 P's**.

**1 PREPARE** – It is important to define how a job or assignment should be completed in its entirety. This process should include the materials needed to perform the assignments, how the completed job should look and the time expectations for the task. The trainer should ensure that the environment is created for the employee to learn the job:

- Describe job success
- Identify tools needed
- Time expectations

**2 PRESENT** – It is crucial that an employee see the final product they are expected to produce. The trainer needs to complete the assignment and describe what they are doing in the course of the work. The job should be broken into pieces so that it can be digested by the employee. List the four key steps that have to be completed to ensure that the assignment is a success.

**3 PRACTICE** – The employee needs to be able to complete the assignment under the trainer's supervision. While the employee completes the assignment, the trainer needs to pro-

vide detailed feedback. By identifying what the employee is doing right, you will reinforce good behavior, and by addressing errors, you will be able to redirect when needed. Identify the things that have gone well and any issues that should be corrected:

- Reinforce Success
- Errors that need correction

**4 PERFECT** – The employee should demonstrate that they have mastered the assignment. The work should be inspected to ensure the trainee has perfected the assignment. The inspection should conclude with a review of the trainee's performance and key elements captured to show success.

- Describe key elements that they have mastered

When you take an individual through the **4 P's** of training you will be able to transfer the knowledge and responsibility to the employees that need to execute key assignments. This program will ensure that each leader gets some crucial time back in their day and prepares key individuals to grow their contribution.

Identify one key member of your team that needs to grow their capacity in one area. Follow the plan and watch them grow their contribution while you get freed up to focus on the high-impact duties that you need to address in your role. ■

***Jim Paluch, Bob Coulter and the JP Horizons team, through decades of combined experience in business, bring People Solutions to companies through innovative training, creating compelling visions and systematically growing leaders. Contact them through their Web site at [www.jp Horizons.com](http://www.jp Horizons.com).***

### LAPS Regional Leaders (as of May 30)

**Dallas:** Jeff Haynes, Baton Rouge Lawn Pro – 831 points

**Indianapolis:** Van Neie, Melieu Design – 840 points

**Jacksonville:** Bill Felton - Vila & Son Landscaping Corporation – 390 points

**Providence:** Charles Wiley, Vineyard Gardens, Inc. – 861 points

**San Francisco:** Eric Watanabe, Majestic Pools & Landscapes – 1378 points



# ALCA certification cultivates professionalism, leadership

Earning a Certified Landscape Professional or Certified Landscape Technician designation is a great step for green industry employees who want to take their game to the next level.

While certification is voluntary, John Allin, chairman of the Certification Board of Governors, believes participation in ALCA's certification program is mandatory for anyone who wants to establish themselves and their companies as the best of the best.

"The self-satisfaction that comes

with passing the CLP test was enough for me, personally. But using the designations to your company's benefit is an added incentive," he says. "What better way to set yourself and your company apart and to raise your own esteem. If you think of yourself as a professional, then you'll be a professional."



**John Allin**

Allin says certification

is a valuable and powerful tool that can boost the professionalism not only of the employee and the company, but also of the industry as a whole.

Participating in the certification process and interacting with ALCA gives green industry colleagues the opportunity to interact with other professionals and fosters an environment for people to bolster their leadership skills.

"While completing the certification process brings out leadership qualities, it does not inherently instill them," he says. "Certification is one part of the whole process of indoctrinating professionalism within oneself and one's company. One leads to – and leans on – the other."

For more certification information, call 800-395-ALCA, visit [www.alca.org](http://www.alca.org) or e-mail [certification@alca.org](mailto:certification@alca.org). ■

## ALCA Certification Program objectives:

- To raise the standards of the profession;
- To encourage self-assessment by offering guidelines for achievement;
- To identify people with acceptable knowledge of principles and practices of the profession;
- To award recognition to those who have demonstrated a high level of competence in the profession;
- To improve performance within the profession by encouraging participation in a continuing program of professional development.



**CERTIFIED  
LANDSCAPE  
PROFESSIONAL**

**Certified Landscape Professional:** The program is designed for interior and exterior landscape company owners and managers who want to establish themselves (and their companies) as leaders in the industry.

**Certified Landscape Technician (Interior):** The program is designed for interior technicians who want to demonstrate a mastery of a body of knowledge recognized as the international standard.

**Certified Landscape Technician (Exterior):** The program is designed for exterior technicians who want to establish credentials by meeting international standards for safe and effective operation of machinery and demonstrating a thorough understanding of all facets of the position.



## In this issue

### CONTENTS

#### 4 Be committed and consistent

Take a robust approach to training with weekly sessions that will enlighten and empower your employees.

#### 4 Avoid communication gaps

Companies offer bilingual training to help eliminate communication breakdowns with their Hispanic workforce.

#### 6 Customer service training is key

Husqvarna President David Zerfoss uses training to support the company's customer service philosophy.

## THIS COULD BE THE ANSWER FOR YOU!

"The Training Challenge is a home run in the ninth inning of the seventh game of the World Series on national television...it is awesome."

– Mike Rorie, *Groundmasters Inc., Cincinnati, Ohio*

"The best thing about the Training Challenge is that I'm not the one doing the training, my employees do it all, and love it."

– Nick DiBenedetto, *ND Landscaping, Boston, Massachusetts*



### STAFF



Published by Advanstar Communications

**Tony D'Avino** Group Publisher

**Ron Hall** Editor-in-chief

**Jason Stahl** Managing Editor

**Jim Paluch** Contributing Editor

**Cheryl Higley** Project Coordinator

**Lisa Lehman** Art Director

**Jill Hood** Production Manager

# How to meet your training challenges

Owners and managers rely on consistency and commitment to make a difference

BY CHERYL HIGLEY

A half-hearted effort in anything isn't likely to produce the desired result, and that is especially true when it comes to employee training. To make education count, leaders responsible for training agree that the keys to success lie in consistency and commitment.

"Consistency is the most important factor we have experienced in a training program," explains Bruce T. Moore Sr., CCLP, president of Eastern Land Management in Stamford, CT. "This includes regularly scheduled training and consistent monitoring of performance and safety programs."

Many leaders believe in weekly training – not only to keep everyone in a routine, but also to stress its importance to the company's performance.

Weekly training, with an emphasis on hands-on learning, encourages participation and keeps the concept fresh, says Johnette Taylor, president of Dallas-based Roundtree Landscaping.

"We have one person in charge of training, who gets the weekly meeting started, reviews the mission statement and introduces the topic and speaker," she explains. "That provides continuity, but if everyone participates, they are more receptive to learning. They know how they felt when they were teaching and are more apt to give attention and respect to that day's speaker."

In addition to sticking with a schedule, it also is important not to be sidetracked by employee resistance.

Frustrated by the negative attitudes of some employees toward its training

## Avoid a communication breakdown

In an industry that employs a large number of Hispanic workers, language barriers can become problematic during training. All three companies profiled ensure its employees are well-trained by diligently knocking down any communication gaps:

Eastern Land Management provides weekly bilingual training sessions, and employees can volunteer to participate in a free weekly ESL (English as a second language) class.

Heaviland Enterprise's safety training officer is bilingual, which make communicating easier. In addition, the STO relies on visual aids and videos to help get the message across. "When an associate sees what you are trying to explain, the comprehension is much higher," says Jim Allen, operations manager.

Roundtree Landscaping also teaches in English and Spanish – sometimes with a twist. "Sometimes training meetings are taught totally in Spanish (with translators). The English-speaking staff members then understand how the Spanish-speaking members feel when they don't understand what's being said. It helps to increase communication."



Heaviland Enterprise's dedication to comprehensive training includes employing a full-time Safety Training Officer. Because its workforce is largely Hispanic, Heaviland Enterprise's Operations Manager Jim Allen says it is important that bilingual training be offered to ensure all workers receive the best, most complete, information.

efforts, Eastern Land Management is considering taking steps that will make the employees more vested in taking part – tying training to evaluations.

“Over the past year, we have made a considerable investment in training programs. We are considering making the programs voluntary and providing more consistent performance evaluations of all employees to reinforce the need for training and personal development,” Moore says.

Heaviland Enterprises in Northern

San Diego County in California, sees training as an opportunity to enhance the professionalism of the company. Heaviland – a commercial landscape management company that focuses on maintenance – employs a full-time safety and training officer who ensures the employees are properly trained, which can help reduce the potential for injury.

“We put our associates first. Proper training keeps our associates working, and working efficiently,” explains Jim Allen, operations manager.

“Our dedication to training helps showcase our professionalism as a company. Clients have an extra degree of confidence in us that our associates are safe on their property and are doing a thorough job because of proper training.”

Motivating employees to learn and making the commitment to training might not always be easy, but Taylor says the end result is worth it: “Even if you think no one is getting anything out of it – they are. Keep doing it!” ■

*Continued from page 1*

## **7 Encourage team building.**

What better way to get your employees excited and in tune with your company’s goals than to make them feel in tune with their colleagues? Attend a Riverside training session and you might end up throwing confetti, doing the wave or maybe just letting out a primal scream. According to Yenawine, it’s for a good cause. “When you get out and act a little silly, it doesn’t take long for the team to group around itself and for them to realize ‘We’re making a difference in this company.’ Training gives people a chance to be good at what they do,” he says. Jefferson agrees: “To see everyone in the company together for 30 minutes in the morning is great. It reinforces the fact that while we might all have different roles, we’re working toward the same goals.”

## **8 Open eyes with role playing.**

A wonderful tool to incorporate is role playing, which allows employees to see how they would respond to a given situation. Once the scene is acted out, you can discuss what was done well and what could have been done better. Jefferson says role playing can be an eye-opening experience for management as well. “As a company that strongly believes in promoting from within, we look for our future leaders during role playing. The people who excel at handling difficult situations in role-playing are apt to



**JP Horizons Leadership Jam participants enjoy a fun, hands-on team-building exercise called “Building Bridges to Unity.” Team members built a 14-ft. suspension bridge using dowel rods, Popsicle sticks and glue guns. The enlightening task is designed to reinforce the concepts of delegation, planning, priorities, teamwork and more effective communication.**

handle that responsibility better in real life and are more likely to be our first choices for promotions,” he says.

**9 Learn by doing.** The best way to teach is by offering hands-on instruction and getting everyone involved. It instills pride in the trainer and the employee. “People are proud of what they know and what they’ve learned. Hands-on training gives them recognition and gives people who haven’t learned the skill an opportunity to learn without being thrown into the fray of a real-world situation,” Yenawine says.

## **10 Listen to your employees.**

Training sessions encourage communication between managers and employees. Ask employees what is important to them. Ask for their input on how to make the company better. Salsbery Brothers has incorporated several business-building ideas that were suggested by employees. “One of the best things I see is when employees have the chance to express their opinions and give feedback. Even if you don’t take their advice, they feel good that you listened to them,” Jefferson says. ■



# By the numbers

BY DAVID ZERFOSS / HUSQVARNA PRESIDENT

## Support customer service philosophy with training

**W**hen I speak with other company presidents, one topic that often comes up in the conversation is customer service, and rightfully so. Providing top-quality customer service is the surest way to keep your business flourishing. Most people will acknowledge that simple truth, yet several recent studies indicate that the top reason customers leave (or change suppliers) is indifference – that is, a lack of attention to their needs and wants. Most notable of all is customers will rarely let you know that they plan to leave you.

As a business leader, how can you ensure that your employees and associates are delivering outstanding customer service – the kind that keeps customers coming back? Communicate with your customers on a regular basis. At Husqvarna, we conduct regular surveys and ask customers questions about all areas of our operations. The results of these surveys are shared throughout our organization so we can take corrective action where necessary.

Another important step to delivering superior customer service is training – instructing your employees on the best practices for effectively serving your customers.

To succeed, customer service training

requires two components: personal development and organizational commitment.

### Personal development

Not everyone is a “born salesperson.” Yet as we say in our company, “Everyone sells.” Everyone that comes into contact with a customer has the ability to influence customer relationships. This doesn’t just mean outside sales people. It includes your accounting clerk, laborers, receptionists etc. In fact, my friend Joe Gibbs once told me that his receptionist “is the most important person on the team” since she comes into contact with the most customers and sponsors on a daily basis.

A focus on training is a key element in each employee’s professional development. Each employee needs the opportunity to cultivate and enhance interpersonal skills that will result in success in the customer service arena.

All employees must have a thorough knowledge of the products, services and policies of the company. This allows employees to answer customer questions directly, quickly and with confidence. At Husqvarna, we utilize an on-line Learning Management System to train and certify our customer service and our field product specialists. This web-based system allows us to ensure

that employees are knowledgeable about our ever-growing, full line of products. They can access the system 24 hours a day. It’s a great tool to train, improve skills and certify what level of knowledge each employee has earned.

To help reach that level of knowledge in your business, take advantage of product training programs provided by manufacturers. Give employees time to review product information and to have hands-on experience with the products.

Employees can also benefit from professional training in interpersonal skills. Many consultants and training companies offer excellent programs tailored to the landscaping industry. Consider sending your employees – especially new ones – to learn about a variety of customer service issues, such as dealing with complaints and handling difficult questions.

### Organizational commitment

At Husqvarna, the customer is at the center of everything we do. When I speak with our customers, our corporate purpose, vision and values are clear. I let them know that our team will earn their business through nurturing our customer, living our values and continuing our heritage of over 300 years of excellence. What message are you as a leader personally communicating to your customers?

Another key communication area is to make sure all your employees know your expectations. I personally introduce our vision and values to every new employee at Husqvarna. When I conduct the president’s welcome and orientation, it’s not

“As a leader in the company, employees look to you as an example of how to interact with customers, vendors and associates. Always be conscious of that fact, and use it as a training tool.”

just about what a great company we are to work for. I talk about how we each match up with our vision and values and how we're going to grow together as people. I believe in the value of people. If they see the vision – the values come out and are communicated to our customers.

Remember that you are a role model. As a leader in the company, employees look to you as an example of how to interact with customers, vendors, and associates. Always be conscious of that fact, and use it as a coaching tool.

Finally, encourage your employees to utilize breakthrough thinking and master the art of conversation. Nothing can improve your customer service levels more than each employee envisioning the future and seeing the important part they play in shaping your company's dynamic future. Once they are enrolled in this future vision, they will naturally communicate it to your customers.

May you grow and prosper. ■

## Leadership Insights Q&A

### Q How has training affected your bottom line?

**A** "Our training has helped our people understand how our company works internally and how the work in the field will help contribute to the bottom line. We focus on production hours and how that ties into the bottom line. We also share with our people how a profit and loss statement works. They get to see how the office people contribute and how they (the field people) contribute. Together we are building a profitable company that knows how to make money."

— Mark C. Borst, President, Borst Landscape & Design, Allendale, NJ

"Training has effected my bottom line because:

1. Employees are more educated on the entire picture and our company's vision.
2. We get valuable feedback during training. The people who perform the hands-on work have ideas managers would not come up with because they are not doing it every day. If management asked the workers' opinions on how to make their jobs more efficient, in most cases they would be blown away with the insight. They probably would be able to implement a process quicker, and it would be easily accepted by the employees. People want to be asked to participate in their jobs and to take ownership of what they do!"

— Tracey Lester, Architerra, Indian Creek, IL

## Thrival Campaign: 100 Fast Leads

Thrival Campaigns is a simple tool developed by JP Horizons that companies utilize to focus employees on accomplishing a specific result that they help develop and systematically define. It provides a path that they can follow on the specific actions that lead to definable positive outcomes. The process develops focus, clear expectations, accountability and a motivated team that gains increased confidence through its accomplishments.

One concept discussed in the Leadership Jam programs was "100 Fast Leads." The following thrival campaign can be used to help leaders get everyone involved in the sales process:

| THRIVAL CAMPAIGN  |        |                 |      |
|-------------------|--------|-----------------|------|
| CAMPAIGN          |        | SPECIFIC RESULT |      |
|                   |        |                 |      |
|                   | Action | Who             | When |
| Dynamic Action 5: |        |                 |      |
| Dynamic Action 4: |        |                 |      |
| Dynamic Action 3: |        |                 |      |
| Dynamic Action 2: |        |                 |      |
| Dynamic Action 1: |        |                 |      |

Name: \_\_\_\_\_ Company: \_\_\_\_\_

- **Thrival campaign:** 100 Fast Leads
- **Specific Result:** Develop a team-oriented program that gets everyone involved in finding and documenting leads to pursue as a company.
- **Dynamic Action 5:** A grand celebration on the 100 Leads and then track how much business comes from them.
- **Dynamic Action 4:** Team members are given their focus areas to search: past clients, old contacts, neighbors, drive-bys. Who else?
- **Dynamic Action 3:** Charts are up and a champion in place to drive the program.
- **Dynamic Action 2:** Hold a training session to discuss leads, why they are important and how we generate them. Introduce the "100 Fast Leads Program."
- **Dynamic Action 1:** Brainstorm a plan of attack that includes a lead sheet, tracking database, visual scoreboard, and reward for the goal.

©JPHorizons



Husqvarna

# FEEL THE POWER.

## LANDSCAPER SWEEPSTAKES

Only Husqvarna offers commercial landscapers the Total Source Solution for all their outdoor power equipment needs. And now, with our Husqvarna "Feel The Power" Landscaper Sweepstakes, you could take home our fully loaded landscaper truck. Look for details of our Demo Tour hitting cities across the U.S. – it's your chance to test drive the newest Husqvarna equipment. But don't wait to enter the Landscaper Sweepstakes – enter online right now at [www.husqvarnalandscaper.com](http://www.husqvarnalandscaper.com). You can also enter by telephone. 1-877-4AHUSKY.

Get ready to feel the power of Husqvarna's total line up of outdoor power equipment at your nearest Husqvarna Power Retailer. For the retailer nearest you, visit us on-line at [www.husqvarna.com](http://www.husqvarna.com) or call 1-800-HUSKY-62.

### WANT IT? WIN IT.

**IT'S TOUGH. IT'S LOADED. AND  
IT COULD BE YOURS!**

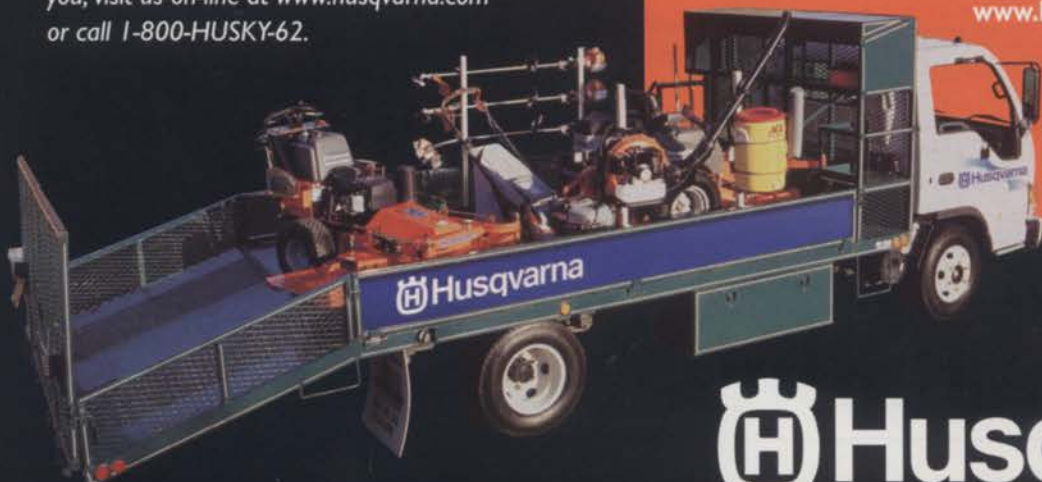
It's the official Landscaper Truck of Husqvarna – fully equipped with the newest Husqvarna outdoor power equipment – and we'll be giving it away at the 2003 Green Industry Expo in St. Louis, November 5-8!

This 2004 commercial truck features a crew cab, gas-powered engine, automatic, air conditioning, grated flat bed, mower ramp and full-size tool rack – and it's loaded with Husqvarna equipment, including a Zero Turn Mower, Hydro Walk, Backpack Blower, Trimmer, Hedge Trimmer, Chain Saw and Edger.

### ENTER TO WIN:

[www.husqvarnalandscaper.com](http://www.husqvarnalandscaper.com)  
1-877-4AHUSKY

See site for  
complete details  
and a monthly  
equipment giveaway.



THE FOREST, LAWN & GARDEN  
EQUIPMENT OF

**NASCAR**

# Husqvarna

© 2003 Husqvarna

**24TH  
ANNUAL  
INTERNATIONAL  
IRRIGATION  
SHOW**

**Cruisin' SUNUP TO  
San Diego SUNDOWN**

November 18-20, 2003  
San Diego Convention Center  
San Diego, California, USA

**If you design, sell, manage, install, or maintain irrigation systems, plan now to be in San Diego for the world's largest show totally dedicated to irrigation.**

You'll find industry innovators from all over the world along with everything related to Agriculture, Golf Course, and Turf/Landscape irrigation all under one roof.

- Trade Show
- Technical Sessions
- Golf Tournament
- Industry Field Tours
- International Business Center
- Business Seminars
- Certification Exams
- Education Courses
- *And more!*

**For more information...**

Fax this completed form to +1.703.536.7019 today or visit [www.irrigation.org](http://www.irrigation.org)

**The Irrigation Association**

6540 Arlington Boulevard  
Falls Church, VA 22042 • USA  
+1.703.536.7080 • [www.irrigation.org](http://www.irrigation.org)



**THE IRRIGATION ASSOCIATION**  
[www.irrigation.org](http://www.irrigation.org)

- Send me information about attending the world's biggest irrigation show, including the education and certification programs that will be offered.
- Send me information about exhibiting.

*Please print legibly in dark ink*

Name \_\_\_\_\_ FIRST \_\_\_\_\_ LAST \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

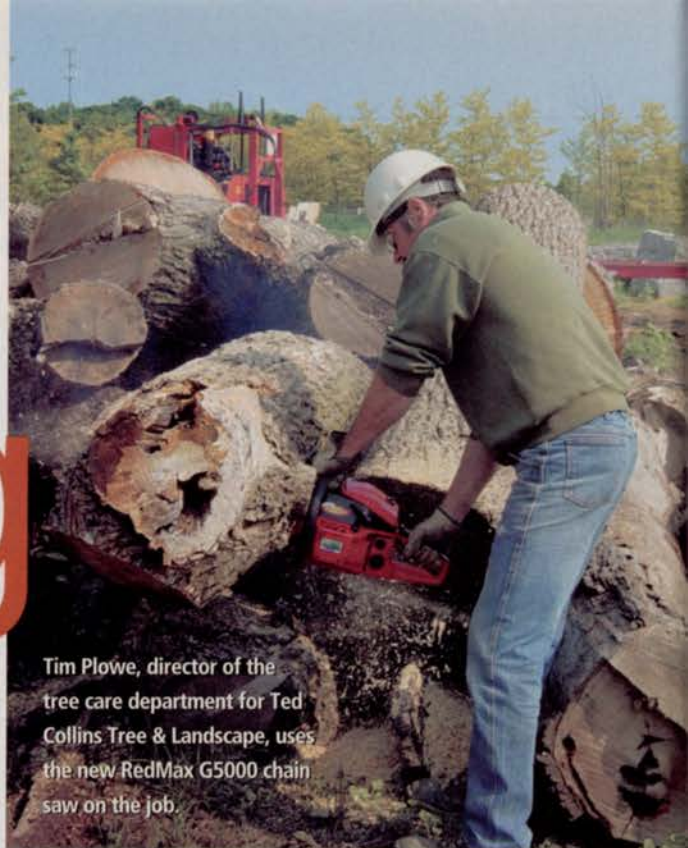
Mailing address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Country (outside US) \_\_\_\_\_ Email \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

# Sawing with safety



Tim Plowe, director of the tree care department for Ted Collins Tree & Landscape, uses the new RedMax G5000 chain saw on the job.

BY CURT HARLER

“**I**nspect a tree before you start climbing,” advises Greg Frank, vice president of Ted Collins Tree & Landscape, Victor, NY. “Safety first.” That means safety for both the arborist’s health and the tree’s health.

“Be sure the trunk isn’t rotten,” Frank continues. “A tree hit by lightning may still have a lot of green leaves, but you’ll see fissure cracks. That limb might break with the weight of a climber on it.”

Next, he advises looking at where you’ll be while in the tree and knowing what you’ll do.

His company spent a lot of time this year caring for trees hurt in the severe winter and ice storms of 2003.

“Once in a tree, we rarely take more than a 12-inch bar,” he says. He likes RedMax saws

for their light weight. “Swinging around in a tree for two to three hours is pretty tiring. You’re looking for maneuverability and light weight.”

First, the arborist will remove dead wood, then crossing branches. The latest research shows that it’s not a good idea to take a lot of live foliage out of a tree, Frank says. More leaves mean more energy for a tree to grow. However, after removing dead wood, he’ll look at the crown shape and make adjustments.

Rough cuts are made with a chain saw. However, final cuts near the trunk are made with a cut-tooth hand saw. To keep the tree healthy, “you don’t want to scar the trunk,” Frank says.

Done properly, tree work can be profitable for all three parties involved: the homeowner, the landscaper and the trees themselves.

**REDMAX ▲**

**800/291-8251**

NORCROSS, GA

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

- G-5000 is powered by a durable 49.3cc engine
- Comes with 16-, 18- or 20-in. bar
- Sparked by CDI ignition
- Dust-free intake, closed transfer port
- Weighs 11 lbs.

Circle #262

**STIHL**

**800/467-8445**

VIRGINIA BEACH, VA

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

- Excellent anti-vibration system
- Heavy-duty air filter for longer cleaning intervals



- Toolless fuel and oil caps with retainer
  - Exclusive toolless Quick Chain Adjuster (QCA)
- Circle #263

**REMINGTON**

**800/858-8501**

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

- The 075703L is a lightweight electric chain saw
  - 1.5-hp motor, uses 10-in. bar
  - External adjusting screw for chain
  - Sprocket cover and hand guard
- Circle #264



**ECHO**

**800/673-1558**

LAKE ZURICH, IL

[www.echo-usa.com](http://www.echo-usa.com)

- CS-8000 comes standard with 24-in. bar and chain
  - 20-, 27-, 32- and 36-in. bars optional
  - 27.7-oz. fuel capacity
  - Weighs 16.3 lbs.
- Circle #265

**FAIRMONT-GREENLEE**

**800/435-0786**

ROCKFORD, IL

[www.fairmont.textron.com](http://www.fairmont.textron.com)

- HC5816 family of chain saws





is ideal for trimming

- Chain and bar adjustment without removing sprocket cover
- Weighs 6.7 lbs.
- Handle position can be oriented horizontal, 60 or 30 degrees

Circle #266

**HUSQVARNA** ▲

**800/487-5962**

CHARLOTTE, NC

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

- 335XPT is designed especially for professional tree care
- Easy handling in high, hard-to-reach places
- 35.2cc cylinder displacement

**SHINDAIWA**

**800/521-7733**

TUALATIN, OR

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



- Lightweight P230 pole pruner is 12.1 lbs.
  - Has overall length of 110 in.
  - Available in eight-, 10-, and 12-in. bar lengths
  - 3/8-in. pitch narrow kerf saw chain
  - Commercial-grade automatic oiler
- Circle #267

**JONSERED**

**877/693-7729**

MINNEAPOLIS, MN

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

- Three new Turbo saws include the 49cc 2150, 45cc 2145 and 41cc 2141
  - Side-mounted chain tensioner, except on 2141
  - Vibration dampening system
  - Slimmer, well-balanced, ergonomic design
- Circle #268

## Font'N-Aire® Fountains

Air-O-Lator fountains enhance the water quality and attractiveness of ponds and lakes. Font'N-Aire fountains are ideal for golf courses, parks, playgrounds and landscaping environments.

### Font'N-Aire® Fountains include:

- Water-cooled submersible motor
- Choice of one nozzle spray pattern
- 100 feet of power cord (longer lengths available)
- Propeller guard and float
- ETL-listed ANSI/UL 508 control panel
- Three-year limited warranty

Available in  
1/2 horsepower through  
5 horsepower models



"THE WATER'S EDGE"

8100-04 Paseo,  
Kansas City, Missouri 64131 U.S.A.  
**1-800-821-3177**  
[www.airolator.com](http://www.airolator.com)  
e-mail: [sales@airolator.com](mailto:sales@airolator.com)

Circle 112

- Takes 12- to 16-in. bars
- Angled front handle for better work grip

Circle #269

**STANLEY HYDRAULIC TOOLS**

**503/659-5660**

MILWAUKIE, OR

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

- CS23 and CS26 pole chain saws designed for groundskeepers, parks
- Both weigh nine lbs. and have 74-in. length
- CS23 handles 12-, 15-, 18-in. bars; CS26, 12 in.
- Fiberglass poles are light

Circle #270

**DEERE ▼**

**800/537-8233**

RESEARCH TRIANGLE PARK, NC

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

- CS71 Pro Series has 5.2-hp (70.8cc) engine
- Bar sizes from 20 to 32 in.
- Inertia chain brake, guide bar safety tip and low kickback chain for safer operation
- Progressive torque provides high-speed cutting and unexcelled productivity

Circle #271



**TANAKA ▲**

**253/333-1200**

AUBURN, WA

[www.tanaka-usa.com](http://www.tanaka-usa.com)

- TCS-3401 is a top handle chain saw
- 33cc, 1.8-hp engine with two piston rings and stress-relieved chrome cylinder

- Oregon bar and chain come

standard

- AirForce air filtration removes particles from intake system
- Weighs 7.9 lbs.

Circle #272

**EFCO POWER EQUIPMENT**

**800/447-1152**

MINNEAPOLIS, MN

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

- Efc0 952 is a 3.15 cu. in., 51.7cc saw
- Anti-vibration and compression release
- Weighs 11 lbs.

Circle #273

**PEOPLE SOLUTIONS**

by JP Horizons, Inc.

**Compelling Vision  
Innovative Training  
Enhanced Leadership  
Breakthrough Sales**

**Driving Business Performance**

[www.jphorizons.com](http://www.jphorizons.com)  
**1-877-JPH-JAMS**

#### FORESTRY SUPPLIERS

800/360-7788

JACKSON, MS

[www.forestry-suppliers.com](http://www.forestry-suppliers.com)

- One-stop source for forestry products

Catalog 54



Forestry Suppliers, Inc.

- 600+ page catalog features hand pruners, loppers, tree pruners
  - Soil sampling and testing equipment and pH meters, too
- Circle #274

#### ARROW-MASTER

309/752-1345

EAST MOLINE, IL

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

- 6p air-powered chain saw
- 18-, 24-in. capacity
- Automatic oiler
- Guide bar nose sprocket for longer life
- Pneumatic motor oil reservoir included

Circle #275

#### MCCULLOCH

800/521-8559

SANTA FE SPRINGS, CA

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

- MS 1838AV gas chain saw
- 18-in. long life sprocket tip bar
- 38cc, 2.3ci engine

Circle #276



# TURF TIME

CUT TIME. CUT COSTS.

## Landscape Service Bodies



Landscaper



Vanscaper



Stake Body



Dump Body

1-800-642-4889

At Supreme, we don't cut corners. So you'll get a truck body that works as hard as you do. Choose from our full line of hardworking flatbed/stake truck bodies: Landscaper, Vanscaper, Stake Body, or Dump Body. Designed to keep your crews on time, on the job, on the money; built to give you years of rugged service. So keep your business running smoothly with a Supreme body. And **GET MOVING.**

 **SUPREME CORPORATION**  
DRIVEN TO GO THE EXTRA MILE

[SUPREMEcorp.com](http://SUPREMEcorp.com)

Circle 113

Say hello to Ron Hall.

He's the mild mannered,

award winning Editor-in-Chief of

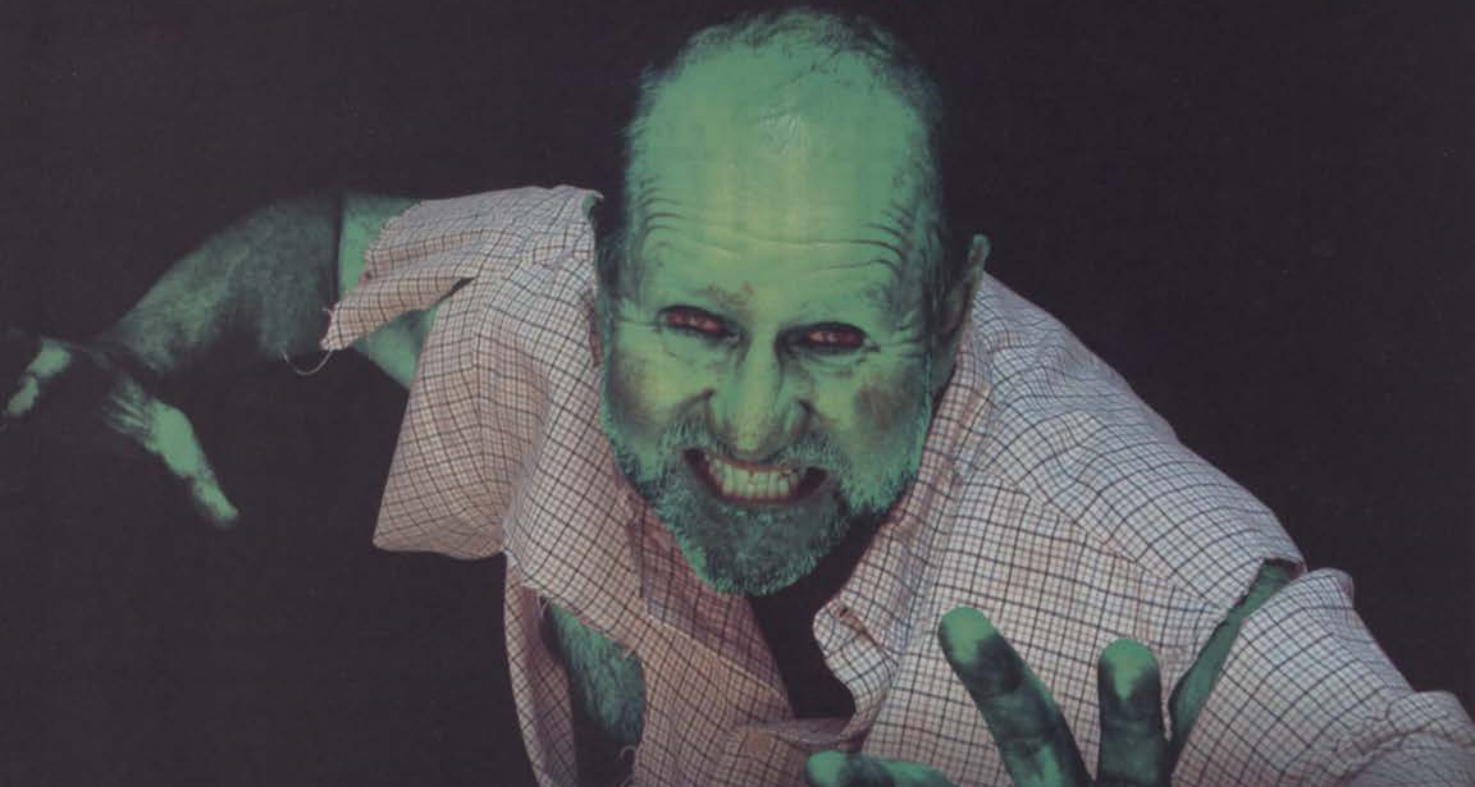
*Landscape Management.*

But when he writes about turf, he changes...



LM's Week in Review eNewsletter presents

## A true monster of the green industry



THE INCREDIBLE

# HALL

Coming soon to an inbox near you. **LM's Week In Review eNewsletter**, featuring Ron Hall, is the industry's most trusted source for green industry information. Register today at [www.landscapemanagement.net](http://www.landscapemanagement.net) to begin receiving this bi-weekly eNewsletter.

Advanstar Communications presents a Landscape Group Production

Starring Ron Hall • Also Starring: Jason Stahl, Sue Porter, Lynne Brakeman, Karl Danneberger • Casting by Mindy Moczulski • Directed by Tony D'Avino  
Producers: Pat Roberts, Kevin Stoltman, Michael Harris, Joe Sosnowski, Nicole Himsel • Executive Producer: Alex DeBarr • Director of Art: Carrie Parkhill

**Landscape**  
MANAGEMENT

★ ADVANSTAR LANDSCAPE GROUP



# Turf fertility the responsible way

## Learn the ins and outs of new government regulations

BY MIKE ARCHER

**I**n the past, designing a fertilizer program was simple. You reviewed your soil test or relied on your experience to decide what to buy. Then, you bought any fertilizer that replaced nutrients you were lacking. But things aren't so simple anymore.

Today, we have to take pollution issues into account when putting together a fertilizer program. Eutrophication of watersheds, which occurs when algae and water plants take over a lake, has become a major concern. Also, groundwater pollution plus a desire to eliminate the wasting of nutrients is changing the fertilizer world.

Point source pollution usually comes from a specific address — think of a factory exhaust stack or a leaking fuel tank. It's harder to describe the source of non-point pollution, which usually comes from farms, parking lots or other large areas under the control of more than a single owner.

But both point source and non-point

pollution are getting increasing attention from every level of government, including state and regional authorities.

For example, Wisconsin is implementing Department of Natural Resources NR 151 Subchapter III rules, which will require all non-municipal properties greater than five acres to have a nutrient management plan. These rules take effect March 10, 2008. Other states and local governments will likely enact regulations sooner.

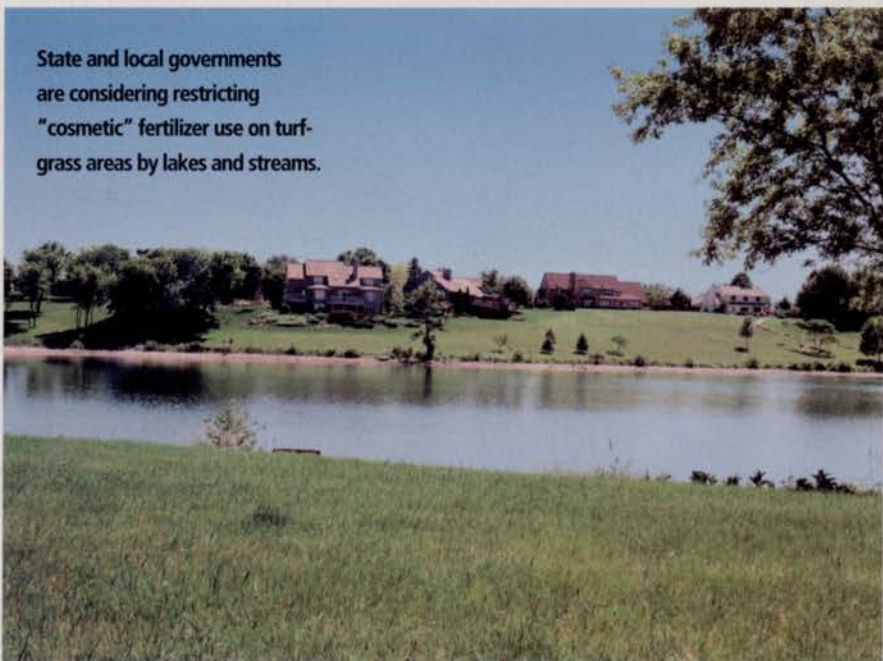
Because of these new requirements, you need fertilizers that not only grow

plants but also meet environmental concerns. Therefore, nitrogen and phosphorus management must now be an essential part of your fertilizer program.

### Nutrient losses

Nitrogen fertilizers are a problem when they're lost to the atmosphere and through leaching into groundwater. When a nitrogen fertilizer breaks down in the soil, it eventually becomes a negatively charged nitrate (NO<sub>3</sub><sup>-</sup>) ion. Because clay in the soil is also negatively charged, these nitrate ions

State and local governments are considering restricting "cosmetic" fertilizer use on turf-grass areas by lakes and streams.



aren't absorbed onto these particles; they move with the soil water. When this water leaves the zone where plant roots are growing, it's considered to be leached, you've wasted your money and the fertilizer has become a possible pollutant.

Phosphorus is represented in one of two forms in the soil. The first is insoluble, usually attached to soil particles, and is only a problem when erosion occurs. The second form is called Dissolved Reactive Phosphorus (DRP), and is soluble in water and will move with groundwater. DRP is usually found as a manure component.

The most limiting nutrient in natural water is phosphorus. The two main sources of phosphorus in groundwater are manure and applied fertilizer. When the amount of phosphorus moving to lakes and streams increases, the result is increased algae and water plant growth. This results in:

- ▶ excessive plant and algae growth,
- ▶ oxygen depletion (which kills fish),
- ▶ odor from decaying fish and vegetation,
- ▶ ultimate limits on water use for tourism and recreation, and
- ▶ loss of quality drinking water.

The other nutrient that commonly pollutes is nitrogen. It's estimated that 10% of the private drinking wells in Wisconsin contain over the 10 ppm nitrate enforcement standard. This is alarming to families with infants since their digestive tracts convert nitrates to toxic nitrites.

#### Whole lotta regulation

Governmental agencies ranging from local communities to the U.S. Department of Agriculture (USDA) are attempting to regulate the amount of fertilizers and manures applied. Presently, the USDA has adapted regulations that are setting limits to the animal manure application rate. Because of this, farmers now need to supply a fertilizer management plan when they apply for federal crop benefits.

## Choose a fertilizer that releases its nutrients as plants need them.

Local municipalities and state governments are also reviewing "cosmetic" fertilizer use done on golf courses and landscapes. Since these requirements are only being enforced on areas over 10 acres, most home lawns are excluded. However, local municipalities are attempting, and in some cases passing, legislation to enforce limits on phosphate fertilizer use.

The proposed DNR 590 Standard in Wisconsin implements several rules which, if applied to non-agricultural users,

will change how landscape applicators apply fertilizer near lakes, ponds and streams. One of these rules prohibits fertilizer application within 1,000 feet of a lake and 300 feet of a perennial stream. Another limits application to farther than 200 feet from a well.

In the face of all this tough regulation, many industry experts question if lawn-applied fertilizer is truly to blame for groundwater, lakes and stream contamination. Bird droppings (particularly rich in phosphates), leaves, misplaced clippings, soil erosion and other natural sources are also known to contaminate water supplies. Through the efforts of Jim Skillen and the Responsible Industry for a Sound Environment, more than \$300,000 will be spent on

## Fertigation

Finally, a quality lockable fertigation system for landscape and sports turf.

Turf Feeding Systems is the leader in fertigation systems for golf with over 1500 systems installed worldwide.

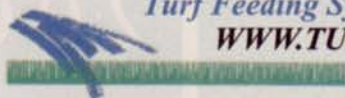
TFS has introduced a line of quality systems for landscapes. With six models and ten capacities to satisfy your application and your property.

Feed lightly with each irrigation cycle. Control color and growth, while reducing labor.

**Call Today**  
**(800) 728-4504**



**Turf Feeding Systems, Inc.**  
**WWW.TURFFEEDING.COM**



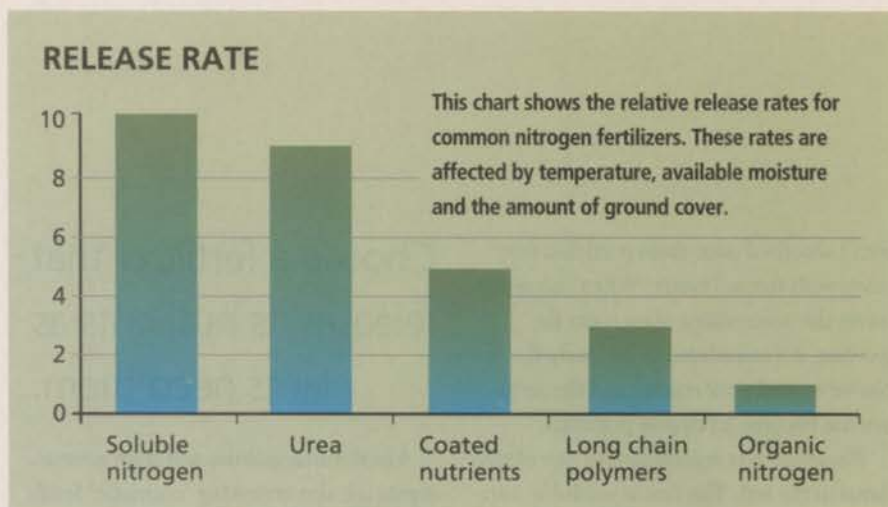
Circle 114

studies at the University of Minnesota and Cornell University to answer this question.

#### What to use?

Even though we know that fertilizers may only be a small part of the water pollution cycle, we need to do all we can to minimize this risk. That means we need to use fertilizers that stay where we place them, don't easily leach, and release only when plants need them.

Fertilizers behave differently after they're applied. One way to predict the way fertilizer will behave after you apply it is to look at the label on the bag, or the guaranteed analysis statement. This lists all the ingredients in the fertilizer, most importantly its amount of slow release nitro-



gen components. From this label, you can find which ingredients are most prevalent. For example, a blend with a high amount of slowly available water soluble nitrogen (SAWSN) probably has coated urea and possibly methylene urea as components. Become familiar with the label, and call your supplier or the fertilizer manufacturer listed on the label with any questions.

#### Soil fertility analysis

The best way to serve the environment and your customer is to apply fertilizer in accordance with a soil fertility analysis. For residential lawns, sampling representative soils in a particular region will allow you to compile a reasonably accurate picture of what those lawns need. For large areas, sample and analyze every three to four years. Keep records of the amount and type of fertilizer you apply to track the results of your fertilizer applications.

Next, choose a fertilizer that will release its nutrients as plants need them. Fertilizers high in SAWSN and water insoluble nitrogen release their nutrients slowly so plants can use them before they have a chance to pollute natural waters.

Don't apply fertilizer where it can easily wash into natural waters. When you fertilize bare soil before seeding, sodding or sprigging, make sure silt fences are in place.

These steps are no guarantee against more regulations, but they can help convince the public that our industry is conscious of the effects of pollution. Our track record should show our environmental stewardship. **LM**

— The author is a Market Development and Research Coordinator for Milorganite with more than 30 years of experience in the fertilizer industry.

Read More [www.landscapemanagement.net](http://www.landscapemanagement.net)  
For a list of fertilizer ingredients and their attributes, visit our Web site at [www.landscapemanagement.net](http://www.landscapemanagement.net).

www.westernexpo.com • phone (800) 748.6214

october 22-23, 2003

LAS VEGAS  
CONVENTION CENTER

AFFORDABLE TRAVEL

CUTTING-EDGE PRODUCTS

NEW VENDORS

PROGRESSIVE IDEAS

expect it all



western  
EXPO  
2003





# If you think we look great,

## take a look at our sister...

*Landscape Management's* hot new sister publication, *Landscape Design/Build*, is turning heads and grabbing the attention of professional landscape design/build contractors everywhere!

**This is no ordinary magazine ...**

*Landscape Design/Build* equips contractors with practical information on managing and growing their business, landscape design concepts, construction innovations and savvy product selection ideas.



To get your hands on the latest issue, go to  
[www.landscapedesign-build.com](http://www.landscapedesign-build.com)

To advertise, contact

**TONY D'AVINO**  
GROUP PUBLISHER  
440-891-2640

[tdavino@advanstar.com](mailto:tdavino@advanstar.com)

★ ADVANSTAR LANDSCAPE GROUP

**Landscape**  
MANAGEMENT

Landscape  
**Design/Build**

# What's Green, Big and Moves Every Year?

It's the Green Industry Expo, where everybody comes to see what's new in the green industry. This year, GIE moves to St. Louis, Missouri, at the Cervantes Convention Center at America's Center from November 5 - 8, 2003.

This Expo is like none other, featuring more than 60 educational conference topics, 350-plus exhibitors launching new products, hands-on action with demonstrations at our Product Field Day, and the networking opportunity of a lifetime attended by over 6,000 industry professionals.

FREE attendee registration for the GIE trade show is available at [www.gieonline.com](http://www.gieonline.com), where you can also find convention details. For more information, visit our Web site, call 888-303-3685 or email us at [info@gieonline.com](mailto:info@gieonline.com).

If you'd like to receive the GIE/2003 brochure, please fill out the information below, clip and send it to GREEN INDUSTRY EXPO, 1000 Johnson Ferry Road, NE, Suite C-135, Marietta, GA 30068-2112, fax this to (770) 579-3835 or visit us at [www.gieonline.com](http://www.gieonline.com).

- SEND ME INFORMATION ON ATTENDING THE TRADE SHOW & CONFERENCE.  
 SEND ME INFORMATION ON EXHIBITING MY PRODUCTS.

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

GIE AND ITS EXHIBITORS MAY USE YOUR CONTACT DATA TO FORWARD YOU SHOW UPDATES AND PRODUCT INFORMATION. CHECK HERE  IF YOU WISH TO HAVE YOUR INFORMATION WITHHELD.

GIE is sponsored and endorsed by:

**ALCA**  
Associated Landscape  
Contractors of America  
(800) 395-2522  
[www.alca.org](http://www.alca.org)

**PLCAA**  
Professional Lawn Care  
Association of America  
(800) 458-3466  
[www.plcaa.org](http://www.plcaa.org)

**PGMS**  
Professional Grounds  
Management Society  
(800) 609-7467  
[www.pgms.org](http://www.pgms.org)

**GIE**  
**GREEN INDUSTRY EXPO**  
Professional Products, People and Ideas

# products

TECH CENTER

## Exmark makes ROPS standard on mid-mount Zs

A Rollover Protection System (ROPS) will be a standard feature on the 2004 line of Exmark Lazer Z mid-mount zero-turn riding mowers. The two-post ROPS has a fold-down feature to facilitate easy on/off trailer loading as well as mowing around low tree limbs. The addition of the standard ROPS is part of a company-wide safety initiative, and follows Exmark's November 2003 release of Driving in the Safety Zone, a bilingual educational video directed at commercial and landscape maintenance operators that outlines safe operating practices for zero-turn riding mowers.

For more information contact Exmark at [www.exmark.com](http://www.exmark.com) / circle no. 250

## No slow mow

John Deere's 1545 front mower is ideal for mowing parks, schools, or apartment and industrial complexes. Equipped with a 31-hp Yanmar diesel engine, it has plenty of torque for tough mowing conditions. The engine's rear-mounted radiator lowers sound levels and is easy to service. A 14.5-gal. fuel tank allows for all-day mowing. Operators can select from on-demand four-wheel drive, full-time four-wheel drive or full-time two-wheel drive. Maximum transport speed is 15.5 miles per hour. The 1545 will accommodate a 72-in., side-discharge 7-IRON mower deck as well as the new 72-in., rear-discharge FASTBACK mower deck.

For more information contact John Deere at 800/537-8233 or [www.johndeere.com](http://www.johndeere.com) / circle no. 251

## No-drill injection

One application of Pointer insecticide using the Wedge Direct-Inject Tree Treatment System provides season-long control of numerous tree pests including adelgids, borers, beetles, aphids, lacebugs and more. Chemicals are directly placed into the tree's active layer so con-



## Go wireless

The new battery-powered wireless valve system from Hunter Industries is great for sites with no access to electrical power, such as freeway medians, roundabouts or other remote landscapes. It features the WVC wireless valve controller and the WVP wireless valve programmer. The WVC doesn't require electrical connections, and is available as sealed two-station or four-station units. Each WVC (with antenna) can be installed to irrigation valves in minutes. The WVC is submersible and waterproof up to 12 ft., ensuring reliability in a muddy valve box. The WVC runs on a single nine-volt battery that typically lasts two years.

For more information visit [www.hunterindustries.com](http://www.hunterindustries.com) / circle no. 252

trol can begin within five days. With no drilling, the system treats trees in the most non-invasive, tree-friendly way possible.

For more information contact ArborSystems at 800/698-4641 or [www.arborsystems.com](http://www.arborsystems.com) / circle no. 253

## Internet ready

Rain Master claims it has come up with the industry's first Internet-based irrigation system. The iCentral system allows Rain Master customers using Eagle series controllers to receive instant alerts, connect to real-time weather updates, intelligent ET data management, and remote access and operation of multiple controllers.

For more information contact Rain Master at [www.rainmaster.com](http://www.rainmaster.com) / circle no. 254

## No mow problems

Snapper's Pro Z commercial zero-turn riding mower features comfortable twin-lever steering control, seven-gauge steel frame and mower deck, a top speed of 9.5 mph, and field-serviceable spindles. The Dual Path Hydrostatic system provides smooth, reliable operation. Each drive wheel is independently powered by a fan-cooled Hydro Gear pump and a Parker wheel motor.

For more information contact Snapper at [www.snapper.com](http://www.snapper.com) / circle no. 255

## Catch that grass

Wright Manufacturing's Turbo 10 is a high capacity grass catching system designed to fit all Wright Stander, Sentar Velke models. Its three intake venturis and perforated steel panels lifts the grass away from the walls. This increases velocity, resulting in much tighter packing of the grass. The front section, with a capacity of 4.8 cu. ft., can be used for small jobs or with the 6-cu.-ft. rear section.

For more information contact Wright at 301/360-9810 or [www.wrightmfg.com](http://www.wrightmfg.com) / circle no. 256



## Patented push power

Available in eight versions, the Pro-Tech SP Loader Model Sno Pusher comes standard with the company's quick-change attachment system, a 1 1/2-in. x 10-in. adjustable/reversible rubber cutting edge, and fully welded construction. The Sno Pushers were designed to maximize the efficiency of loaders, backhoes, skid-steers and utility tractors. Compared to conventional snow blades, the Sno Pusher increases the pushing capacity of your equipment by as much as 500%, reports the firm.

For more information contact Pro-Tech at 888/787-4766 or [www.snopusher.com](http://www.snopusher.com) / circle no. 257

# products

## New truckloader ships in August

Leaf season will be here before you know it and Little Wonder, a division of Schiller-Pfeiffer, Inc., is introducing a new shredding truck-loader that will make landscape cleanups a snap. Features that make it unique in the category include: higher flow rates, lowest engine loading, welded construction, replaceable



housing liner, multiple mounting options (skid mount is standard or swing-away hitch mounts to fit most trucks), a two-knob user-friendly hose connection and a nozzle design that puts the intake flush with the ground while the hose is flat. Little Wonder also touted the unit's one-of-a-kind Talon shredding technology — five rotating spikes in the debris path, which allows finer shredding and more compact loading.

For more information contact Little Wonder at 215/357-5110 or [www.littlewonder.com](http://www.littlewonder.com) / circle no. 258

## Force America spot sprayer

The Critical Spot Sprayer assembly is designed for light to medium duty truck applications. Featuring stainless steel spray bars and extra high strength U.V. stabilized tanks, the Critical



Spot Sprayer is capable of accurately applying liquids of all specific gravities.

The Critical Spot Sprayer is ideal for a wide variety of uses including anti-icing operations and agricultural spraying systems.

For more information contact Force America at [www.forceamerica.com](http://www.forceamerica.com) / circle no. 259

## Happy trails

Designed for landscapers, the Lazymans Slide-Tilt Trailer offers a six-degree load angle and 12-in. rear gate for easy loading and unloading. The trailer also offers 78 sq. ft. of deck space. The standard 6X12ST model can quickly and easily transition into the tilted position while still hitched to a vehicle. The deluxe 6X12HST model offers an electric hydraulic unit and cylinder that tilts the trailer bed at a touch of a but-



ton. An optional custom rail-mounted toolbox or built-in on-board compartments add to the trailer's versatility.

For more information contact General Welding & Fabrication at 716/652-0033 or [www.gwfab.com](http://www.gwfab.com) / circle no. 260

## A.M. Leonard

Tools that work...and so much more!

Your #1 source for Commercial Horticultural tools and supplies since 1885. Known for:

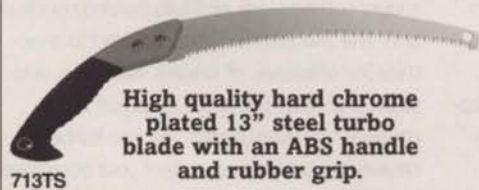
- Outstanding Service
- The Largest Selection
- The BEST Quality



Don't have the new A.M. Leonard Catalog yet? Give us a call and we will get one to you right away!

## FREE limited time offer

Buy our 70160  
A.M. Leonard Lopper  
at a special price of \$49.95 and receive  
Our New A.M. Leonard Heavy  
Duty Tree Saw  
A \$20.00 Value  
**FREE!**



713TS

High quality hard chrome plated 13" steel turbo blade with an ABS handle and rubber grip.



70160

Use code # LM03 when ordering

**ONLY \$49.95** SAH  
Reg \$55.20

A \$75.15 value for **ONLY \$49.95**

Call NOW!

**1-800-543-8955**

Call NOW!

visit us on line • [www.amleo.com](http://www.amleo.com)

Circle 116

## Yak it up

Motorola's two new portable two-way radios, the CP150 and CP200, offer users significant differences in transmit power for greater operational flexibility. The 2W (UHF or VHF) CP150 is ideal for jobsite communications. Both radios stand only five in. high and weigh 15 oz. The 2-watt CP150 features an average battery charge life of nine hours using the NiCd battery. Large control and push-to-talk buttons.



For more information contact Motorola at 800/422-4210 or [www.motorola.com](http://www.motorola.com) / circle no. 261

- Features from the August issue of *LM*
- The latest Green Industry news
- LM Week in Review
- Get editorial information and advertising rates
- Place a classified ad
- Take part in our monthly survey
- Check out our calendar of Green Industry events
- View bios on your favorite *LM* staffers
- Have a question? We have an answer

## Editorial Index

| Company                       | Page #     | Company                          | Page # |
|-------------------------------|------------|----------------------------------|--------|
| ALCA                          | 8          | McCulloch                        | 49     |
| Arrow-Master                  | 49         | Meridian Aquatic Technology      | 33     |
| BASF                          | 15, 16     | Michael Hatcher & Associates     | 8      |
| Bayer Environmental Science   | 16         | Mike Ward Landscaping            | 28     |
| Bioverse                      | 33         | Milorganite                      | 54     |
| The BOSS Snowplow             | 16         | Motorola                         | 58     |
| Cook & Company                | 14         | NTEP                             | 14     |
| Echo                          | 46         | Nature Select                    | 14     |
| Ecological Laboratories       | 33         | Northern Lights Outdoor Lighting | 15     |
| Efco Power Equipment          | 48         | PBI/Gordon Corp.                 | 16     |
| Evergreen Foundation          | 15         | PLCAA                            | 14     |
| Exmark                        | 57         | Plant Health Care                | 16     |
| Fairmont-Greenlee             | 46         | Pro-Tech                         | 57     |
| Federal Trade Commission      | 6          | RISE                             | 53     |
| Force America                 | 58         | Rain Master                      | 57     |
| Forestry Suppliers            | 49         | RedMax                           | 16, 46 |
| GIE Media                     | 15         | Remington                        | 46     |
| Gardeners' Guild              | 15         | The Scotts Company               | 15     |
| Gardner & Gardner             | 15         | Shindaiwa                        | 47     |
| General Welding & Fabrication | 58         | Snapper                          | 57     |
| Grass Roots Consulting        | 26         | Stanley Hydraulic Tools          | 48     |
| Green Earth Landscaping       | 20         | Stihl                            | 46     |
| Groundmasters                 | 26         | TOCA                             | 15     |
| Hunter Industries             | 57         | Tanaka                           | 16, 48 |
| Husqvarna                     | 47         | Ted Collins Tree & Landscape     | 46     |
| JP Horizons                   | 8          | The Toro Company                 | 16     |
| J.R. Huston Enterprises       | 21         | TruGreen-LandCare                | 34     |
| John Deere                    | 14, 48, 57 | U.S. Department of Agriculture   | 14     |
| Jonsered                      | 47         | Wedgle Direct-Inject             | 57     |
| KehoeGuido                    | 19         | Weed Man                         | 14, 15 |
| The Lawn Dawg                 | 14         | Wilson-Oyler Group               | 70     |
| Lastec                        | 16         | Wright Mfg.                      | 16, 57 |
| Lawnc0                        | 14         |                                  |        |
| Little Wonder                 | 58         |                                  |        |
| Lueders Environmental Inc.    | 28         |                                  |        |

This index is provided as an additional service. The publisher does not assume any liability for errors or omissions.

## Ad Index

| Circle # | Company                        | Page #            | Circle # | Company                     | Page # |
|----------|--------------------------------|-------------------|----------|-----------------------------|--------|
|          | A S I C                        | 16                | 109      | John Deere and Co           | 23     |
| 116      | A M Leonard                    | 58                | 111      | King Innovation             | 33     |
| 112      | Air O Lator                    | 47                | 110      | Otterbine Barebo Inc        | 30     |
| 124      | Aqua Control                   | 5                 |          | P A Landscape & Nursery     | 36     |
|          | Bayer Corp                     | 10-11, (reg)50-51 |          | Pennington Seeds Inc        | 27-28  |
| 105      | Bobcat Co                      | 9                 | 118      | Protero                     | 63     |
| 123      | Brite ideas Decorating         | 65                | 120      | Quality Diamond Tools       | 64     |
|          | California Assoc of Nurserymen |                   | 125      | Quick Attach Attachments    | 65     |
|          |                                | 54                | 104      | Rain Bird Sales Inc         | 7      |
| 119      | Crary Bearcat                  | 64                | 113      | Supreme Corp                | 49     |
| 126      | Dig Corp                       | 5                 | 106      | Syngenta                    | 13     |
|          | Dow Agrosiences                | 25                | 127      | Syngenta                    | 15     |
| 102      | Exmark Mfg Co                  | CV4               | 114      | Turf Feeding Systems Inc    | 53     |
| 103      | Foley Ent                      | 4                 | 101      | Turfco Mfg Inc              | CV3    |
| 121      | Forestry Suppliers Inc         | 65                | 107/108  | United Horticultural Supply | 17-18  |
|          | G M C Truck                    | CV2-1             | 122      | Walker Mfg Co               | 66     |
|          | Green Ind Expo                 | 56                | 117      | Weed Man                    | 63     |
| 115      | Horizon                        | (reg)55           |          |                             |        |
|          | Husqvarna Turf Care            | 37-44             |          |                             |        |
|          | Irrigation Assoc               | 45                |          |                             |        |
|          | J P Horizons                   | 48                |          |                             |        |

This index is provided as an additional service. The publisher does not assume any liability for errors or omissions.

## Landscape Management Sales Staff

### Tony D'Avino

Group Publisher  
7500 Old Oak Blvd.  
Cleveland, OH 44130

P: 440/891-2640  
F: 440/891-2675  
tdavino@advanstar.com

### Kevin Stoltman

Midwest Manager  
7500 Old Oak Blvd.  
Cleveland, OH 44130

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

### Nicole Himsel

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

P: 800/225-4569 x2670  
F: 440/826-2865  
nhimsel@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: 440/891-2735  
mharris@advanstar.com



In an annual head-to-head contest for Green Industry publications, the Advanstar Landscape Group once again reaped more Turf & Ornamental Communicators Association writing, design and photography awards than any other publisher. Congratulations to our entire content team.

## Hauling Home the Hardware ...Again

Best Use of Photography - Printed Magazines

### First Place

Carrie Parkhill, Landscape Management, "Lawncare in Nowhere"

Printed Magazines - Overall Magazine Design

### Merit

Lisa Lehman/Kim Traum, Advanstar Communications, "Golfdom"

Writing For Commercial Publications, Column

### First Place

Pat Jones, Golfdom, "This Turf Disease Can Affect You"

### Merit

Jason Stahl, Landscape Management, "Always Listen To Your Mom"

Writing For Commercial Publications, Turf Feature Article

### First Place

Larry Aylward, Golfdom, "How The Other Half Lives"

### Merit

Larry Aylward, Golfdom, "The Apple Doesn't Fall Far From The Tree"

Writing for Commercial Publications, Business Management

### Merit

Larry Aylward, Golfdom, "The Politics of Water"

Writing For Commercial Publications,

Environmental Stewardship Article

### First Place

Larry Aylward, Golfdom, "Up a Tree and Loving It"

Writing for electronic web site newsletters/magazines (external and commercial)

### First Place

Pat Jones, Golfdom, "To Move or Not to Move"

Printed Magazines - Cover Page Design

### Merit

Kim Traum and Dan Beedy, Advanstar Communications, "The Golfdom Report"

Printed Magazines - Two-Plus Page Design, Editorial

### First Place

Kim Traum, Advanstar Communications, "Welcome To Golf 2025"

### Merit

Kim Traum, Advanstar Communications, "The Golfdom Report"

Electronic Publishing - Overall Newsletter/Magazine Design, (internal and non-commercial)

### First Place

Derek Miller, BASF, "Growing Trends" (and Lynne Brakeman, Advanstar, Jennifer Kempes, The Dudnyk Agency)

Electronic Publishing - Overall Newsletter/Magazine Design, (external and commercial)

### First Place

**TIE:** Lynne Brakeman, Advanstar, "Landscape Management.net"

**TIE:** Lynne Brakeman, Advanstar, "Golfdom.com"

### Merit

Lynne Brakeman, Advanstar, "Landscape Management Week in Review"

Great publications for a great industry

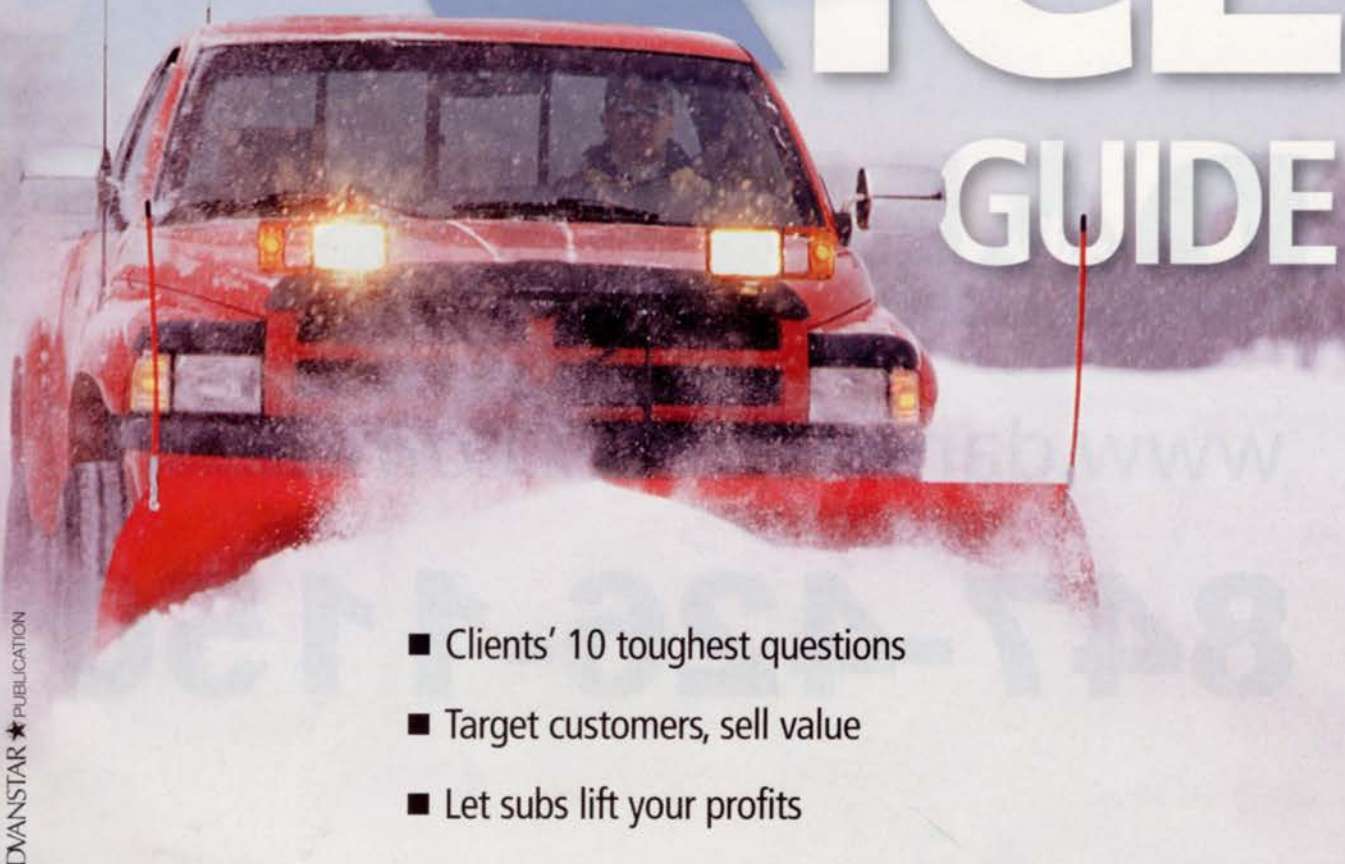
Golfdom  
Landscape  
MANAGEMENT

★ ADVANSTAR LANDSCAPE GROUP

A SPECIAL INTEREST SUPPLEMENT TO

**Landscape**  
MANAGEMENT

# SNOW & ICE GUIDE

A red snowplow is shown from a front-three-quarter view, clearing a snowy road. The plow is pushing a large pile of snow in front of it. The background is a hazy, snowy landscape with trees. The overall scene is in black and white, with the snowplow and its lights providing the only color.

- Clients' 10 toughest questions
- Target customers, sell value
- Let subs lift your profits



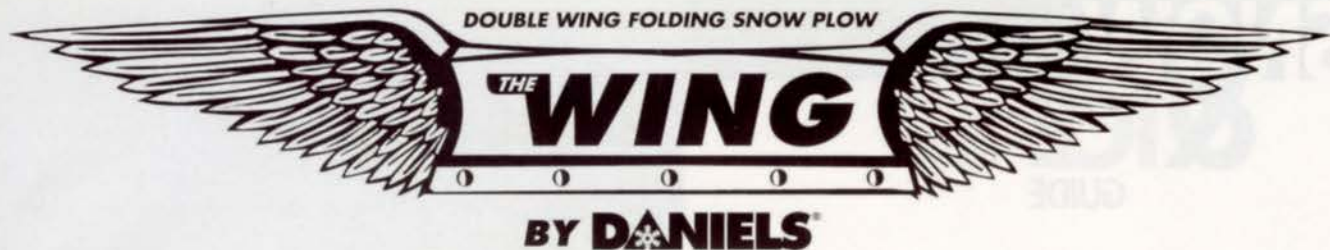
Wing

**DANIELS**<sup>®</sup>

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

**847-426-1150**





**Gain up to 8 additional  
feet compared to a Box Plow  
on the same machine.**

**SIMA**

Snow & Ice Management Association, Inc.

**Proud Member**

**Plow**



VISIT US ON THE WORLD WIDE WEB AT: [www.landscapemanagement.net](http://www.landscapemanagement.net)

## 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 / 440/826-2869 / 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        |
| DR. BEN HAMZA        | TruGreen-ChemLawn / Delaware, OH              |
| BILL HOOPES          | Scotts Lawn Service / Marysville, OH          |
| FRED HASKETT         | U.S. Lawns / St. Louis, MO                    |
| 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    |
| DR. BARRY TROUTMAN   | ValleyCrest Companies / Sanford, FL           |
| GEORGE VAN HAASTEREN | Dwight-Englewood School / Englewood, NJ       |
| BRIAN VINCHESI       | Irrigation Consulting / Pepperell, MA         |

## Business staff

|                        |   |
|------------------------|---|
| Group Publisher        | TONY D'AVINO / 440/891-2640 / tdavino@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

|  |  |
|--|--|
| Cleveland Headquarters                     | 7500 Old Oak Blvd., Cleveland, OH 44130-3369                               |
| Western Manager                            | PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675<br>proberts@advanstar.com |
| Midwest Manager                            | KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675<br>kstoltman@advanstar.com |
| Account Manager<br>Display / Directory     | MICHAEL HARRIS / 440/891-3118 Fax: 440/826-2865<br>mharris@advanstar.com   |
| Classified Showcase /<br>Account Executive | NICOLE HIMSEL / 440/891-2670; 800/225-4569 x2670<br>nhimself@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<br>Subscriber/Customer Service<br>218/723-9477/ 888/527-7008  |
| TAMMY LILLO       | International Licensing 218/723-9253 Fax: 218/723-9779<br>tlillo@advanstar.com<br>For current single copy, back issues, or film/fiche/<br>CD-Rom, call 800/598-6008; 218/723-9180 |



|                     |  |
|---------------------|--|
| ROBERT L. KRAKOFF   | Chairman and Chief Executive Officer           |
| JAMES M. ALIC       | Vice Chairman & CTO                            |
| JOSEPH LOGGIA       | President & COO                                |
| DAVID W. MONTGOMERY | VPI/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      |

### s4 Pushing snow, ha that's easy

The real work begins weeks before the snow falls, and you must get paid for doing it

BY RON HALL / EDITOR-IN-CHIEF

### s6 Profit starts with the word 'pro'

Let's build our industry and self esteem by conducting ourselves as true professionals

BY JOHN ALLIN

### s8 Let subs lift your profits ▶

Other contractors have the equipment and are eager to take on your seasonal work

BY VICKY POULSEN



### s12 Clients' 10 toughest questions

Answers that build client loyalty

BY MARY HANNEY



s14

### Fatigue fighters

Tips to keep workers alert, productive

BY VICKY POULSEN

### s18 Target prospects, sell value

How to make price less of an issue

BY JOHN ALLIN

### s22 Response page

### s24 Products ▶



“We work in harsh, difficult conditions . . . so that people can get to work and businesses can open.” — John Allin

COVER IMAGE COURTESY: BOSS PRODUCTS

# Melt with one Company

Don't waste time working through several companies this winter for your ice melt needs. International Salt has you covered. We carry a full selection of **Halite Salt Crystals**, **Arctic Thaw** premium blend, **Calcium Chloride**, **Magnesium Chloride**, **Ice Ban**® and **Bulk Rock Salt**.

We offer fast delivery and professional customer service you can count on. Contact us toll-free, 1-888-388-4726, regarding our products. We take pride in providing a high level of customer satisfaction.

*Melt with one company, International Salt.*



International Salt Company

Available In  
Multiple Sizes

International Salt Company, 655 Northern Blvd., Clarks Summit, PA 18411-0540  
Toll Free: (888) 388-ISCO • Phone: (570) 587-5000 • Fax: (570) 586-6463 • Website: <http://www.iscosalt.com>



BY RON HALL /  
EDITOR-IN-CHIEF

# Pushing snow, ha that's easy

**F**rigid night air rushing by the passenger window pulls a stream of cigarette smoke from the cab like it's sucking a ghost through a straw. Everything in the dump truck's cab reeks of stale tobacco. The noise of the steel snowplow blade on pavement is incessant, broken only by the jolt of another pothole.

"Hey partner, you can close that window now," chides the driver, complaining of cold air swirling around his ears. The window is open no more than the width of a fist, but I comply and resign myself to roasting as the heater whirs full blast.

So unfolds the worst idea I ever had for a newspaper feature article that, by the way, never got written. Five cups of coffee and a massive headache into the next morning, I crawl from the cab barely able to respond to the driver's grinning goodbye.

## It takes all kinds

I've since learned that pushing snow is the "easy" part of the job. Strange as it seems (to me at least), there are people who look forward to climbing into a truck or onto a loader and working throughout the coldest, loneliest, nastiest, darkest hour of the night.

The harder part of plowing snow, particularly if you're a contractor, is generating a fair profit for the work that you do. Whether you offer snow re-

moval to keep valuable employees on the payroll and to generate cash flow during the so-called off season, or you're almost forced to clear parking lots and sidewalks to protect valuable landscape accounts, you must develop systems — service delivery, tracking and pricing — that guarantee you a fair profit.

## Who's paying for this?

This all-important legwork must start weeks prior to that first snowflake falling. It includes selling the service, negotiating terms with customers, purchasing and readying equipment, training staffs, qualifying subcontractors and some tasks I'm sure that I have overlooked.

Beyond that, it's your job to educate clients to the dollars-and-cents value of your reliable services. Cincinnati landscaper Mike Rorie calls it "the

cost of interruption."

Does the property manager of your corporate headquarters account realize how much of his company's production can be lost if the parking lot isn't cleared in time? How about the lost retail sales at your strip mall accounts? The banks? The fast food restaurants?

Running a snow removal operation or division requires significant expense and time before the snow events begin. Making sure that you're compensated for this is the biggest challenge. Pushing snow is the easy part of the snow business. **LM**

Developing systems to deliver your snow services, pricing them and building your team is the tough part



## "I'm Ready for Winter... Are You?"

FreezGard<sup>®</sup> Ice Melter is the best way to get ready for what's coming this winter!

### The FreezGard Advantage:

- \* 99% magnesium chloride hexahydrate
- \* Melts down to minus 25°F
- \* Will not chemically attack concrete
- \* Is less damaging to turf grass than calcium chloride
- \* Will not irritate or burn skin
- \* Is less corrosive to metal
- \* Starts working faster than other ice melters
- \* Is less toxic than baking soda
- \* Will not leave a white residue



For Sales & Service: (800) 729-SALT • [www.nasalt.com](http://www.nasalt.com)

© 2003 North American Salt

## Profit starts with the word Pro

Let's build our reputation (and self esteem) by conducting and selling ourselves as snow management professionals

BY JOHN ALLIN

**T**hose of us who plow snow for a living should conduct ourselves as professionals who provide a necessary, difficult and appreciated.

We should also expect to be paid fairly for this service. This is a service that demands a profit.

Often contractors in this business aren't viewed in light of being a professional. Worse, some of us within the business don't view ourselves as professionals. As an industry, we have some work to do when it comes to self-esteem and with raising our image with some of our customers.

To be blunt, it's not fair that some of our customers still treat us with an anybody-can-do-this attitude. In truth, most of them can't. Part of the reason for this attitude comes from our own view of what we do, and the image that some of us project with our customers and the public.

Let's take inventory of ourselves and of our profession. For instance, do we still do business "on a handshake," or write quotes on the backs of business cards or envelopes? That's not professional. Today's consumer wants details spelled out so that there are no misunderstandings.

The same goes for dealing with potential customers with an "aw shucks" attitude. That doesn't show clients that we really want their business. Image is a big part of professionalism. It starts with



Allin: Snow is more than a job.

that critical first impression. Here are some of my thoughts on how we become accepted as snow management professionals:

- We wear appropriate attire during client visits — nicely pressed casual dress pants, collar shirt and decent shoes.
- We greet clients and prospects with a firm handshake that tells them that we want to meet them.
- We communicate confidently and knowledgeably about the valuable, reliable and timely services we provide.
- We present clients with typed proposals on professionally printed forms.
- We generate a fair profit for our efforts. Snowplowing is a business, just like landscape maintenance or landscape installation.

- We offer concise and easily understood "terms and conditions" on our contracts.

Properly documenting our work reduces our exposure in the unlikely event of an accident, slip-and-fall claim, or in case damages are done to the customer's property. Spelling out what damages we're responsible for, or dictating that we are to be "held harmless" in the event of the development of any naturally occurring conditions after we complete our work can result in a better rating from our carrier's underwriting department, too.

Too many of us provide plowing or ice control as something to keep us busy until we can begin mowing again or as something we're forced into doing. Our attitude keeps us from making the profit we deserve.

Sometimes, too, we complain that we don't get enough snow to make the service profitable. That's generally the result of never developing a pricing strategy that reflects the differences in the regional snowfall averages. Ever consider a non-refundable

retainer whereby the customer pays for a set number of 'snow events' prior to the beginning of the season? If the number of snowfall events exceeds the projection, additional income is generated from these extra events. If the number of plowable events is less than the projection, the contractor keeps the difference.

Some of us operate in regions that get less than 12 inches of plowable snowfall annually and still generate gross margins in excess of 60 percent. Yet we have not sacrificed our integrity or our cash flow projections. And, our clients depend upon and value our reliable service.

Snowplowing contractors provide an incredibly vital service. We work in harsh, difficult conditions, often with little sleep, so that society can get to work and retail stores can open to serve customers. We should be paid to do this work, and we should



be paid a fair amount. But only we can affect that by building our professionalism.

There are many reasons why we should ourselves as professionals. It will pay off in profits. **LM**  
 — John Allin is President of Allin Companies and is nationally recognized as one of the foremost snow and ice industry consultants in the country today. Allin's book "Managing Snow & Ice" was published in June 2001. He can be reached via email — [john@allinco.com](mailto:john@allinco.com)

Professional snow management entails more than just a truck, a plow, an operator and a simple handshake.

# SNO-WAY®

**Predator Straight and "V" Plows**

*Make more money with a Sno-Way*

- Down Pressure
- Flex Force Frames
- High Strength Steel Components
- Wireless Control
- Industry Best Plow Warranty



**www.snoway.com**  
 Sno-Way International, Inc.  
 Tel: 800-662-1453

**STRONGER · SMARTER · BETTER**  
*through technology*

## Let subs lift your profits

Other contractors have the equipment to grow your firm's snow removal capabilities and are often eager for the seasonal work

BY VICKY POULSEN

**S**ubcontractors are like bulky eyeglasses — sometimes you can't work with 'em, and sometimes you can't work without 'em. But hiring subcontractors doesn't have to be a necessary evil to get through a heavy snow season. To the astute contractor, hiring the right subcontractors can make them cold, hard cash in a long, rough winter.

### Reduce your expenses

One of the greatest benefits subcontractors offer is that they can reduce your out-of-pocket expenditures for capital equipment, which can save you truckloads of money each season.

"We're rapidly growing on the subcontractor level because we're not interested in investing a couple of million dollars a year in equipment that isn't used all year round," says Mark Moore, Certified Snow Professional (CSP) and president of Green Earth Landscaping and Design, Inc., Hackensack, NJ.

When interviewing a potential subcontractor for your business, Moore

says to make sure his equipment is reliable.

"We always pre-inspect the equipment they'll be using," says Moore, whose firm employs about 20 subcontractors during a typical winter season. "We make sure they own it and it's in good shape and reliable."

Rick Winnestaffer, CSP and CEO of WinnScapes, Inc., Gahanna, OH, says his company prefers to deal with subs that have five or more years of experience in snow and ice management and have equipment that's less than 10 years old. The 30 subcontractors he hires for the season bring along about 75 pieces of equipment that they own — one less hassle for Winnestaffer.

"I'll quiz a prospective subcontractor to see how much knowledge he has of his own equipment to make sure his expertise is genuine," says Winnestaffer. "I don't want someone whose only experience is that he used to shovel his dad's driveway 20 years ago."

"A subcontractor has a good chance of getting hired if he comes in and admits that he has no experience but has a new truck, a great attitude and wants to learn from the best in the city," he adds. "Someone with five years of experience who blows too much smoke about how great he is will not get hired."

### Production level rises

Besides owning the big equipment, many subcontractors own all the small equipment necessary to increase the production level of sidewalk snow removal that is critical for retaining many accounts.

Michael McCann, CSP, president of Customers Outdoors Services, Milford, MI, says a contractor can make more money if the subcontractor can perform multiple tasks.

"When you start placing ads seeking subcontractors, you'll get a lot of response from one-truck



Mark Moore puts a premium on a sub's equipment.



operators, and you can grow from there," says McCann, who subcontracts to about 40 truck and motor operators and sidewalk crews. "As my company has grown and become highly recognizable in our community, I have tried to go with companies with multiple pieces of equipment and maybe special accessories. That way, all I need to do is to make one call to cover it all."

Moore says since all of his subcontractors have primary businesses either in irrigation, paving, fencing or excavating. A lot of their equipment fits nicely with his snow and ice removal operation.

"It's more manageable and productive to have one guy with five loaders and one truck than to have eight smaller guys," he says.

#### Start out slow

Jeff Tovar, CSP, president of Tovar's Snow Plowing, Inc., Elgin, IL, says the most important advice in hiring subcontractors is to start out slow.



Tovar: Start slow.

"If you're not used to dealing with subcontractors, it can be a real nightmare," says Tovar, whose company employs 300 subcontractors. "If you're plowing yourself, get some subcontractors and put

them in your own trucks so you can keep a close eye on them until you trust these guys."

Tovar says to also make sure the subcontractor you hire is doing the work for you for all the right reasons. "If he can't get work anywhere else, you're going to have to police that kind of subcontractor," he says. "Typically, a good subcontractor has a nice business and works his tail off eight to nine months a year. He's so busy in the summer that he doesn't have time to sell snow work."

Winnestaffer agrees with Tovar. "Subcontractors who are self-employed in related exterior fields throughout the year make the best subcontractors for our business," he says.

"But the smart contractors in this business are the ones who have extra guys and extra equipment on hand," adds McCann.

Even if the subcontractor seems reputable, it's



Snow removal demands well-maintained equipment.

wise to seek out his former customers to get a better grasp of his work history. Also, be sure that the subcontractor you hire has a good driving record and a valid driver's license.

Moore says his subcontractors are responsible for managing their own sites, so it's important that he keeps in close touch with them.

"We manage them. We tell them the end result, and it's up to them to achieve what we want with our guidance," says Moore.

#### Keep in touch

Many companies require their subcontractors to have cell phones, pagers and/or some type of two-way radio system. That's vital so that subs can report back to the home office as they complete jobs. Contractors must have reliable ways to contact their subs, and especially during a snow event, so make sure that your subs' communications equipment is also reliable and operable.

Next to communications, the most important item to check for when hiring a subcontractor is proof of insurance. It protects the contracted property owner, contractor and subcontractor from a catastrophic loss. Subcontractors should carry automobile insurance to cover any property damages caused by their vehicles during snow removal operations, and worker's compensation on any labor they supply. A subcontractor's general liability insurance will provide additional protection in the event of a slip and fall accident.

Also, subs should sign a subcontractor agreement, which specifies the exact nature of their relationship with your company. It also lays out the insurance requirements, communications requirements, lead time for being called out to work, billing and reporting procedures.

Check with your attorney or a labor attorney as to what forms and/or documentation you'll need to prove that your subcontractors aren't your employees. "Make sure your people are classified as subcontractors," says Tovar. "If not, you'll be getting a big bill from the IRS."

### Pay promptly

As for compensation, most subs get paid an hourly wage but some are paid by the job, says John Allin, CSP, Erie, PA, president of the The Allin Companies. If you pay by the hour, hone

your routing skills. You want to keep travel time to a minimum. The amount of profit you make depends upon how efficiently you can schedule and route your subcontractors to their assignments.

All reputable plowing companies strive to pay their subcontractors as agreed and promptly. Holding their money into June and July creates bad feelings, and destroys the hiring contractor's integrity. Tell subs when to expect payment, and then live by it.

If you cannot, says Allin, you're not charging enough for your services or are not collecting receivables properly. Your system is badly flawed.

Subcontractors can often bring big equipment to your jobs.

## Dozer Blades

**Bobcat**

**Case**

**Caterpillar**

**Daewoo**

**Gehl**

**JCB**

**John Deere**

**Hydra Mac**

**Mustang**

**Posi-Track**

**Thomas**

**New Holland**

Our heavy duty angle blade meet the high performance standards that are needed in today's competitive market. **Angle**

Available in Manual and Hydraulic.

**6-Way**

Our 6-way blade has four double-acting cylinders to deliver 10° tilt either side and 30° right or left angles.

**"V"**

Our Patented\* V-blade allows you to have the same angles as our other dozer blades and more!

\*Patent No. 5,960,569

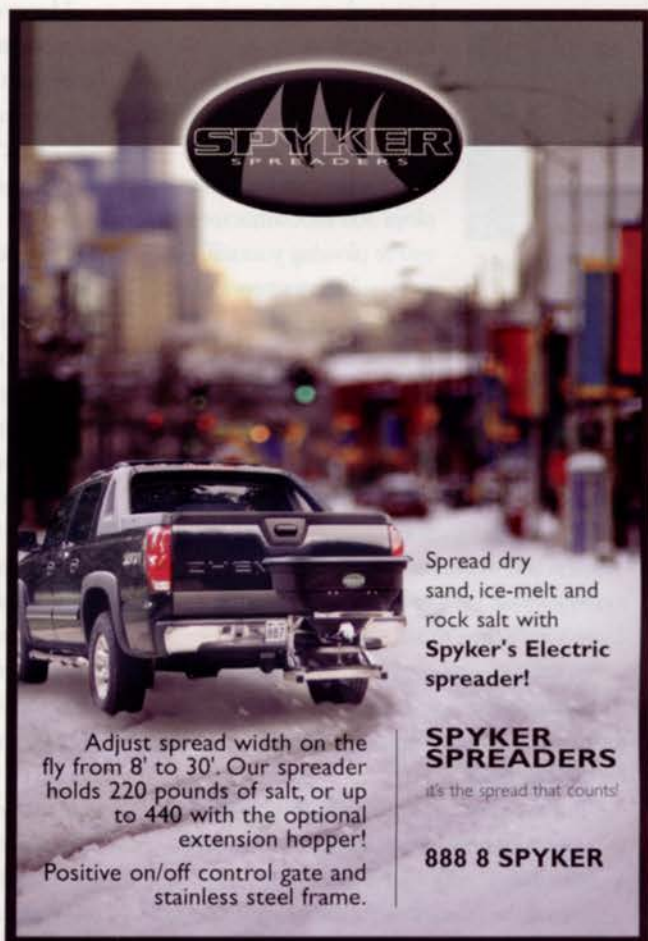
Our rubber cutting edges let you move material over any surface that requires a lighter touch!

**KWIK-WAY**

Sioux Falls, SD • FAX 605-336-6033

1-800-843-3720

Check Out Our Website At:  
[www.kwmanufacturing.com](http://www.kwmanufacturing.com)



**SPYKER SPREADERS**

Spread dry sand, ice-melt and rock salt with **Spyker's Electric spreader!**

**SPYKER SPREADERS**  
it's the spread that counts!

Adjust spread width on the fly from 8' to 30'. Our spreader holds 220 pounds of salt, or up to 440 with the optional extension hopper!

Positive on/off control gate and stainless steel frame.

**888 8 SPYKER**



Generally, once you get past using 12 subs, you'll need some management help for supervision and to manage records, Allin believes. You'll

also need an accurate system of reporting to the home office so that you can track what has been done and to record other important details.

Now that you've read what these successful snow plow contractors have learned in growing their operations, challenge yourself to find the right subcontractors with the right equipment and to develop systems to dispatch them, monitor their work and — pay attention here! — pay them on time.

Many landscape professionals are finding that it's a challenge they enjoy. Hiring and working with subcontractors can be a rewarding and profitable way to grow your snow business without stretching your capital expenditures. **LM**

— The author is a freelance writer who lives and works in Canal Fulton, OH. She can be reached at [prowrite@sssnet.com](mailto:prowrite@sssnet.com).

# Spread it!

Manage snow and ice with ultimate efficiency!

Introducing the revolutionary finger-tip controlled bed-mount spreader designed for short beds and standard pickup boxes. With a hopper **constructed entirely of heavy-duty polyethelene.**

No belts. No chains. No corrosion. No gasoline engine. No wonder the excitement is spreading!

A variety of SnowEx models are available for every application, material and budget.

**SNOWEX** Tailgate Spreaders

800.725.8377  
586.756.6555

Patents Pending



**Vee Pro 6000**

\*Standard 2-year or extended 5-year warranty.

## Clients' 10 toughest questions

Cut your headaches in half by knowing the right thing to tell customers when they have questions about your snow services

BY MARY HANNEY

**M**ost snow-belt clients think they know more about the snow removal business than they actually do. After all, most have shoveled their sidewalks, spread de-icers on their porch steps or shoveled out their own driveways, right? Contractors often take for granted what they consider basic snow and ice operations, but there's a lot they can (and should) be telling customers.

The following are some questions that we've been asked and, we feel, appropriate responses. We hope these are helpful to you. Remember, it's up to you to keep your customers informed of your valuable services.

**1 How can you possibly be putting down several tons of salt on my lot?** People often confuse volume with mass. When customers think of a "ton," they tend to visualize an object like an elephant or a one-ton truck, which has a large volume. Unlike elephants and trucks, salt is dense and a small amount has a large mass. A one-cubic-foot crate filled with rock salt weighs 80 lbs.!

**2 Why would you pre-salt when there's no snow out there?** When the chance of winter precipitation is extremely likely, it benefits both the customer and contractor to administer "anti-icing" — applying chemical product to a site before it starts snowing. This melts the precipitation as it

falls and creates a brine solution that doesn't allow the precipitation to bind to the surface. Slush is easier to plow than hard-packed snow/ice on a site that received no "anti-icing" treatment. This is especially convenient for both parties when the event occurs during heavy vehicle and pedestrian traffic, such as a weekday morning.

**3 Why isn't the amount of de-icer consistent for every application?** Salt and its melting effectiveness depend upon time, traffic and temperature. The best temperature for deicing products to activate and begin melting varies with their ingredients. In frigid temperatures, the radius of melting "power" lessens; therefore, a denser spread of product may be necessary to melt ice. Foot and vehicle traffic work to crush solid product, increasing its surface area, allowing for more product distribution. Traffic also helps to quicken the mix of precipitation with the product and create a brine solution sooner.

**4 We had very little snow this year, so how could my snow and ice control bills be so high?** The majority of winter events aren't plowing events, but rather de-icing events. Whenever precipitation



Pre-salting often needs to be explained to clients.



Keep detailed records of services performed to reduce client anxiety.

occurs or puddling due to warmer daytime temperatures, there's a possibility of refreezing in the evening. Ice control is then necessary to maintain the safety of the property. Slip and falls, for the most part, occur on icy surfaces, not snow.

**5 What's going on with the dead turf (in spring)?**

Chemicals, such as chlorides, damage plant foliage and root systems. Studies have found that the majority of turf "burn" gradually begins to green with the spread and growth of the grasses and landscape that didn't suffer winter damage. The greenup occurs by late May if the chemical damage wasn't excessive. Several landscape-friendly products exist, but usually at a higher cost to the customer. More turf damage can be expected during winters that don't produce an insulating layer of snow to protect the plants from the chemicals.

**6 Why do you only service my lot during daytime storms?** With continuous snow and lots of foot and vehicle traffic, it may not be physically possible to keep up with the snow removal, and it may not be financially responsible for the contractor to do so. Priority areas include main entrances, drive aisles and sidewalks. Our goal is to keep them clear and safe until the snow stops and a complete cleanup can occur.

**7 What am I going to do with these faxes you send me after each event?** Several snow contractors have started a fax service to their clients after each winter event. These dated faxes may outline a brief weather report, the time crews were dispatched and the action taken by the contractor to clear sites. They can serve as a comparison with invoices later received, or, better yet, documentation of snow services

rendered should a slip and fall lawsuit occur. Snow and ice control services often occur while most people are asleep; these faxes are a nice summary of work completed for clients when they arrive to work after an evening event.

**8 What is zero-tolerance, and why is it important?** Zero-tolerance is the agreement between contractor and client that ice and snow, which could pose a liability, won't be tolerated. Zero-tolerance services minimize chances of a slip and fall, which could lead to costly lawsuits. This entails plowing, ice control and constant vigilance of a site.

**9 Why am I getting bills after each event?** Many contractors send invoices to customers after each winter event, rather than compiling them into one lump sum at the end of the week, month or season. This allows the customers to track the

Zero-tolerance services minimize chances of a slip and fall, which could lead to costly lawsuits. This entails constant vigilance of a site.

events along with their invoices. There are occasions where events will run for days, and details of the events can grow unclear. Immediate invoicing tends to dispel a lot of anxiety on the part of the customer in terms of monies spent.

**10 Why should I sign a contract in summer?** Well-orchestrated snow and ice removal operations don't happen by chance. Much preparation is given to equipment preparation, training on-site, site map and route development, binder preparation containing crucial notes, and contact numbers and staking. Scrambling in late fall to complete these tasks is stressful for all involved, especially with an early winter event. **LM**

— The author is vice president for family-owned Bruno's Snow & Ice Control, Inc., Milwaukee's largest full-service snow and ice contractor that has served commercial and industrial sites for over 20 years. Bruno's Snow & Ice Control, Inc. is an active member of SIMA.



## Fatigue fighters

There is no substitute for sleep but scheduling short breaks and allowing time for a quick snack at a local diner can help

BY VICKY POULSEN

**W**hen a winter storm hits, it's all hands on deck for the snow and ice removal contractor. But let's say it's the middle of the night and one of your workers drags himself into work with his eyes half closed and asks for the keys to the snow plow, should you a.) wait for him to wake up or b.) tell him to go home?

That's a tough call that you'll have to make it case by case, although hopefully not too often. You know that an overly fatigued employee will be of little use to you and has the potential to become a danger to himself as well as others.

Gerald P. Krueger, Ph.D., CPE, principal re-

search scientist and a certified professional ergonomist at the Wexford Group International in Vienna, VA, says that fatigue-related accidents can turn into destruction of property and equipment, bodily injury and employee death, and even significant employer liability claims. The risk is especially high with work involving snow removal since the work is done in treacherous conditions with most of it done at night.

"Worker fatigue is a special concern for equipment operators because slip-ups while operating heavy equipment can do so much damage," says Krueger. "The risk is even greater in workplaces that provide 24-hour per day, seven-days-a-week service, which is often the case with snow removal businesses during a heavy storm."

Krueger says factors that contribute to equipment operator fatigue include the quality and quantity of prior rest and especially sleep, individual physical fitness, demanding task loads, environmental conditions and the body's natural circadian physiological responses to the time-of-day when these operations are performed.

Fatigue sufferers may experience a diminished ability to do work, loss of attention, slower reactions, poor response, deterioration of alertness and impaired judgment.

### Your need for sleep

So how much sleep is enough? Krueger says sleep requirements differ for individuals and vary with each individual's age.

"Most adults maintain normal alertness and perform near their best by obtaining seven to eight hours of preferably uninterrupted sleep every 24 hours," says Krueger. "Some people get by with five or six hours but often augment it with naps to bring the total to seven to eight hours per day.

"Other people only think they can get by with less sleep," he adds. "If you measured their performance, it would show evidence of fatigue-induced degradations."

Heavy equipment operators can't afford costly on-the-job slip-ups.



One of the best ways to help ward off fatigue is to take a work break. Although naps can't take the place of the needed daily long duration sleep period, Krueger says a short nap of less than 45 minutes can help maintain alertness and prevent sleep debt. He recommends that a nap be less than 45 minutes so that the worker does not fall into the deeper stages of sleep and, thereby, risk having "sleep inertia" or severe grogginess upon awakening from the nap before returning to work.

### Hey buddy, take five

Also, Krueger explains that a rest may include a break in activity, a change in activities or simply a change in pace.

"Rest breaks interrupt monotonous work and allow us to restore some of our energy or give our bodies and minds respite," he adds. "Frequent

rest breaks can temporarily restore some alertness during any sustained work."

Chris James, president of Chris James Landscaping Inc. and Snow and Ice Removal in Midland Park, N.J., says that, fortunately, many of today's workers in the business have abandoned the "he-man" mentality, which meant working marathon shifts with little or no sleep.

"We advise our workers to get as much sleep as possible before the storm," says James. "From a general standpoint, we schedule our people for eight- to 12-hour shifts...the most anyone will work is 18 hours, but we try to give them six to eight hours in between shifts. Fortunately, most of our customers' businesses close at midnight."

James says he encourages his workers to visit



Schedule some short breaks during a long night's snow work.

# PROTECH<sup>SM</sup> SNO PUSHER<sup>SM</sup>

## Sno Pushers that make dollars... and sense!

### Save 25% on our Pre-Season SALE!

\*While pre-season supplies last 01/07/03. Price does not include shipping, sale price on all Sno Pusher models including compact model and fold-out models.

- Wedge-Tech<sup>®</sup> impact resistant sides
- Strengthened moldboard with improved center of gravity
- Reinforced binder plates
- New post receptacle design



Loader Model



Backhoe Model



Skid-Steer Model

Ask about our Backhoe Foldouts! New for 2003!

| Model          | MSRP    | Sale Price* |
|----------------|---------|-------------|
| Loader 10'     | \$4,000 | \$3,000     |
| Loader 12'     | \$4,200 | \$3,150     |
| Loader 14'     | \$4,500 | \$3,375     |
| Loader 16'     | \$4,800 | \$3,600     |
| Loader 18'     | \$5,400 | \$4,050     |
| Loader 20'     | \$5,700 | \$4,275     |
| Loader 24'     | \$6,600 | \$4,950     |
| Loader 30'     | \$8,300 | \$6,225     |
| Backhoe 10'    | \$3,500 | \$2,625     |
| Backhoe 12'    | \$3,700 | \$2,775     |
| Backhoe 14'    | \$4,000 | \$3,000     |
| Skid-Steer 6'  | \$2,000 | \$1,500     |
| Skid-Steer 8'  | \$2,200 | \$1,650     |
| Skid-Steer 10' | \$2,500 | \$1,875     |
| Skid-Steer 12' | \$2,800 | \$2,100     |

## Call Today! 888 PUSH SNO

711 West Avenue  
Rochester, NY 14611  
(888) 787-4766  
(585) 436-8172 Fax  
[www.snopusher.com](http://www.snopusher.com)

**PROTECH<sup>SM</sup>**  
SNO PUSHER PATENTED



the local diner for a break and something to eat. "Sometimes they need a shower and something to eat," adds James. "We'll go to local restaurants in the area and set up a plan where we pay for their meals during their break," he adds. "They have to replenish their energy and they need time out of those trucks.

"During the big storms in the '90s, we took over corporate cafeterias and slept on the tables," says James. "When the blizzard of the century was supposed to hit in 2000, I lined up a bunch of hotel rooms in case of the storm. Of course, we only got six inches."

When wind chills hit the negative numbers or when a storm brings blizzard-like conditions, James says his customers have a clause in their contracts that permits him to pull his workers off sidewalk duty.

## Operator preparedness checklist

Do you provide your snowplow operators with a checklist before they head out into the storm? Here are some suggestions that will help battle fatigue and/or emergencies:

- Build in short breaks for plowers, not just lunch, dinner or breakfast. It will keep them more alert and more productive.
- They should carry dry gloves, scarves, Carhart jackets and extra socks. If a breakdown occurs the drivers can stay relatively warm when effecting repairs.
- How about spare parts including lift chains,

"In those types of conditions, we'll put out a limited crew to take care of the main entrance and fire exits," adds James.

James says all of his workers are given a manual to read beforehand, so they know exactly what to do and how to prepare for the job.

## Machinability Snowplows

- Plows from 16' to 4' wide in Straight Power Vee Plow and Fixed Vee Plow with Quick Attachments.
- Applications for Farm Tractors, all Skid Steers, Wheel Loaders, Loader/Backhoes and Sidewalk Equipment.



Come see Machinability at  
the Louisville Kentucky Lawn, Garden & Power  
Equipment EXPO  
Dealers Welcome

(905) 332-8088

Toll Free: 1-877-321-2282



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



## Like Summer On Your Sidewalk

More melting action for your money.

- 94-97% Calcium Chloride Pellets
- Immediate Melting Action
- Fastest Ice Penetration



For more information please call 1-800-327-7817  
Or visit our website at [www.tetratec.com](http://www.tetratec.com)



quick disconnects and plow pins? A tow chain helps if they have to pull a colleague out of a snow bank. Yes, it happens.

- Drivers should have some form of communication with plow drivers (cell phone, two-way radio, Nextel system, CB radio).
- Have plowers check in regularly during extreme weather. You need to know they're OK.
- Carry rock salt on board, just in case.
- Keep the gas tank to at least half. Condensation in the tank can cause fuel line freeze up.
- Have a pad, pencils and clipboard to keep track of what's done. Document. Document.

— Dr. Gerald P. Krueger can be contacted via his email at [JerryKrueger@aol.com](mailto:JerryKrueger@aol.com)

"We tell them to bring extra clothes, food and water with them, and each employee is walked through the site beforehand," adds James. "We also recommend a buddy system, so there's always someone checking to see if they're OK."

John Allin, president of The Allin Companies

in Erie, PA and immediate past president of the Snow & Ice Management Association (SIMA), shares similar views with James.

"In our case, we generally send all of our people home from 7 p.m. to midnight every night...unless it's a really nasty storm," says Allin. "The reason for doing this was that several years ago we had 62 days in a row of snow, two days off and then 24 days in a row of snow. We started shutting everything down at midnight since our retail customers were not doing much business during that time, and our industrial customers' second shift workers had already left.

"Guys who plow either love it or hate it," he adds. "If they love it, they don't realize 24 hours have gone by." **LM**

— The author is a writer who lives in Canal Fulton, OH. She can be reached at [prowrite@ssnet.com](mailto:prowrite@ssnet.com).

## Setting the New Standard...

Look to the leader, FORCE America, for your next light to medium duty central hydraulic system requirement.



© 2003 FORCE America Inc.  
VT15 Valve/Tank Assembly in U.S. Patent Pending

## Target prospects, sell value

Reliability is the key. Price becomes less important for the customer with a lot to lose if the snow isn't removed

BY JOHN ALLIN

“**W**ith all the cutthroat one-truck operators out there giving away their service, how in the world do you get new customers?”

That's one of the first questions that's asked when plowing contractors get together.

When we ask that question and get ourselves in a heated discussion of “the other guy” we're missing the bigger picture. Instead, we should be focusing on securing the types of customers that *we* want, not customers who are always looking for the cheapest price. Target marketing works in any business. Why should it be any different in the snow removal business?

### Build route density

Take, for example a shopping plaza or an office park, for which you're providing excellent snow removal services. Obviously it's in your best interest to provide services to adjacent or nearby properties. That cuts down on your drive time. The time that you, your em-

ployees or your subcontractors spend driving from job to job doesn't earn anybody a dime.

Pay attention to the properties adjacent to the one you're already working on. What's happening across the street? If those properties aren't plowed on time, jot yourself a note. In spring, send a letter to the people in charge of those sites and request an opportunity to speak with them. The problems of the past winter are probably still fresh in their minds. You may not get an opportunity to secure that business then, but by staying in touch with them you should be able to get the needed opportunity when the time comes to renew contracts.

Why not, in fact, target all potential customers in the vicinity of your satisfied customer. Ask that

person for a letter of recommendation that you can use when trying to secure new customers. If you're doing a good job on their property, they'll agree.

Bunching your customers, route density, is a great profit builder, espe-

cially if you're charging per push. It's equally beneficial if you're charging “per truck” with a minimum travel time charge between customers.

Building route density also makes it's easier to incorporate a new customer into the schedule if they're close to a site you already service. It just makes good sense to cluster your accounts.

There are some special considerations, however. For example, be careful of taking on customers that have gravel parking lots unless you can charge for increased plowing time. Also, you might have to include a disclaimer that allows you to charge the customer to redistribute the gravel in the lots at the beginning of spring.

*continued on page 20*



Stress how your services keep your clients' businesses open, operating.

**SMARTHITCH® 2.  
NOTHING ELSE COMPARES.**

No other attachment system goes on (or off) your truck faster than SmartHitch 2. In fact, it's not just the fastest... but also the simplest attachment system you can buy. And it's only available from The BOSS.

Fast. Simple. Effortless. That's SmartHitch 2.



**FLIP.**



**PLUG.**



**CLICK.**



**NOTHING'S SIMPLER.  
NOTHING'S FASTER.**



**THE BOSS®**

**THROUGH IT ALL.**

For more information about the full line of BOSS products or to locate The BOSS dealer nearest you, call 800-286-4155 or visit us at [www.bossplow.com](http://www.bossplow.com)

continued from page 18

When a prospect calls to get a price for plowing services, experienced contractors want to know why that customer is considering changing vendors. It's a fair question.

### What was the problem?

You might find that the previous contractor was undercharging for his services, which made it necessary for him to cut corners on the job in order to make the profit he was seeking. You may, in fact, need to tell the customer that they weren't paying enough for the service. In other words, if you want a reliable, quality service you have to pay a fair price. Prospects who want you to provide better service at the same price aren't looking for quality and dependability; they're looking for a bargain. Should it be at your expense?

If you can move lots of snow in a big hurry, stress that to prospects.



If they're just bargain shopping, then you may want to avoid getting involved with such tactics unless you feel you need the mental exercise and frustration that comes with quoting work without getting anything in return. Most of us contractors don't have time for that.

Beware of price shoppers. They'll change vendors next year or, worse yet, mid-season when they perceive that they can strike the next "deal." In this industry, the cheap price usually ends up being unjustified when the service disappears by the second significant snowfall.

### Tell your own story

Extol your company's virtues in your conversations with potential customers, but be forthright, as well. If you're a large contractor with a large fleet of equipment, emphasize that. You have a great mechanic, let them know about him because it reinforces the image that your company can get breakdowns fixed quickly. You may also describe your full-time dispatch team that guarantees that special requests are met promptly.

If you're a small contractor, reinforce the fact that you don't have a large number of customers and every customer gets personalized service. You don't have to keep track of a large fleet of trucks, so you always know where your guys are working. Personalized service means that you care about and can focus on the client's special needs.

continued on page 22

**AVALANCHE**  
SNOWPLOWS

Receiver is made of **SOLID STEEL PLATE**, not hollow tubing which is subject to rust from inside

COMPARE THE COMPETITION

**AVALANCHE TRIP EDGE**

**STEEL TRIP EDGE OR RUBBER EDGE**

HOLLOW TUBING RECEIVER EVENTUALLY RUSTS FROM INSIDE

DOUBLE BRACED side panels will not buckle as in single braced units

COMPARE THE COMPETITION

**QUALITY COSTS LESS IN THE LONG RUN!**

DEALERS THROUGHOUT NORTH AMERICA  
**1-800-232-6950**  
[www.avalancheplow.com](http://www.avalancheplow.com)

BENT SIDE-PANEL



**Exclusive X-bracing**

**Exceptional Strength**

**Extreme Attack Angle**

**Explosive Ice-Breaking**

**Extraordinary Blade Curl**

**Excellent Snow Rolling**

**XBLADE™**

**Experience Stainless Steel**



[fisherplows.com](http://fisherplows.com)

*continued from page 20*

Don't be bashful of the fact that you will make a profit at providing this service. Any sensible customer realizes that you must. You provide a service that requires specialized equipment, special talents and tremendous dedication. Any reasonable person will be glad you're ready and willing to provide services under terrible, and often unsafe, conditions. Sell the benefits of dealing with your company, no matter what size fleet you run.

Sell benefits, features and value. Don't argue price.

Imagine a large corporation's lost productivity if its employees couldn't get to its headquarters because a contractor didn't clear its parking lot. Calculate, if you can, the lost sales at a busy strip mall during the holiday season because a contractor's equipment failed and he didn't have backup.

Do you think a property manager would wish he'd hired your services and would have gladly paid you the extra markup when faced with a lawsuit because his contractor didn't clear a walkway?



Big snow removal equipment isn't cheap to buy or operate.

### **A year-round business**

Don't lose sight of the fact that you're in the snow and ice management business year-round. While customers only think of snow just before the season, we begin planning months earlier.

When you're asking about the landscape maintenance business, ask about the snow business, too. When you do a landscape installation, ask who does the snow removal. Are is landscape client



Clients will not have this specialized equipment.

happy with the service they're receiving? If the person says "yes" then fine and good. Tell that person they're lucky to have a good contractor, but if he becomes dissatisfied remind him that you'd be delighted to talk to him about it.

So, the landscape client has a snow contractor and he's happy with, ask what he's being charged anyway. It's no threat to the other contractor. The customer is satisfied, right? Make a note what the other contractor is charging. If you ever get a call to quote the work, you will have some idea where the numbers are for that particular customer.

Contractors should only be in the plowing business to make a profit, a high profit. The conditions are harsh, the work is hard and often in the dead of the night, it can be dangerous and it's incredibly valuable to homeowners and businesses, alike.

Landscape professionals spend most of the winter planning for and selling work for the coming growing season. Conversely, they shouldn't have a problem quoting snow business in the summer months, either.

Doesn't it seem odd that any of us would limit our potential for growing our operations, our capabilities by neglecting a potentially profitable and rewarding service such as snow and ice management? **LM**

— John Allin is President of Snow Management Group and a respected consultant to the snow industry. Allin's book "Managing Snow & Ice" was published in June 2001. Contact Allin by email at [john@allinco.com](mailto:john@allinco.com)



# ROAD RAGE



**Take Control.** Built for demanding professionals and designed for heavy duty use, the new 8', 8½' and 9' Contractor Grade **PRO PLUS™** line fits ¾ ton to F550 size trucks.

Let the Storm Rage.

**Introducing the PRO PLUS™**



[westernplows.com](http://westernplows.com)

## New products

### SNOW PLOWS

#### Two-in-one plow tackles snow

Daniels manufactures the Wing Plow that is designed to both push and stack tons of snow, eliminating the need for multiple pieces of equip-

ment. The patented, fold-back wing design reduces the plow size by up to 50% for maneuverability, reports the company.

For more information contact Daniels at 847/426-1150 or [www.danielsplows.com](http://www.danielsplows.com)



#### Adapt-a-plow

Kits and direct mounts are available for all products in the Machinability product line. For example, the Power Vee Plow is available in widths of 12 ft. - 16 ft. with a 42-in. moldboard, for applications including sidewalk, farm tractor, loader/backhoe, skid steer and wheel loader. For additional information contact 905/332-8088

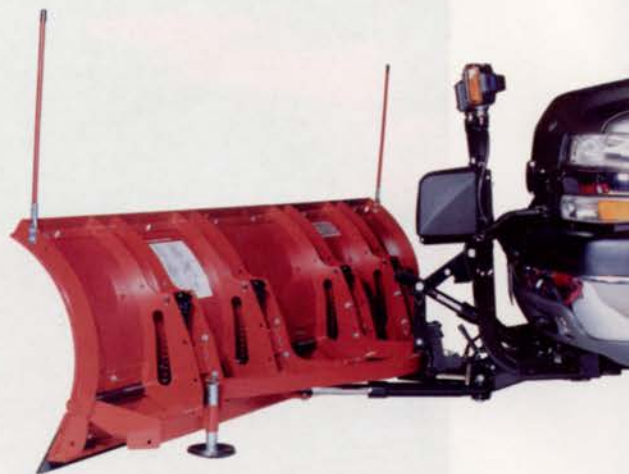
[www.machinabilitysnowplows.com](http://www.machinabilitysnowplows.com)

#### Dozer blade gives you an edge

Be prepared for those heavy, deep snowfalls with Degelman Industries' Strongbox dozer blade. It has double skin construction, a rubber cutting edge, high volume side plates, reversible skid shoes and universal mounting adaptable to payloaders, backhoes, skid steers and most ag tractors, reports the company.

For more information contact Degelman at 306/543-4447 or

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



#### Snow control patrol ▲

For full-size 4-wheel-drive pickups, the Hiniker heavy-duty HDX snowplow line makes short shrift of heavy, wet snowfalls. The HDX uses a split trip edge with a 9-in.-high pivot point to provide protection from high obstacles such as curbs and parking barriers. In order to reduce friction and offer a corrosion-free plowing surface, the high density polyethylene moldboard is designed with 10 laser-cut ribs to give vertical strength to the 30-in.-high moldboard assembly.

For more information contact Hiniker at 507/625-6621 or [www.hiniker.com](http://www.hiniker.com)

### DE-ICERS

#### Environmentally compatible

Premium Blend Coated Salt from Bare Ground has been formulated to be a more environmentally friendly ice melt, treated with the company's patented corrosion inhibitor to produce a 60% more effective and 40% less corrosive ice melt. It is designed to give immediate melting action and works to -20 degrees F. For more information on Bare Ground contact

888/800-8356 or [www.bareground.com](http://www.bareground.com)

#### Collect 'em all

A variety of ice melt products in multiple sizes is available from International Salt Company (ISC) for help in providing safer walks, streets driveways and parking lots. Halite Salt Crystals; Arctic Thaw, formulated with fast-acting de-icers; calcium chloride; magnesium chloride; Ice Ban; and bulk rock salt.

For more information contact ISCO at 888/388-ISCO or [www.iscosalt.com](http://www.iscosalt.com)





## Plowing power on the prowl ▲

Designed with wearability in mind, the Predator 32 plow from Sno-Way has a blade height of 32 in. and blade widths of 102 in., 108 in. and 120 in. The blade can be mounted on 3/4-ton to Class V vehicles using the Sno-Way "Lock 'N Load" quick hitch system. For more information contact Snow-Way International at 800/662-1453 or [www.snoway.com](http://www.snoway.com)

## Snow pusher priced lower

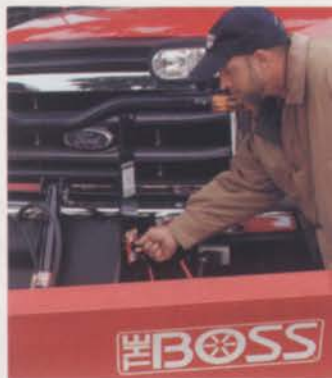
Push plow models available from Snowman Snowplow now include the 70 CashSaver, which is patterned after the 70+SC with a lower price tag. The latest plow features a 12-gauge rolled steel moldboard, 7 ft. long and 23 in. high and is designed to eliminate back dragging. For more information contact Snowman Snowplow at 888/766-6267 or [www.snowmanplows.com](http://www.snowmanplows.com)



## One truck, count'em, 1

The Smarthitch 2 from Boss has been designed with a universal wiring harness and undercarriage and is available on all of the Boss snowplows. This hitch system is engineered to interchange between multiposition and straight-blade plows by switching the control inside the cab of the truck, reports the company. This permits the plow operator to use one truck with a variety of plows.

For more information contact Boss at 920/453-6417 or [www.bossplo.com](http://www.bossplo.com)



# HDX YOUR NEXT SNOWPLOW

Plow through extreme winters with the professional performance of Hiniker's HDX series snowplows.

- **EXTREME STRENGTH** Horizontally trussed moldboard frame with 10 laser-cut vertical ribs for exceptional resistance to bending and bowing.
- **EXTREME TRIP PROTECTION** High-clearance trip-edge clears curbs and obstacles with a 9-inch high pivot point.
- **EXTREME VERSATILITY** Choose the HDX C-Plow and go from high-capacity backdrag to conventional push mode by touching a button.
- **EXTREME EFFICIENCY** Heavy-duty, low-friction poly moldboard allows snow to flow easily.

*The HDX Conventional Plow delivers professional performance and durability.*

*The HDX C-Plow is an amazing timesaver in parking lots and loading docks.*

*A two-section split trip-edge offers 9-inch high clearance and a pinch-free pivot.*



HINIKER COMPANY • Mankato, MN  
1-800-433-5620 • [www.hiniker.com](http://www.hiniker.com)

# HINIKER

EXTREME performance for EXTREME winters



## ◀ Spreader with options

Fisher Engineering has a new Model 500 Tailgate Spreader that fits compact pickups or SUVs with a class III 2-in. trailer hitch. The 5-cu.-ft. capacity poly hopper is designed to spread dry rock salt, calcium chloride and other materials. With a choice of an "on-off" switch or variable speed control, the unit comes with a poly spinner as standard and the adjustable deflector is optional. **For more information contact Fisher Engineering 414/362-3928 or [www.fisherplows.com](http://www.fisherplows.com)**

## SPREADERS

### Breakin' up is easy to do

Ice Breaker hoppers and spreaders from Western Products control build-up on driveways, roads and parking lots. Available in 7-ft., 8-ft. and 10-ft. body lengths in powder coated steel or stainless steel, these v-box type spreaders are designed to mount easily on pick-up, dump or platform trucks.

**For more information contact Western Products at 414/354-2310 or [www.westernplows.com](http://www.westernplows.com)**



### Maximum use from mini spreader

Designed for easy attachment and removal when not in use, the Mini Jr. Spreader from Meyer Products holds 600 lbs. of No. 1



rock salt. The in-cab solid-state speed control with a built-in circuit breaker mounts anywhere in the cab that is convenient for the driver. The direct drive motor operates on the truck electrical system. **For more information contact Meyer at 216/486-1313 or [www.meyerproducts.com](http://www.meyerproducts.com)**

YOU  
LOSE  
MONEY...

Eliminate costly  
backdragging  
and turn  
around  
time  
with a

The Future of Snow  
Removal is Behind You!

**SNOWMAN  
SNOWPLOW™**



1-888-766-6267  
[www.snowmanplows.com](http://www.snowmanplows.com)

every time you turn around  
around

## SNOW BLOWERS

### Design reigns

The Ariens 1336 Sno-Thru was devised with smart features including a cordless automotive-style key starting, differential lock-out wheels for positive dual-wheel drive, and a heavy-duty cast iron gear case.

Heavy-duty reversible skid shoes adjust the height of the blower housing to clear uneven surfaces and a variable-speed Disc-O-Matic drive provides smooth shifting into six forward and two reverse speeds. The 1336 is equipped with a 13-hp Tecumseh Snow King engine.

**For more information contact Ariens at 800/67-5443 or [www.ariens.com](http://www.ariens.com)**



### Snow blowing ... big time

High-flow models of the Loftness skid-steer mounted snowblowers offer 60- to 84-in. cutting widths. Among the features of these snowblowers are optional electric deflector controls, 120-hp oil bath gearboxes, direct-couples single hydraulic-drive motors, no case drain needed, adjustable floating skid shoes and 32-in. cutting heights.

**For more information contact Loftness 800/828-7624 or [www.snowblowers.com](http://www.snowblowers.com)**



### Use vehicle all year ▶

Several classifications of anti-icing sprayers and equipment are available from Turbo Technologies using Turbo Turf Hydro Seeding Conversion Kits. Most Systems can be converted to an ice control sprayer, enabling the use of the equipment year 'round, reports the company. For example, Lot anti-icing/de-icing sprayers are designed for low speed applications and include a 30-gal. unit for attaching to a pickup trucks or gator type vehicles; the Skyway Patrol is designed for highway applications with booms engineered to be used in the 30 mph to 670 mph range. These are available with a variety of pumps, with booms for applying in the center, left or right lanes, or any combination of those. The units come in sizes from 300 gal. -1600 gal. **For more information on Turbo Technologies contact 800/822-3437 or [www.turboturfs.com](http://www.turboturfs.com)**

### Does quick work of snow, ice

Among the four models of the SnowEx Micro Pro Tailgate Spreaders from TrynEx is the Micro Pro 375, designed with an easy on/off receiver hitch-mount or an optional utility mount. It controls and calibrates the material flow rate and is engineered with minimal moving parts. The 375, with a 225-lb. load capacity, boasts a spreading width of up to 40 ft. of dry, free-flowing material such as salt and de-icers. **For more information contact TrynEx at 800/725-8377**

## TURBO TURF

### ICE CONTROL SPRAYERS

Anti-Icing Sprayers starting @ \$ 695.00



Check out Turbo Turf's full line of Ice Control/Anti-icing sprayers. We have sizes from 30 gallon tailgate mounted units to 1600 gallon skid units. We have kits to let you use your Turbo Turf Hydroseeding System as an anti icing sprayer in the winter, and units you can use with your tailgate salt spreader.

For a **FREE** Anti-icing info pack call:

**TURBO TECHNOLOGIES, INC.**

1500 First Ave., Beaver Falls, PA 15010  
1-800-822-3437 [www.IceControlSprayers.com](http://www.IceControlSprayers.com)

### THE LEADING NAME IN Deicing



- Superior deicing
- Prevents adhesion to pavement
- Effective to -20F
- Non toxic to plants & animals
- Virtually non corrosive
- Safe for all surfaces
- Ice Ban Liquid Deicer & Coated Salt
- Gallons, Pails, Drums available

complete info at: [www.bareground.com](http://www.bareground.com)



Bare Ground Systems  
92 Bolt Street  
Lowell, MA 01852

ph: 888-800-8356  
fax: 800-646-9029

ADVERTISEMENT

## Rubber Snow Plow Blades

Our rubber blades meet and surpass all State Hwy. Dept. & US Military specifications.

Our rubber blades are made from a rubber compound that is tough, abrasive and wear resistant. These rubber blades

**OUTWEAR STEEL BLADES 4 to 1**

offering you the

**lowest cost per mile OR hour**

**Call today to find out more!**

### GREENVILLE TECHNOLOGIES

503 Jefferson Ave.  
Phone (302) 322-4918  
Fax (302) 322-8739



## Guide index

For the products and solutions you need for this coming winter season, fill in your contact information, check the companies you're interested in and describe your biggest snow removal challenge. Then fax to **Landscape Management** and we'll do the rest!

**FAX: 440/891-2675**

This page is your direct pipeline to solutions for all of your snow and ice management needs. Use these pages to index the companies that are advertising in this Guide. For more information, these snow management partners have agreed to respond to your questions.

YOUR NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_ CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

| ADVERTISER                                    | WEB SITE   | PAGE |
|---|--|------|
| <input type="checkbox"/> Bare Ground Systems  | <a href="http://www.bareground.com">www.bareground.com</a>                         | 27   |
| <input type="checkbox"/> Boss                 | <a href="http://www.bossplo.com">www.bossplo.com</a>                               | 19   |
| <input type="checkbox"/> Daniels Pull Plow    | <a href="http://www.danielsplows.com">www.danielsplows.com</a>                     | 1    |
| <input type="checkbox"/> Degelman             | <a href="http://www.degelman.com">www.degelman.com</a>                             | 30   |
| <input type="checkbox"/> Fisher Engineering   | <a href="http://www.fisherplows.com">www.fisherplows.com</a>                       | 21   |
| <input type="checkbox"/> Force America        | <a href="http://www.forceamerica.com">www.forceamerica.com</a>                     | 17   |
| <input type="checkbox"/> Greenville           |  | 27   |
| <input type="checkbox"/> Hiniker              | <a href="http://www.hiniker.com">www.hiniker.com</a>                               | 25   |
| <input type="checkbox"/> International Sale   | <a href="http://www.iscosalt.com">www.iscosalt.com</a>                             | 3    |
| <input type="checkbox"/> Kwik Way             | <a href="http://www.kwmanufacturing.com">www.kwmanufacturing.com</a>               | 10   |
| <input type="checkbox"/> Ledex Industries     | <a href="http://www.ledexindustries.com">www.ledexindustries.com</a>               | 20   |
| <input type="checkbox"/> Machinability        | <a href="http://www.machinabilitysnowplows.com">www.machinabilitysnowplows.com</a> | 16   |
| <input type="checkbox"/> Meyer Products       | <a href="http://www.meyerproducts.com">www.meyerproducts.com</a>                   | 29   |
| <input type="checkbox"/> North American Salt  | <a href="http://www.nasalt.com">www.nasalt.com</a>                                 | 5    |
| <input type="checkbox"/> Pro Tech             | <a href="http://www.snopusher.com">www.snopusher.com</a>                           | 15   |
| <input type="checkbox"/> Sno Way              | <a href="http://www.snoway.com">www.snoway.com</a>                                 | 7    |
| <input type="checkbox"/> Snowman Snowplow     | <a href="http://www.snowmanplows.com">www.snowmanplows.com</a>                     | 26   |
| <input type="checkbox"/> Spyker Spreader      | <a href="http://www.spyker.com">www.spyker.com</a>                                 | 10   |
| <input type="checkbox"/> Tetra Tech           | <a href="http://www.tetratec.com">www.tetratec.com</a>                             | 16   |
| <input type="checkbox"/> TrynEx International |  | 11   |
| <input type="checkbox"/> Turbo Technologies   | <a href="http://www.turboturf.com">www.turboturf.com</a>                           | 27   |
| <input type="checkbox"/> Western Products     | <a href="http://www.westernplows.com">www.westernplows.com</a>                     | 23   |

### DESCRIBE YOUR SNOW AND ICE CHALLENGE HERE:

---



---



---



---



---



---



---



---



---



---



---



---



---



---



---



---

# Meyer®



## ONE SLICK PIECE OF EQUIPMENT.

Snow may stick to the ground, but it won't stick to a Meyer® Max® snowplow.

Snow rolls off it with ease thanks to its slick polyethylene moldboard and precision-formed curvature. You plow faster. And you finish faster with Meyer Max.

Meyer Max also helps lower your maintenance costs. It'll never rust. It never needs painting. And its full-trip design protects your equipment from damage caused by snow-covered objects.

With eleven models available, there's a Meyer Max to match your vehicle requirements. Slide over to your authorized Meyer dealer or visit [www.meyerproducts.com](http://www.meyerproducts.com) for more information.

© 2003 Meyer Products Inc.

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



# FACTORY DIRECT PRICING.

## Dozer Blades, Skid Steer Buckets and Strongbox™



**D**egelman has been engineering the toughest tractor dozer blades for over 40 years in state-of-the-art facilities and effective immediately orders can be placed directly with the manufacturer on all snow removal equipment. To facilitate shipping, products will be stocked in New York, Ontario, North Dakota and Saskatchewan.

Strongbox™ is the most effective tool for high volume snow removal. It comes in a variety of sizes and easily mounts to payloaders, backhoes, skid loaders, and most Ag tractors.



### High Volume Side Plates

Extra-large side plates let you move more snow, faster. Reinforced with a unique cone gusset, these side plates are designed to endure the wear and tear of snow removal.



The cone shape also provides a self-cleaning surface to prevent snow and ice from accumulating.

### Double Skin Construction



To ensure the ultimate in durability, Degelman has integrated its proven double skin dozer blade structure into each Strongbox™. With extra blade depth and internal reinforcement, the Strongbox™ provides added structural support where you need it.

### Rubber Cutting Edge

The Degelman Strongbox™ features a durable high density rubber cutting edge, which gives it the flexibility to



clear snow, slush and water without damaging pavement or road obstacles.

### Skid Shoes

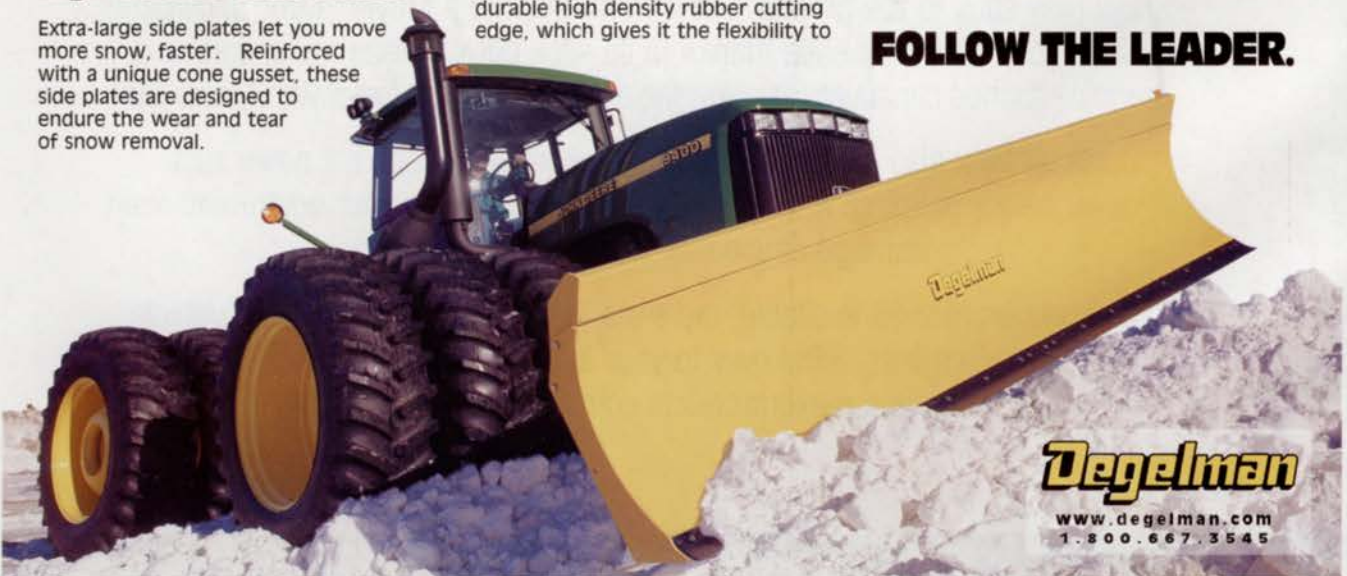
The Strongbox™ is equipped with skid shoes that ensure it rides level and allows the rubber edge to clean the full width of the blade with no trail off to slow you down. Flush mount skid shoes let you clean closer than ever to walls and curbs and abrasion resistant steel provides extended wear and no maintenance.

### Universal Mounting

The Strongbox™ is quickly and easily adaptable to all payloaders, backhoes, skid loaders and most Ag tractors. No matter what you use to push snow, we guarantee a quality, secure fit-up.

Hundreds of fit-ups, dozens of options and thousands of loyal customers later, Degelman is recognized as a market leader. Call Degelman for further details.

## FOLLOW THE LEADER.



**Degelman**

www.degelman.com  
1.800.667.3545

# Landscape MANAGEMENT

August 2003

This card is void after October 15, 2003

I would like to receive (continue receiving)

LANDSCAPE MANAGEMENT free each month:

Yes  no

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

**CONTRACTORS/SERVICE COMPANIES**

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

**LANDSCAPING/GROUNDS CARE FACILITIES**

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

**SUPPLIERS AND CONSULTANTS**

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

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

- 12  10 **Executive/Administrator** - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
- 13  20 **Manager/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) \_\_\_\_\_

NAME (please print) \_\_\_\_\_  
 TITLE \_\_\_\_\_  
 FIRM \_\_\_\_\_  
 ADDRESS\* \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 \*Is this your home address?  Yes  No SUBSCRIBER NUMBER FROM LABEL \_\_\_\_\_  
 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.

3. Which of the following services does your company provide? (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?  
 56  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  Yes 53  No

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

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

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  | LMINET |  |  |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|--|--|--------|--|--|
| 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:  
416-620-9790

303RS  
 AN ADVANSTAR PUBLICATION  
©2003 Advanstar Communications Inc. All rights reserved.

## BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 9335 BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

# Landscape MANAGEMENT

ADVANSTAR COMMUNICATIONS INC  
 PO BOX 5152  
 BUFFALO NY 14205-9836

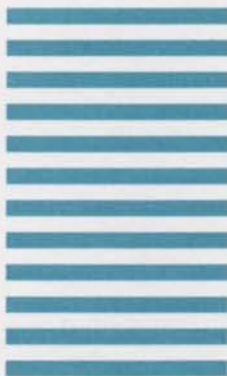




NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO 9335 BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE



**Landscape**  
MANAGEMENT

ADVANSTAR COMMUNICATIONS INC  
PO BOX 5152  
BUFFALO NY 14205-9836



**Landscape**  
MANAGEMENT

August 2003

This card is void after October 15, 2003

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 SUBSCRIBER NUMBER FROM LABEL \_\_\_\_\_  
 PHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_  
 E-MAIL ADDRESS \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advantstar 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 Advantstar Communications to make your contact information available to third parties for marketing purposes, simply call 866-527-7008 between the hours of 7:30 a.m. and 5:00 p.m. and follow the instructions to remove your name from Advantstar'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. Which of the following services does your company provide? (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  Yes 53  No

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

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

|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |  |  |  |  |  |  | <b>LMINET</b> |  |  |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|--|--|--|--|--|---------------|--|--|
| 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:  
416-620-9790

AN ADVANSTAR PUBLICATION  
©2003 Advantstar Communications Inc. All rights reserved.



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](http://www.weed-man.com)

Circle No. 117

## Commercial Grade Vacuum System from Protero Inc.



**NEW PRO VAC 230/232**  
The Pro Vac 230/232 will fit both walk-behind and zero-turn mowers. Will provide affordable option to commercial vacuum systems. **Features:** two 30-gallon plastic containers or optional cloth bags.

Toll Free 1-866-476-8376

**Pro Vac Model 15 and 12 features:**  
-Belt-driven, heavy duty steel blower housing and fan. Aluminum catcher. Model 12 has optional 2-30 gallon removable containers for easy dumping. Both units dump from the seat. Dump and Go! Easy and quick attach/detach for blower and catcher (no tools!). Fits most commercial zero-turn mowers with custom mounting brackets.

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

Circle No. 118

L  
M  
M  
A  
R  
T

## PRIORITIZE PREVENTATIVE MAINTENANCE



When it comes to vehicle safety and dependability, too many motorists are putting off the simple preventative maintenance and repairs that can make the difference between being stranded along the side of the road or making it to their destination. Vehicle care, maintenance and repair are important steps in ensuring safety, improving dependability and avoiding costly repairs down the road.

To raise awareness about the benefits of performing regular vehicle maintenance, the Car Care Council has launched an education campaign called **"Be Car Care Aware."** This on-going campaign teaches motorists how to make sensible decisions about their vehicles.

To find out more information on how you can **"Be Car Care Aware,"** visit [www.carcare.org](http://www.carcare.org) or call (240) 333-1088.

# Unleash the Performance



Shred leaves, branches, debris as large as 1" diameter at a nonstop pace.

Long-term use and profitability require an investment in a chipper/shredder with enough power to handle branches up to 5" in diameter and the ability to shred leaves and small debris.

## Bear Cat 5" models feature:

- 125 lb. dynamically-balanced rotor
- 4 reversible chipper blades
- 20" x 30" loading hopper
- 12" shredder opening
- Diamond-shaped chute to get irregular branches into the chipper
- 20-horsepower Honda engine



Additional screens are available to get perfectly-sized chips for mulch, compost or landscape bedding.



**BEAR CAT**

*A Breed Above the Best*

**Bear Cat Company**

800.247.7335

West Fargo, ND 58078

www.bearcatproducts.com

A division of TerraMarc Industries

Circle No. 119

## METRO-NORTH COMMUTER RAILROAD ADVERTISEMENT OPERATING FUNDED

NOTICE is hereby given that METRO-NORTH COMMUTER RAILROAD will receive bids/proposals for the following Services and/or Products below, on which date they will be received at the indicated time at the Railroad's offices at 347 Madison Avenue, New York, New York 10017. Copies of the Solicitation Documents may be obtained from the designated contract officer at the aforementioned address. Fax bids are not accepted.

IFB/RFP/RFQ. NO.: 201310

### DESCRIPTION: Metro-North Railroad's "Adopt-A-Station" Program (Landscape Maintenance)

MTA/Metro-North Railroad is soliciting the services of a contractor(s) to provide landscaping maintenance and incidental litter removal on Metro-North Railroad owned properties adjacent to stations, including parking lots, accessible from public access ways. The contract term is for a total of five (5) years with Metro-North Railroad reserving the contract option to renew for an additional five (5) years.

**DUE DATE/TIME:** 8/13/03, 5:00 p.m. (Close of Business)

**CONTACT PERSON:** Nina Laney (212) 340-3182 (p), (212) 340-4034 (f), [laney@mnr.org](mailto:laney@mnr.org)

1. **EQUAL EMPLOYMENT OPPORTUNITY:** Contractors will be required to comply with all applicable Equal Employment Opportunity laws and regulations. 2. **INELIGIBLE BIDDERS:** All Contractors will be required to certify that they are not on the U.S. General Services Administration's List of Parties Excluded from Federal Procurement or NonProcurement Programs. 3. **MINORITY/WOMAN/DISADVANTAGED BUSINESS ENTERPRISES:** Metro-North Commuter Railroad hereby notifies all proposers that it will affirmatively insure that in regard to any contract entered into pursuant to this advertisement, Minority/Woman/Disadvantaged Business Enterprises will be afforded full opportunity to submit Proposals in response to this invitation and will not be discriminated against on the grounds of race, color, sex or national origin in consideration for an award.

SAVE NOW!

# SAVE BIG \$\$\$

SAVE NOW!

\*Biggest Selection

\*Highest Quality

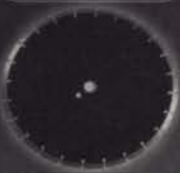
\*Lowest Prices

### SUPER TURBO



|      |         |
|------|---------|
| 4"   | \$ 9.00 |
| 4.5" | \$10.00 |
| 5"   | \$12.00 |
| 7"   | \$15.00 |
| 8"   | \$40.00 |
| 10"  | \$45.00 |
| 12"  | \$69.00 |
| 14"  | \$79.00 |

### SUPER SEG



|      |         |
|------|---------|
| 4"   | \$ 9.00 |
| 4.5" | \$10.00 |
| 5"   | \$12.00 |
| 7"   | \$15.00 |
| 8"   | \$40.00 |
| 10"  | \$45.00 |
| 12"  | \$69.00 |
| 14"  | \$79.00 |

### SUPER T-SEG



|      |         |
|------|---------|
| 4"   | \$19.00 |
| 4.5" | \$25.00 |
| 5"   | \$29.00 |
| 7"   | \$35.00 |
| 8"   | \$45.00 |
| 10"  | \$55.00 |
| 12"  | \$89.00 |
| 14"  | \$99.00 |

### WIDE SLOT



|      |         |
|------|---------|
| 4"   | \$19.00 |
| 4.5" | \$25.00 |
| 5"   | \$29.00 |
| 7"   | \$35.00 |
| 8"   | \$45.00 |
| 10"  | \$55.00 |
| 12"  | \$89.00 |
| 14"  | \$99.00 |

### SILENT GRANITE



|     |          |
|-----|----------|
| 12" | \$189.00 |
| 14" | \$199.00 |

### SEG SWIRL CUP



|      |         |
|------|---------|
| 4"   | \$49.00 |
| 4.5" | \$59.00 |
| 7"   | \$69.00 |

Guaranteed to be the BEST BLADES for all your cutting needs

Family Owned and Operated



**1-800-285-0163**

OPEN 7 DAYS A WEEK

QUALITY DIAMOND TOOLS



"NAME SAYS IT ALL"  
[www.qualitydiamondtools.com](http://www.qualitydiamondtools.com)

Circle No. 120

Quick Claw Industrial  
Grapple Rake



# BUY DIRECT

**FINANCING/  
LEASING  
AVAILABLE**



Call for your **FREE Catalog!**  
**1-866-759-7295**

**Fast Shipping  
Easy Credit!**

P.O. Box 128  
Alexandria, MN 56308

Phones open 24 hours/day,  
7 days/week



Land Leveler  
Planer with Hydraulic Scarifier

Grapple  
Rod Bucket



Quick Power Scope  
Landscaping  
Rake/Labor Leader

- OTHER AVAILABLE ATTACHMENTS**
- Low Profile Buckets
  - Rod Bucket
  - Snow / Light Material Buckets
  - Industrial Material Grapple Buckets
  - Tooth Bars
  - Quick-A-tach Plates
  - Grapple Rake
- COMING SOON...**
- Auger
  - Box Blade
  - Digger
  - Roto Tiller
  - Power Landscape Planer
  - Utility Fork w/Grapple

**BUY PRODUCTS DIRECT  
and Save \$\$\$!...**



Brush Buster Mower



Snow Blade / Pusher



Snow Blower

Circle No. 125

## ire Landscape Management Environmental Science Aquaculture

With products like this 14-gallon sprayer, Forestry Suppliers, Inc., is the one-stop source for golf superintendents, landscape managers, and other outdoor turf professionals. On our web site or in our 650+ page free catalog, you'll find pruners, shovels, work gloves, insect repellents... just about anything you need to be more productive and more profitable! Log on to [www.forestry-suppliers.com](http://www.forestry-suppliers.com) or call the number below to get your free catalog today!



**If you need it  
out there,  
it's in here.**

When your job is the outdoors, your work is only as good as the tools you use. That's why Forestry Suppliers, Inc., features more than 9,000 top-quality products geared especially to outdoor professionals. Every product we sell comes with the best technical support and customer service in the business, and each is backed by a 100% Satisfaction Guarantee!

Check us out for yourself. Give us a call or log on to [www.forestry-suppliers.com](http://www.forestry-suppliers.com) to get your own copy of our latest 650+ page catalog today.

**Forestry Suppliers, Inc.**

[www.forestry-suppliers.com](http://www.forestry-suppliers.com)  
Sales 800-647-5368  
Catalog Request: 800-360-7788

©2003 Forestry Suppliers, Inc. All rights reserved.

Circle No. 121



## POWER UP YOUR PROFITS We're Light Years Ahead!

- Illuminated Holiday Decorating
- High Quality - Low Startup
- Distributorships Available
- The Perfect Add-On Business
- 2 Days of Training - On Going Support
- Secure Your Area Today
- Retain key employees during winter months
- Increase off season sales and profits



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

**CALL TODAY 1-888-200-5131**

Circle No. 123

## THE WALKER BY WALKER



Walker Manufacturing introduces the Walker by Walker—a compact, mid-size, walk-behind mower. The 15-hp Kawasaki engine runs all Walker side-discharge and mulching decks up to 56 inches, including the deck tilt-up function. Proven Walker engineering such as a simple, unique forward speed control and easy steering, flexible deck suspension (using a castoring tail wheel), a manually-tensioned PTO clutch, efficient use of weight, compact overall dimensions, and sturdy construction are all incorporated into the Walker.

# WALKER MOWERS

5925 E. Harmony Road • Fort Collins, CO 80528  
(970) 221-5614 • [www.walkermowers.com](http://www.walkermowers.com)

Circle 122

## THE HOME (PAGE) OF GOLF.



[www.golfcourse1.com](http://www.golfcourse1.com)

PRESENTED BY THE  
AMERICAN SOCIETY  
OF GOLF COURSE ARCHITECTS



# events

WHAT, WHEN & WHERE

## August

**20-24 ANLA Landscape Operations Tour / Southern Ohio;** 202/789-2900

**21 IPLLA Summer Field Day / Carmel, IN;** 317/575-9010

**24-27 2003 APWA International Public Works Congress and Exposition / San Diego, CA;** 816/472-6100

## September

**9 Clemson University Turfgrass Field Day / Florence, SC;** 843/669-1912 x226;  
[www.clemson.edu](http://www.clemson.edu)

**10 Nursery, Landscape & Urban Forestry Field Day / Virginia Beach, VA;** 757/363-3900

**11-13 Landscape Distribution Tour / New York;** 202/789-2900

**18-19 Southwest Horticultural Trade Show & Conference / Phoenix, AZ;** 480/966-1610

**18-21 ANLA Grower Tour / VA & MD;** 202/789-2900;  
[www.anla.org](http://www.anla.org)

**21-24 ANLA Legislative Conference / Washington, DC;** 202/789-2900; [www.anla.org](http://www.anla.org)

**23-24 Virginia Turf Council Field Day / Blacksburg, VA;** 540/942-8873

**29-1 Building With Trees National Conference / Nebraska City, NE;** 402/474-5655

## October

**8-9 Turfgrass, Landscape and Equipment Expo / Pomona, CA;** 800/500-7282

**17-18 Xeriscape Conference / Albuquerque, NM;** 505/822-8222

**18-20 International Lawn, Garden & Power Equipment Expo / Louisville, KY;** 800/558-8767; <http://expo.mow.org>

**22-23 Garden Expo / Toronto, Canada;** 905/875-1805;  
[www.gardenexpo.ca](http://www.gardenexpo.ca)

**23 Southeast Texas Grounds Maintenance Conference / Conroe, TX;** 936/539-7822

**24-26 New Jersey Shade Tree Federation Annual Meeting / Pleasantville, NJ;** 732/246-3210

**30-3 ASLA Annual Meeting and Expo / New Orleans, LA;** 202/898-2444; [www.asla.org](http://www.asla.org)

## November

**4-6 Turf and Grounds Exposition / Rochester, NY;** 800/873-8873; [www.nysta.org](http://www.nysta.org)

# Landscape MANAGEMENT

**ADVERTISING INFORMATION:**

Call Nicole Himsel at 800-225-4569 x2670 or 440-891-2670, Fax: 440-826-2865, E-mail: nhimsel@advanstar.com

- For ad schedules under \$250, payment must be received by classified closing date.
- We accept VISA, MASTERCARD, and AMERICAN EXPRESS over the phone.

## Bilingual Training

**Profit Building Training Products  
Quality Products – Proven Results!**

**Lower Prices!**

For More Info and to Order, Visit Us Today!  
[www.infoexchangeonline.com](http://www.infoexchangeonline.com)

## Business For Sale

**LANDSCAPE  
CONSTRUCTION COMPANY**

**Well Established**

**20-year Landscape Company  
Boston, Massachusetts Area.**

**Annual volume \$3.5 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 2003 backlog to date is over \$1.5 million**

Contact **GLOBAL BUSINESS EXCHANGE**

**Mr. John Doyle: 1-781-380-4100**

**Fax: 1-781-380-1420**

**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**

## Use Color to Enhance Your Ad!

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

For rates and schedules, contact  
Nicole Himsel: [nhimsel@advanstar.com](mailto:nhimsel@advanstar.com)

## Business Opportunities



### Back-Yard Putting Greens

Synthetic green are the fastest growing segment of the \$25 Billion a yr 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

**FREE VIDEO**

**800-334-9005**

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



*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](http://www.theputtinggreencompany.com)

**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 & Advertising .....\$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](http://www.profitsareus.com)



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](http://www.uslawns.com)



### WANT TO BUY OR SELL A BUSINESS?

**Professional Business**

Consultants can obtain purchase offers from numerous qualified potential buyers without disclosing your identity. There is no cost for this as Consultant's fee is paid by the buyer. This is a **FREE APPRAISAL** of your business.

If you are looking to grow or diversify through acquisition, I have companies available in **Lawn Care, Grounds Maintenance, Pest Control and Landscape Installation** all over the U.S. and Canada.  
P.B.C. 19 W. 555 Central Ave, Downers Grove, IL 60516

**708-744-6715 • Fax 630-910-8100**

check us out online @  
[www.landscapemanagement.net](http://www.landscapemanagement.net)

# CLASSIFIED SHOWCASE

## Business Opp's (Cont'd)

**Attention: Landscape Professionals**  
Own an exclusive dealership. Established pet containment & wireless detection products. 603-352-3333 Made in USA by Miltronics Mfg.

### CONKLIN PRODUCTS OPPORTUNITY!

Use/market, new technology liquid slow-release fertilizer and micro-nutrients. Buy Direct from Manufacturer  
**FREE Catalog:** 1-800-832-9635  
Email: [kmfranke@hutchtel.net](mailto:kmfranke@hutchtel.net)  
[www.frankemarketing.com](http://www.frankemarketing.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](http://www.turboturf.com)

### PHYSAN 20

**ALGAE AND ODOR CONTROL**  
FOUNTAINS, STATUARY,  
BIRDBATHS AND WALKWAYS.  
Cost effective and biodegradable.  
Ordering and Dealer information: Maril Products  
320 West 6<sup>th</sup> Street, Tustin, CA 92780  
800-546-7711 [www.physan.com](http://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".  
\$93 + \$6.75 s/h VISA, MasterCard, or MO's shipped next day. Checks delay shipment 3 weeks. CA add 7.75% Tax.  
**AMERICAN STAMP CO.**  
12290 Rising Rd. LM3, Wilton, CA 95693  
Free Brochure  
Prices subject to change without notice. 916-687-7102 or Toll Free (877) 687-7102

**MOWER REPLACEMENT PARTS**  
FREE 200 Page Catalog-Save \$\$\$

**MOW MORE SUPPLIES**  
1-800-866-9667  
[www.mowmore.com](http://www.mowmore.com)  
Order FREE Catalog LMO3

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

**Americas Lowest Prices**



**U.S. Buildings.**  
Save Thousands Now!  
1-800-463-6062  
[us-buildings.com](http://us-buildings.com)

## For Sale (Cont'd)

### FOR SALE: Rexius Express Blower Truck EB-60



**2000 Freightliner Model FL-112**  
w/upgrades & supplemental injection system:  
New Transmission! New PTO (large)!  
New Feeder Gear Box!  
Only 69,713 miles and 8,304 hours!  
Call Garvin Riches or Deborah Muller  
800-304-2886

### 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 Albuz 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](mailto:spraypts@bellsouth.net)  
Website: [SprayerPartsDepot.com](http://SprayerPartsDepot.com)

**30' x 50' x 10'**  
**\$4,729**



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](http://heritagebuildings.com)

## GPS Tracking

### Attention Landscape Professionals

**GPS Vehicle Tracking Systems**

- Verify Landscaping Jobs Completed
- Increase Employee Productivity
- Reduce Operating Costs
- Increase Employee Responsibility
- Reduce Fuel Cost
- And More!

Packages available to fit any size fleet...  
Buy manufacturer direct and save!

Affordable Simple Installation Manufacturer Direct No Monthly Fees  
**Call Now! 800-665-7203**   
[www.onetrackinc.com](http://www.onetrackinc.com)  
2375 E Camelback, Suite 500, Phoenix, AZ 85016

**HURRY!**  
If your ad isn't here,  
call Nicole Himsel  
**IMMEDIATELY!**



1-800-225-4569 x2670 or 440-891-2670

## Help Wanted

### GreenSearch

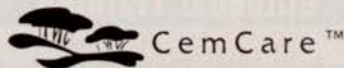
Providing professional executive search, human resource consulting and specialized employment solutions to Green Industry companies and allied horticultural trades throughout the United States.

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

E-mail: [info@greensearch.com](mailto: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



CEMCARE INC. has

### OPERATIONS MANAGERS

positions available **Nationwide!**

Looking for responsible, self-starter, hands-on, dedicated **Operations Managers** to manage landscape contracts to ensure quality assurance and to work with general superintendent to ensure production goals are being met.

- **Three Years Supervisor Experience in the Green Industry**
- **College Degree Preferred in Agriculture, Horticulture or Related Discipline**
- **Licensed Irrigator Status**
- **Chemical Applications License**
- **Certified Arborist or Horticulturist Preferred**

We offer an excellent benefit package including: medical, dental, vision, 401(k), company vehicle PLUS a bonus program based on production goals. Paid training salary of \$39,000. After completion of training program, salary range of low to mid forties.

E-mail resumes to:  
[greynolds99@earthlink.net](mailto:greynolds99@earthlink.net)  
or Call: 832-435-2555

## TRUGREEN LandCare

Seeking highly qualified landscape professionals  
**TOP-LEVEL MANAGEMENT POSITIONS**  
in expanding Atlantic market covering PA/DE/NJ

**REGIONAL MANAGER**  
**REGIONAL SALES MANAGER**  
**BRANCH MANAGER**

Excellent compensation, bonuses & incentives, company vehicle, complete benefits package & more.

Fax resume to 301-924-7782 or email  
[Atlantic\\_Careers@landcare.com](mailto:Atlantic_Careers@landcare.com)

EOE AA/M/F/D/V

## ESTIMATOR

Environmental contracting company seeks estimator to bid landscape, irrigation, revegetation, and erosion control projects ranging from \$1K to \$4M.

Please see our website for a more detailed description at: [www.wsreclamation.com](http://www.wsreclamation.com)

Help Wanted (Cont'd)

**Landscape Construction Superintendent**

Lakewood Landscaping is seeking an individual with at least 5 years of Landscape Construction Supervisory Experience to manage up to 6 crews performing landscape installation, up-grades and enhancements to new and existing sites.

- Strong technical knowledge of hardscape and plant material a MUST
- Candidate must have strong organizational and scheduling skills
- A CDL License and ability to speak Spanish a PLUS

Please forward resume and salary history/requirements to:

**Dave Shrum, Lakewood Landscaping**  
33306 Glendale, Livonia, MI 48150  
Fax: 734-422-3451

**andscape landscape & construction corp.**

20 years of quality landscape service

**CAREER OPPORTUNITY**

**Designer/Estimator/Supervising Field Foreman**  
Great opportunity for ambitious person with design concepts, estimating skills with knowledge of plant materials.

Looking for an individual to lead landscape crews for layout & installation of plantings and construction items. Hands-on ability to oversee projects.

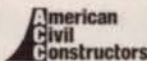
Salary & Benefits

call 845-362-0303 or fax resume to 845-362-8224

**Nationwide Opportunities!**

We offer a wide range of benefits including medical, dental, 401(k), 125 cafeteria plan and education. Visit us at [www.aconstructors.com](http://www.aconstructors.com) or call 303.795.2582

Equal Opportunity Employer



**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](mailto:jobs@brickmangroup.com)  
[www.brickmangroup.com](http://www.brickmangroup.com)

**JOBS IN HORTICULTURE, INC.**

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

Phone: 1-800-428-2474

Fax: 1-800-884-5198

**GREENSCAPE INC.**  
Provides landscape design/build, tree, irrigation, hardscape, site work, snow removal throughout the PA, NJ, DE regions.

Available Positions:

- Commercial maintenance sales person with strong affluent ties to commercial clientele in the tri-state area.
- Landscape designers, arborist, hardscape, irrigation techs, equip operators, lawn & landscape foremen, CDL drivers

Full time, excellent salary, benefits available-

Call 856-667-5296

or Fax Resume to 856-321-0105

**LOOKING TO HIRE SOMEONE?**  
Place Your Recruitment Ad in Landscape Management!

For rates and schedules, call Nicole Himsel at 800-225-4569, x2670 or 440-891-2670



Software



**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!

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

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

Or call 24 hours for a free demo CD: 1-800-724-7899 ext.2

**LANDSCAPE MANAGEMENT**

Wheat's Lawn & Custom Landscape, a premiere residential landscape firm in Northern Virginia since 1978, has positions available for management and sales. Interested candidates should want to surpass own personal expectations and have a desire to work with a motivated and successful team.

Wheat's offers:

- Health insurance
- Advancement opportunities
- 401(k) and profit sharing
- Excellent salaries
- Great work environment

For confidential consideration, please mail, fax or email your resume:

Wheat's Lawn & Custom Landscape, Inc.  
8620 Park St., Vienna, VA 22180

Fax: 703-641-4792 • Email: [wheats@wheats.com](mailto:wheats@wheats.com)

**FLORAPERSONNEL, INC.**

In our third 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

407-320-8177 ♦ Fax: 407-320-8083

E-mail: [hortssearch@aol.com](mailto:hortssearch@aol.com)

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

**TURFGOLD SOFTWARE**

Do you want to have MORE CONTROL OVER YOUR BUSINESS, INCREASE SALES AND MAKE MORE MONEY?

We'll show you how with software designed specifically for lawn and landscape companies.

Call Tree Management Systems, Inc. at 1-800-933-1955

or visit our website at [www.turftree.com](http://www.turftree.com) for a free demo presentation.

check us out online @

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

**GROUNDSKEEPER PRO**  
**BUSINESS SOFTWARE**  
Invoicing  
Scheduling  
Routing  
Estimating  
**FREE Trial**  
[www.adkad.com/LM.htm](http://www.adkad.com/LM.htm) ♦ 1-800-586-4683

# best practices

GUIDELINES TO HELP AN INDUSTRY GROW

## Never point the finger of blame

BY BRUCE WILSON

Mid-season is when our weaknesses begin to take their toll on our operations. Quality issues surface, customer concerns raise their ugly little heads, employees show wear and tear, and owners and managers begin looking for ways to keep the operation running smoothly. Mid-summer is when a lot of us begin wearing our problem-solver hat a lot.

It's also a good time to stop and reflect on what we need to fix before we get into that final push to meet the year's goals. This will get us to think about how this year's problems may have arisen out of last year's solutions. Don't settle for obvious answers. The problems and their best solutions may not be as clear cut as they seem. You need to keep digging.

For example, don't be overly quick to blame employee performance problems on training. The performance problem may be more fundamental than that. It may go back to hiring the wrong people. That's a problem

in all businesses, including landscaping.

In fact, avoid placing blame at all. Nothing will do more to prevent you from finding out the truth.

Instead, involve your staff in identifying problems and molding solutions. Don't rush the process either, even though it

You can't change everything at once. Make small changes that result in the most improvement.

seems time consuming. As problem solvers, we want action, and often we rush into activity when we should remind ourselves to look at the whole picture instead. This is especially true when responding to customer complaints.

Has a customer's dissatisfaction been building to where the most recent event pushed him or her over the edge?



Bruce Wilson

Arriving at the right solution is difficult at best, but if we test it before it becomes policy we have a better chance to find the answer that solves the problem permanently.

The following are some best practices for solving problems:

- ▶ Involve several people in testing the solution. Ask, what could go wrong?
- ▶ Managers seldom involve sales or office staff in operational problems. This is a mistake. They're often better at understanding customers because they usually have more contact with them than do owners or managers.
- ▶ Choose the areas of highest leverage. You can't change everything at once. Make small changes that result in the most improvement. These high leverage areas are usually the least obvious.
- ▶ Consider the effect of change on other parts of your organization.
- ▶ Finally, don't rush to judgment. Most likely, it took time

to create the problem, so don't expect to solve it over night. Slow down and reflect on your solution. You want lasting results. Organizations where management makes constant changes confuse employees and force them to tune out.

### Sound off

Share your thoughts on your problem-solving process with the readers of *Landscape Management* by contacting Managing Editor Jason Stahl at [jstahl@advanstar.com](mailto:jstahl@advanstar.com).

Reach Bruce Wilson at [bwilson@wilson-oyler.com](mailto:bwilson@wilson-oyler.com). He spent 30 years with Environmental Care, Inc., and was largely responsible for its prominence in the landscape maintenance industry. He and partner Thomas L. Oyler, a longtime landscaper and entrepreneur, offer Green Industry consulting services through their firm, Wilson-Oyler Group. Visit their Web site at [www.wilson-oyler.com](http://www.wilson-oyler.com).

**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 \$146 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 55806-6118. Canadian G.S.T. number: R-124213133RT001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.



Copyright ©2003 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.

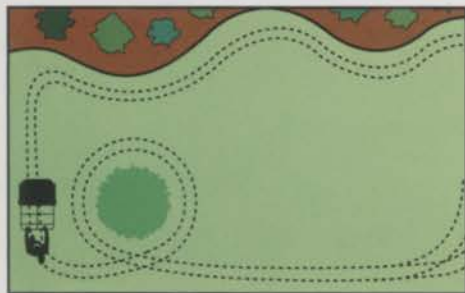




# We've revolutionized aeration with the TurnAer 26.



## Finally, the aerator you've always wanted.



Our new TurnAer 26 is effortless to use—in fact, it operates like a mid-size mower. The TurnAer's revolutionary DiffDrive™ with dual brake action lets you turn with the tines in the ground...no lifting, turning or strain on your workers' backs. And its handles are adjustable for workers of all heights. All these things make it 30% more productive than conventional aerators. Increase your profits and make your crew happy with the TurnAer 26—from Turfco Direct, the *Direct* answer to your renovation needs.

The TurnAer 26's DiffDrive™ allows you to turn with the tines in the ground – no lifting or turning.

**Request a video or catalog: 1.800.679.8201**  
**Order Direct: 1.800.679.8201**  
**Visit our website: [www.turfco.com](http://www.turfco.com)**



# Mow **NOW**—Pay **LATER!**



**LIMITED TIME OFFER**  
Save **BIG** on Lazer Z<sup>®</sup> HP and  
Lazer Z<sup>®</sup> XP Diesel Models!

See Dealer for details.



## Fantastic Financing Going on **NOW!**

**0** **Down** \*  
**Interest** \*  
until March 2004  
**Payments** \*  
until April 2004

\* 0 Down Payment – 0 Interest Until March – 0 Payment Until April of 2004 delayed payment program is available to both Consumer and Commercial applicants through Sheffield Financial Corporation or Shoppers Charge. Program converts to 9.9% A.P.R. finance rate. A higher interest rate may apply based on applicants past credit history.  
\* Not all that apply will qualify. See Dealer for complete finance program details.

### **PLUS—Add One of These Exclusive Exmark Accessories!**

E-Z Striping Kit and Micro-Mulch™ System offers cannot be combined. Offers valid now through October 31, 2003.



Up to **\$350** Value

Create a distinctive, beautifully manicured appearance with a

**FREE**

**E-Z Striping Kit**

with the purchase of ANY new Exmark® riding mower.

OR

Watch leaves and grass clippings virtually disappear with a

**FREE**

**Micro-Mulch System**

with the purchase of ANY new Exmark® riding mower.



Up to **\$250** Value

**eXmark**  
**NOBODY DOES IT BETTER**

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

Circle No. 102

**BEST-SELLING BRAND OF MOWING EQUIPMENT FOR THE LANDSCAPE PROFESSIONAL**