

Love those long-term contracts

AN ARMY OF AERATORS

Lessons from the drought

# LandscapE

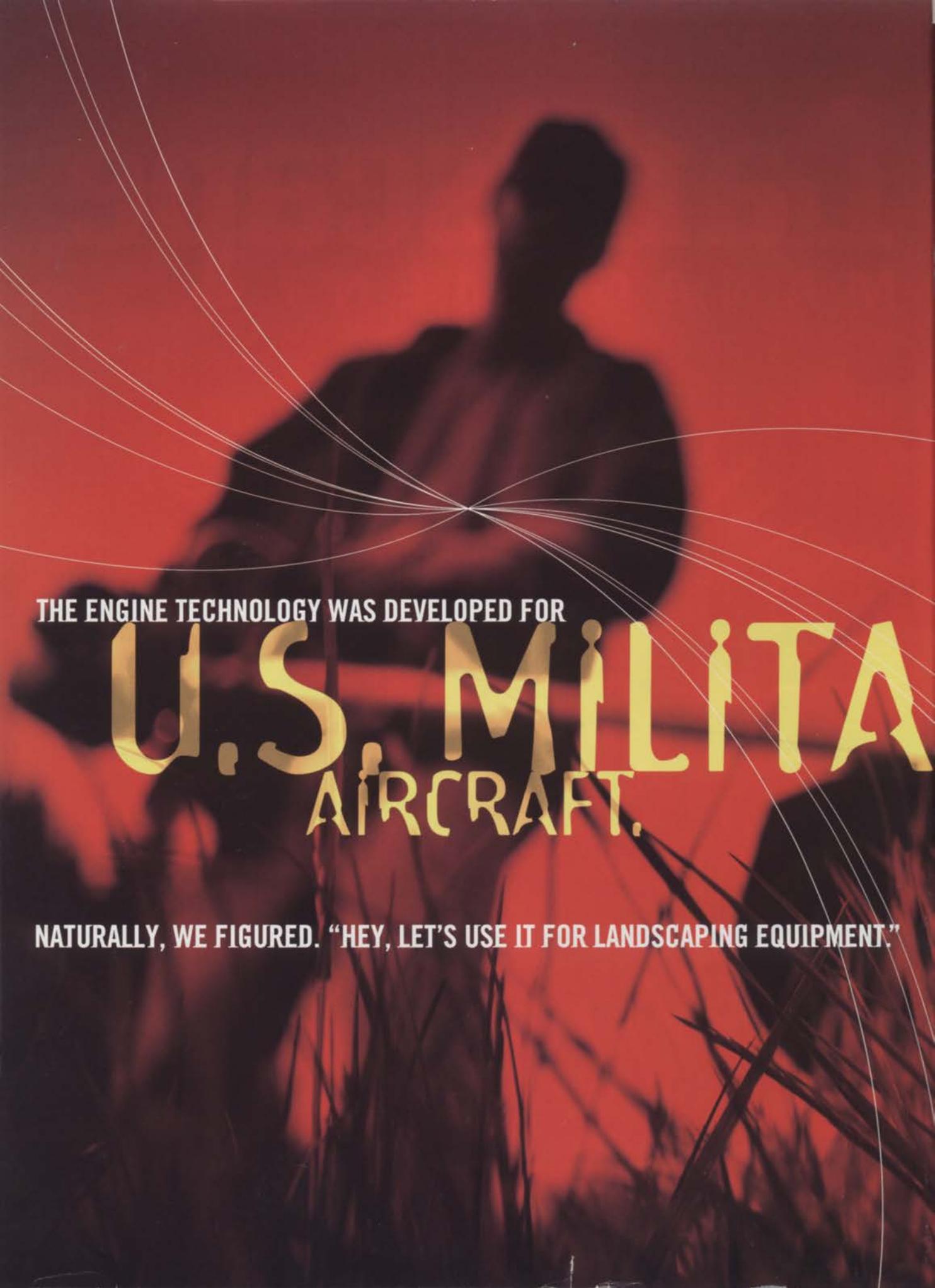
SOLUTIONS FOR A GROWING INDUSTRY

## MANAGEMENT

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

EDITORS' CHOICE

**TOP TEN**  
LABOR SAVING PRODUCTS & IDEAS



THE ENGINE TECHNOLOGY WAS DEVELOPED FOR

# U.S. MILITARY AIRCRAFT.

NATURALLY, WE FIGURED. "HEY, LET'S USE IT FOR LANDSCAPING EQUIPMENT."

# SUPERCHARGED C4 TECHNOLOGY



- ROCKER ARMS
- EXHAUST PORT
- EXHAUST VALVE
- INTAKE VALVE
- PUSH ROD
- CAM FOLLOWERS
- COMBUSTION CHAMBER
- REED VALVE
- POWER BOOST CHAMBER

## T2500



At Shindaiwa, when we develop a new product we leave no stone unturned. Take our T2500 trimmer. Its new C4 Technology™ engine was found hiding in an obscure U.S. military spy plane. And, trust us, you'll feel that heritage the first time you fire a T2500 up. There's more torque and quicker throttle response than any old two-stroke. Plus, it's cleaner running and offers better fuel economy.

Now you may be wondering what are the drawbacks. Honestly, there aren't any. The T2500 runs in all positions, there's no oil reservoir, and it's easier to maintain.

Yes, the future has arrived. And for the weeds, it's not going to be pretty. Contact your dealer for details. Find him at [shindaiwa.com](http://shindaiwa.com), or call 800-521-7733.

**shindaiwa**  
FIRST TO START. LAST TO QUIT.

# FAST, EASY, BEAUTIFUL

CLASSIC MOWING BY  
WALKER FOR OVER 22 YEARS

You need a beautiful mowing job (you are a landscape artist).

You need to do the job fast (time is money).

You need to be easy on the operator (the operator may be you).

You need a Walker Mower.

If you do not own a Walker, we invite you to see a Walker demonstrated on your property.

**It's time to move  
into classic mowing  
by Walker.**

**WALKER MANUFACTURING CO.**

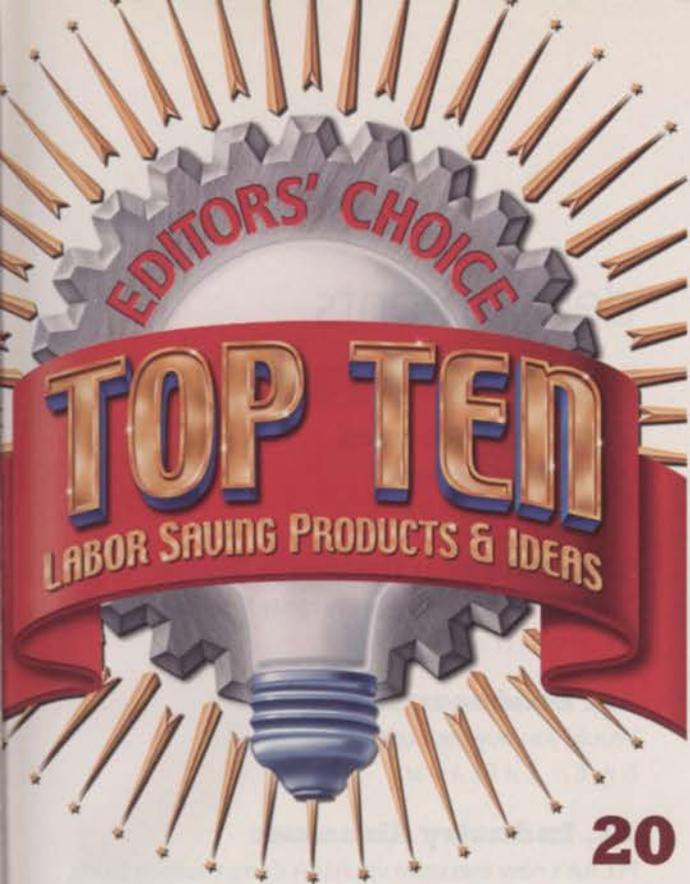
5925 E. HARMONY ROAD • DEPT. LM

FORT COLLINS, CO 80528

(800) 279-8537 • [www.walkermowers.com](http://www.walkermowers.com)

Independent, Family Owned Company Designing and Producing  
Commercial Riding Mowers since 1980

Circle No. 104



# Landscape MANAGEMENT

JANUARY 2003 / #1 / VOLUME 42

## features

### cover story

#### **20. Top ten editors' picks for '03**

Unique and innovative labor saving equipment

BY RON HALL & JASON STAHL

#### **28. Profit from long-term contracts**

Build multi-year relationships with clients to boost your bottom line and give them better landscapes

BY CINDY GRAHL

#### **32. Telemarketing: Is it in trouble?**

Despite mounting regulations, lawn care business owners still think it's a great tool

BY GEORGE WITTERSCHEIN

#### **36. Lessons from the drought**

What these lawn and landscape pros learned during the 2002 drought will help you this year

BY KATHERINE WOODFORD

### athletic turf

#### **42. Prep your fields for spring**

Preparing your fields for the spring sports season involves a thorough program that starts in the fall

BY BOYD MONTGOMERY

### grounds management center

#### **46. Illinois State University**

Mike O'Grady makes the old gem shine

### mower guide

#### **48. Know thy costs**

Determining how much to charge for mowing isn't so tough if you know how much it costs to do it

BY RON HALL

#### **52. Mowers**



52



COVER ILLUSTRATION: ROB SCHUSTER DIGITAL ILLUSTRATION

## 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 / 440/891-2869 / <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	JOHN D. PAYNE / 440/891-2786 / <a href="mailto:jpayne@advanstar.com">jpayne@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:chausaue@advanstar.com">chausaue@advanstar.com</a>

## Advertising staff

Eastern Manager	JOSEPH SOSNOWSKI / 610/687-2356 Fax: 610/687-1419 150 Strafford Ave., Ste. 210 Wayne, PA 19087 <a href="mailto:jsosnowski@advanstar.com">jsosnowski@advanstar.com</a>
Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Western Manager	PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675 <a href="mailto:proberts@advanstar.com">proberts@advanstar.com</a>
Midwest Manager	KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675 <a href="mailto:kstoltman@advanstar.com">kstoltman@advanstar.com</a>
Account Manager Display / Directory	MICHAEL HARRIS / 440/891-3118 Fax: 440/826-2865 <a href="mailto:mharris@advanstar.com">mharris@advanstar.com</a>
Classified Showcase / Account Executive	TERESA MILAM / 440/891-2670; 800/225-4569 x2670 <a href="mailto:tmilam@advanstar.com">tmilam@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 Subscriber/Customer Service 218/723-9477/ 888/527-7008
TAMMY LILLO	International Licensing 218/723-9253 Fax: 218/723-9779 <a href="mailto:lillo@advanstar.com">lillo@advanstar.com</a> For current single copy, back issues, or film/fiche/ 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

## departments

columns, news & more

### 7. On the Record

Don't let time slip away

BY JASON STAHL

### 8. Inside the Owner's Head

Bob Maffei makes changes to ignite his company

BY RON HALL

### 10. Business Ideas

Would you buy your company?

BY ED LAFLAMME

### 12. Industry Almanac

PLCAA's new executive vp, ALCA Compensation Study, take a tour of R.A.R. Landscaping

### 17. Statistics

### 64. Events

Who, what and when

tech center

### 54. LM Reports: High-tech wonders

Deep-tine or standard coring?

BY CURT HARLER



### 58. Ask the Expert

Extensive dieback, copious curling leaves, to replant or not, alternative aphid controls

BY BAL RAO, PH.D.

### 62. Products



ending notes

### 74. Best Practices

Equipment: calculate labor savings, life-cycle and maintenance costs

BY BRUCE WILSON

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

# MAKE IT BETTER.

©2003 BASF Corporation. All rights reserved.

**Basamid® Image® Drive® Pendulum® Plateau® Sahara®**



When choosing a professional partner, you should demand a commitment to success equal to your own—the kind of commitment you get from BASF. While other companies were bailing out on the turf industry to chase profits in pharmaceuticals, BASF was actually divesting its pharmaceutical holdings to free up resources to serve you better. That means billions in R&D to add innovative new products to our already top-performing portfolio. It means unsurpassed customer service and a long-term commitment to the future of the turf industry. Most of all, it means working side by side with you to make it better.

**We don't make the turf. We make it better.**

**BASF**  
Circle No. 105

# next month

WHAT'S COMING UP IN FEBRUARY

## ■ Cover story: Great growth strategies for your business

Marty Grunder shares his secrets for growing your business

## ■ On the compact tractor trail

See the latest offering of compact tractors in "LM Reports"

## ■ Train Hispanic employees right

Start your crews off with a productive bang with these strategies

## ■ The deal on drip

Integrating today's drip irrigation technology into your designs

## ■ Grub talk

Find out fact and fiction of adult Japanese beetle management

## ■ Fertilization for '03

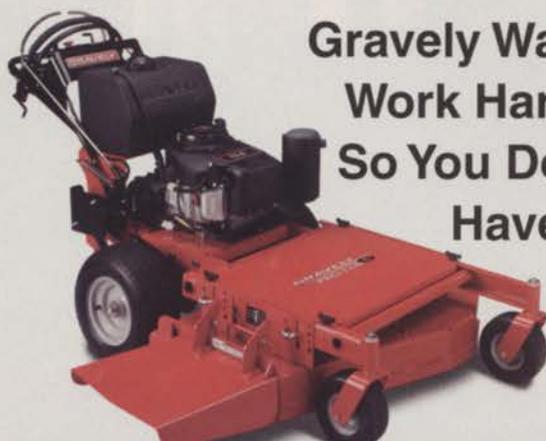
Dr. Wayne Kussow of the U. of Wisconsin provides the real scoop

## ■ Do cycling right

Know when to dispose of older vehicles

## ■ Bermudagrass is going to seed

A "must read" for grounds and turf managers in the South and in the turfgrass Transition Zone



Gravely Walks  
Work Harder  
So You Don't  
Have To.

### Redesigned from the ground up, the new Gravely Pro Walks feature the following:

- New Pro G with adjustable single-tube handlebar and ergonomic ground-drive controls.
- 5.4" deep Air-Flo Deck—an innovative cutting chamber with a super wide discharge tunnel.
- Zero-maintenance Gravely XL spindles.
- Tool-free deck height adjustment.
- 7-mph top speed.

From the 32" Gravely Pro G gear drive walk-behind to our top-of-the-line 52" Pro H hydro walk, there's a Gravely walk-behind for every mowing need. To find your nearest Gravely dealer, call 1-800-472-8359 or visit [www.gravely.com](http://www.gravely.com).

**GRAVELY**™

WE KEEP YOU CUTTING™

AN ARIENS COMPANY

800.GRAVELY

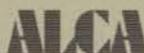
[www.gravely.com](http://www.gravely.com)

Circle 135

## Landscape MANAGEMENT

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

Proud supporter of these green industry professional organizations:



Associated Landscape Contractors of America  
150 Elden Street, Suite 270  
Herndon, VA 20170  
703/736-9666  
[www.alca.org](http://www.alca.org)



American Nursery & Landscape Association  
1250 I St. NW, Suite 500,  
Washington, DC 20005  
202/789-2900  
[www.anla.org](http://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](http://www.asic.org)



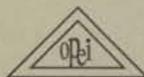
The Irrigation Association  
8260 Willow Oaks Corporate Dr. Suite 120  
Fairfax, VA 22031-4513  
703/573-3551  
[www.irrigation.org](http://www.irrigation.org)



National Arborist Association  
3 Perimeter Road, Unit 1  
Manchester, NH 03103  
603/314-5380  
[www.natlarb.com](http://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](http://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.pcaa.org](http://www.pcaa.org)



Responsible Industry for a Sound Environment  
1156 15th St. NW, Suite 400  
Washington, DC 20005  
202/872-3860  
[www.acpa.org/ris](http://www.acpa.org/ris)



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



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

## Don't let time slip away

**I**t's strange. I've now owned my house for four years, yet I only recently noticed what somebody had carefully written on a cross-beam in the attic — Linda and Bob, 1966.

I was floored. 1966. It had already been 36 years since Linda and Bob, whoever they were, bought the house. Likely it was their first house, and they experienced the same first-time homeowner giddiness, embarking on a new beginning for themselves, as my wife and I did four years ago.

So where, I thought, are Linda and Bob now? Do they remember this house? Do they have a much bigger one now? Do they live out-of-state now, or nearby? If they live nearby, do they drive by my house at night and reflect upon some of the memories they made here? Are they even alive still?

In 1966, Linda and Bob couldn't have imagined how 36 years would fly by so fast. They were probably just taking things like most people — one day at a time.

### Time is a precious thing

My point is this: Make the most of your time. Here we are, already a few weeks into the new year. If you haven't changed things for the better in your company, you've really missed out. No matter what has happened the previous year, you can throw it all away.

True, maybe you can't just erase debt, for example. But you can create and enforce a plan that seeks to reduce it. You know all those things you always say you're going to do but don't? Well, do those things.

Here is a list of general things that you can probably set out to do in 2003 and come away with a much improved company:

- ▶ Increase profitability
- ▶ Hire better employees
- ▶ Get rid of bad employees
- ▶ Increase sales

- ▶ Get rid of troublesome clients and/or accounts that aren't paying off
- ▶ Reduce debt
- ▶ Improve customer service
- ▶ Increase productivity/efficiency
- ▶ Increase market share

Another important thing here: It's never too late to make changes or start anew. You don't have to wait for a new year. Don't procrastinate by telling yourself you'll stop smoking and turn your company around starting January 1; it's just a date. Challenge yourself to make those changes as soon as possible, whether it's March 1, June 22, or, heck, October 31.

But if it helps psychologically to think that the slate is wiped clean on Jan. 1, go for it. Bad habits are hard to break, and routines are hard to change, so you'll need any motivating factor you can dig up to commit to bettering yourself and your company.

Contact Jason at  
440/891-2623 or  
e-mail at [jstahl@advanstar.com](mailto:jstahl@advanstar.com)



It's never too late to make changes or start anew.

## inside the owner's head

BY RON HALL / EDITOR-IN-CHIEF

# Hitting the books

Bob Maffei is making changes in management structure to ignite his Cape Cod operation

College was keeping Robert Maffei from running his landscape business. So he dropped out. "Those were crazy days," he recalls. "First, I had a couple of guys working with me; then I had five guys, then 10, then 15, and the next thing I know I'm running back and forth from college on Thursday nights, not having classes on Fridays, to run my business. Then I had to get back to Umass (University of Massachusetts) for my three o'clock Monday class."

He said bye to college to the dismay of his parents. The choice was clear to him, though. His company got a \$500,000 contract to install landscaping at a golf course, and he was going to focus on his business, Maffei Landscape Contractors.

### Ready to build

At 28, Maffei has resumed hitting the books just about every night — his landscape company's books, that is. On a path to generate \$4 million in revenues this season, Maffei pours over a plan to begin the 2003 season with a new management plan. "It will take us to where we want to go," he says.

"We've done a good job of mastering field production and getting great employees and training them and building a good environment," he says. "Now I'm ready to actually build this business."

To begin, Maffei is instituting an account management-type system. John Fignic, who had been running the company's Maintenance Division, will become the senior ac-



Maffei's goal is \$10 million in revenues by '07.

count manager and oversee two other account managers in that division. Maffei says he's retaining his horticulture, lawn maintenance and seasonal services divisions because they provide excellent service.

"Basically, we've organized our company to get master craftsmen," he explains, using edging as an example. The master craftsman, says Maffei, is the person who uses a power edger to cut the contours in the bed, the craftsman kicks out the edging with a half-moon edger, and the apprentice picks up the debris and takes it to the truck.

"By having processes like these, you get consistency of product," adds Maffei. "You can drive to anywhere on the Cape and recognize our work right away."

He's implemented "processes and procedures" for the company's Construction Division as well.

Maffei is leaving the field and concentrating on managing both Maintenance and Construction. He's also adding a

## Maffei Landscape

▶ AT A GLANCE

**Robert Maffei Landscape Contractors**  
Marstons Mills, MA  
[www.maffeilandscape.com](http://www.maffeilandscape.com)

**Owner:** Robert Maffei, MCLP

**Mission statement:** To constantly exceed each customer's expectations while setting the industry example for quality craftsmanship and professionalism

**Year founded:** 1990

**2002 gross revenue:** \$4 million

**Services:** Turf and landscape maintenance, landscape design/construction, irrigation, horticultural services, hardscapes

**Biggest challenge:** Revamping the company's management structure in 2003 to empower senior managers and give Maffei a broader vision of operations

landscape architect/sales person to Construction. This will relieve production manager Bill Witkowski of sales and estimating and allow him to better manage crews and overseeing production. These changes, especially the addition of a landscape architect/sales person, will put Construction on a more stable growth curve, he says.

Maffei feels that restructuring his management team will allow his company to continue to grow and compete against larger national and regional operations.

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



## 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**

## business ideas

BY ED LAFLAMME / GUEST COLUMNIST

Whether you intend to remain as the owner, pass your company on to the next generation of your family or sell it, you should be growing its value.



# Would you buy your company?

**S**ome landscape company owners run their business like it's "just a job." Others realize that they can build equity in their companies. The latter group of owners is the wiser of the two.

Whether you intend to remain as the owner, pass your company on to the next generation of your family or sell it, you should be growing its value. The equity within your business can fund your retirement or it can provide you the money to follow another dream.

### Get a workable plan

But you need a workable plan to do this. You can't "wing it" and expect a big payoff when it's time for you to leave the business.

I'm always surprised by the number of company owners in this industry who:

- ▶ don't use contracts,
- ▶ have no written processes for job functions,
- ▶ don't keep accurate records and see no need to budget or to review monthly profit-and-loss statements, and
- ▶ insist upon wearing too many hats. If they get sick or leave their business in the hands of somebody else, it will struggle and, perhaps, collapse.

### It ain't easy

Most landscape people enter our industry because it's relatively easy to attract customers, allows for a flexible schedule, and they like the work. I suspect that most think it's an easy way to make a living, too.

Building a successful business isn't easy. It requires more than just hard work. The owner needs to acquire a wide variety of skills or hire others that have them. And it requires a workable plan.

In fact, every day the owner of a landscape or lawn care company goes to the office or a job site, he or she should be following a plan that aims, apart from generating wages and profits, to build the value of the business.

How successful have you been in doing this? Assess your business the way a buyer might. Ask yourself questions like, "Would I want to buy this company?" and "How much would I be willing to pay for this business?"

Develop a plan to grow your business, attract top talent, delegate responsibility and build the value of your operation. Don't be content to just chug along.

There's never a bad time to start putting together your plan. If you need professional help to guide you through the process, get it. It will pay huge rewards for you some day.

When it's time to sell or hand the business to another family member, you'll be much happier that you had something valuable to pass along. That's part of your reward for all of those long days — and the extra hours you spent putting together your plan.

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

*He now operates Grass Roots Consulting, Inc. He can be contacted at [ed@grassrootsconsulting.com](mailto:ed@grassrootsconsulting.com)*

*or 203/858-4696.*

The value you build into your company can help fund your future dreams.

## Picture Perfect.

The perfect setting. You see it in your mind. You make it happen. Bobcat compact equipment — tough, dependable, agile — gives you the ability to change the face of the earth, one project at a time.



All-Wheel Steer Loaders



Compact Track Loaders



Mini Track Loader



179-0



Visit our website [www.bobcat.com/179](http://www.bobcat.com/179)  
or call 701-241-8700 for a FREE Video Catalog and  
2003 Buyer's Guide.

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

**Bobcat**<sup>®</sup>  
**One Tough Animal**

An **IR** Ingersoll Rand business  
Circle No. 107

# industry almanac

NEWS YOU CAN USE

## Drafix partners with Hortiopia

KANSAS CITY, MO — Drafix Software, a provider of design software for landscape professionals, has teamed up with landscape reference material powerhouse Hortiopia to offer access to their images in Version 9 of PRO Landscape.

## Toro's 4Q revenue up from '01

BLOOMINGTON, MN — The Toro Company reported net earnings of \$5 million on net sales of \$275.4 million for its fiscal fourth quarter ended October 31, 2002. For the year ended October 31, 2002, Toro reported net earnings of \$35.3 million on net sales of \$1,399.3 million. Toro initially expects revenues for fiscal 2003 to grow in the 5% to 7% range.

## Kubota sues Daedong

TORRANCE, CA — Kubota Corp. is suing Daedong Industrial Co. and its U.S. distributor, charging trademark and trade dress infringement and unfair competition.

## Correction

*Landscape Management* recently published erroneous contact information for the Sports Turf Managers Association. The correct information is: STMA, 1027 S. 3rd St., Council Bluffs, IA 51503, phone: 712/322-7862 or 800/323-3875, fax: 712/366-9119, e-mail: Steve@st.omhcoxmail.com, website: [www.sportsturfmanager.com](http://www.sportsturfmanager.com).

## CLIPPINGS

## PLCAA picks new leader, Clayton

Delaney reassigned to new legislative/regulatory post

BY RON HALL

MARIETTA, GA — Longtime Green Industry participant Gary Clayton, CTP, became the fourth executive vice president in the history of the Professional Lawn Care Association of America (PLCAA). He replaced Tom Delaney on Jan. 1, 2003. Delaney was reassigned and given the title of vice president of government affairs for the 23-year-old association.

The move came after a flurry of correspondence among association officers and board members since the Green Industry Conference in November 2002.

PLCAA president Jon Cundiff, owner of Turf's Up/Weed Man, Summit Lee, MO, said the change was made to:

- strengthen the administration of the organization, including growing it and the annual Green Industry Conference Trade Show, and
- allow PLCAA to become more proactive in legislative and regulatory issues at the state and national levels.

"Gary (Clayton) is going to run the administration of the association. He knows the industry, he knows the GIE and he knows the people in the association," Cundiff says. "We're fortunate to get him."

Clayton, who already lives in the Atlanta area, brings broad industry experience to the job, including a stint as PLCAA's director of technical services during the mid-1980s. Since then he's worked with former Green Industry supplier Sandoz and All-Green Corp., a sizable Atlanta-based lawn care company. The holder of a master's de-

gree in Turfgrass Science from the University of Illinois, Clayton remained active with PLCAA by serving on its Government Affairs Committee.



Tom Delaney (left) and Gary Clayton.

"I'm anxious to join the staff, and implement the strategic plan and directives that have been detailed to us by the PLCAA Executive Committee and the Board of Directors," says Clayton.

"The challenge will be those issues that have an impact on our industry — the integration as an industry and the coordinating of action teams."

For his part, Delaney says that change allows him to concentrate on regulatory and legislative affairs, some of which have become increasingly worrisome to members.

"We look at what's happened in Canada and wonder if it can happen here," Delaney told LM. (See November 2002 LM pg. 9.) "There is so much going on in regards to issues that it needs somebody looking at it full-time."

Delaney joined the PLCAA staff almost 13 years ago and served as its director of government affairs, a post he continued to hold even after being appointed executive vice president five years ago.

PLCAA president Cundiff agrees that the time had come to separate the organization's administrative and regulatory watchdog functions, and he says the industry is the winner with Delaney's decision to guide its legislative program.

"Nobody in our business is better suited for that than Tom," says Cundiff. "We definitely intend to be more proactive on legislative affairs."

## How does your company's pay package stack up?

It's information that you've always wanted to get from other companies but were afraid to ask for: How much do they pay their employees? Their management team? And, based on that information, are you overpaying or underpaying your employees?

Well, now you can find out by participating in the ALCA Employee Compensation Study. The results will be published in the "Employee Compensation Report," which will provide a detailed review of compensation and

benefit programs for landscape contractors.

The study, expected to receive a large response, will most likely include information on:

- executive compensation
- employee compensation
- sales commission plans
- benefit programs

The questionnaires will be available in early February. The surveys will be due back February 28, 2003, and the results should be available in May 2003.

Contact ALCA at 800/395-2522 or visit [www.alca.org](http://www.alca.org) to download the survey.

## Info Center

VIDEOS AND LITERATURE FOR THE GREEN INDUSTRY

### Book on southern lawns available from Clemson

"Southern Lawns: Best Management Practices for the Selection, Establishment and Maintenance of Southern Lawngrasses" is now for

sale from Clemson University's Bulletin Room.

The 566-page book provides complete information for

selecting, establishing and maintaining all lawn grasses cultivated in the southern U.S. — from New

Mexico to the Atlantic Coast including Florida and north to southern Kansas, southern Missouri, Kentucky and Virginia. Included are 191 color photos and 66 black-and-white illustrations.

To order, mail a check or money order to the Bulletin Room, Clemson University Public Service Publishing, Room 96, Poole Agricultural Center, Clemson University, Clemson, SC 29634. Other options include paying by credit card at <http://cufan.clemson.edu/olos/cu4.htm> or calling 888/772-2665.



VALVETTE SYSTEMS PRESENTS

# LITTLE VALVE™

ON-OFF/FLOW CONTROL AT EACH SPRINKLER HEAD



## NOW IT'S EASY TO CLEAN, FLUSH & CHANGE OUT SPRINKLER HEADS

*In today's economy, it's especially important to conserve... to save water, to cut down on labor and ultimately to save money. That's what LittleValve is all about.*

*Even without filter screens, LittleValve makes every sprinkler head an adjustable, pressure-compensating unit that lets you get the exact amount of water you want right where you need it. You can't help but save labor and water when maintaining sprinklers. And when heading up new jobs, LittleValve saves lots of water which means less mud at the jobsite and less labor costs because one person does the job that used to take two.*

*Less time spent on the job, means real money in your pocket, and happier customers.*

### END IRRIGATION AGGRAVATION FOREVER!

CALL US FOR FREE SAMPLES  
SEE FOR YOURSELF!

DISTRIBUTOR FOR  
**LITTLE VALVE™  
PRODUCTS**

OR CALL US AT  
VALVETTE SYSTEMS  
**(866) 200-8590**

© & TM 2002 VALVETTE SYSTEMS

Circle 108

For more information go to  
[www.valvettesystems.com](http://www.valvettesystems.com)

## R.A.R. tour wows CLIP crowd

BY RON HALL

BALTIMORE, MD — A cold drizzle couldn't dampen the enthusiasm of the 350-plus attendees of the recent CLIP Conference who

toured the new R.A.R. Landscaping Co. offices and shops here in late November.

The 20-year-old company with about 100 employees moved into its new 20,000-sq.-ft. facilities this past May.



(L to R) R.A.R. owner Richard Rothstein, VP Rachel Kelly, and executive VP Allan Davis.

R.A.R. Landscaping provides a range of landscape services in the Baltimore Metro area and surrounding counties. Commercial maintenance accounts for about 75% of company revenues.

President Richard "Rick" Rothstein and more than a dozen employees greeted guests as they stepped off the buses and led them, shotgun-start-style, through eight different stations on their three-acre site.

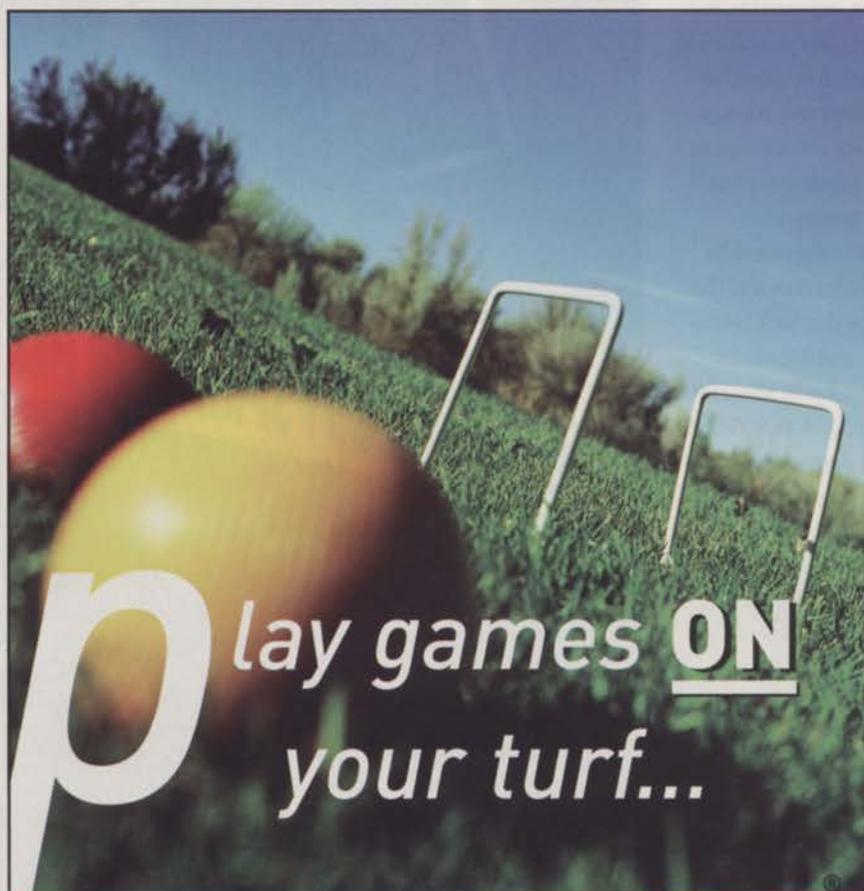
### Think before you build

Building a new facility requires a lot of forethought and planning, explained Rothstein. The process starts with finding a location with good access to nearby highways. "Commercial property in Baltimore is very scarce," he said. A two-year search turned up the three-acre parcel on the city's west side about a mile away from the company's former location. The new site offers about four times more space for offices, equipment storage and a 2 1/2-bay mechanics' facility, independent of the main shop.

"Our crews can flow in and out of our new location easily. It makes a big difference," added R.A.R. executive vice president Allan Davis. "And we have real good access to I-695, the beltway in three directions, and to Route 83 that goes into the city."

Company management visited at least a dozen other landscape facilities around the country to get ideas for their new facility. For instance, the idea for their new R.A.R. University came from touring Mike Rorie's Groundmasters, Inc. facility in Cincinnati, OH.

"We really embrace training, so we knew that having a big training room was important to our company," said Davis.



play games ON  
your turf...

...( not WITH it ).

PROMATE premium turf & ornamental fertilizers  
1.803.822.8028 ext. 208

ALWAYS READ AND FOLLOW LABEL DIRECTIONS  
Copyright 2001, Helena Chemical Company

BARRICADE®  
DIMENSION®  
MERIT®  
TALSTAR®  
TEAM PRO®

PRO-MATE®



Circle 109

## Super turfgrass team ready for Super Bowl XXXVII

**SAN DIEGO, CA** — While most of the rest of the world watches the action on the field during Super Bowl XXXVII, grounds managers will be keeping their eye on the field itself.

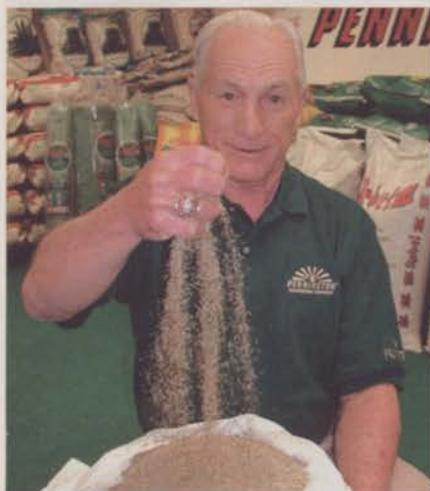
Real men play on real grass at Qualcomm Stadium here, unlike last year's Super Bowl that was played on a synthetic surface at Atlanta's Georgia Dome. NFL field director Ed Mangan has been working with head

sured that the players and the turf they play on will both be top-notch."

Toma has worked to provide excellent playing conditions for every single Super Bowl game and was inducted into the

NFL Hall of Fame as a result of his groundskeeping prowess.

West Coast Turf also supplied sod for several previous Super Bowl contests, including games in Miami and Tempe, AZ.



George Toma has provided excellent playing conditions for every single Super Bowl.

turf consultant George Toma to provide the players with the best possible playing surface. Of course, with several hundred million people watching the game on television, the field has to look super, too.

West Coast Turf grew this year's field at its Indio, CA, facility. The 100,000 sq. ft. of hybrid bermudagrass sod was overseeded with Pennington Seed's Jet perennial ryegrass and Mallard Kentucky bluegrass. Several weeks before the day of the kickoff, West Coast shipped the field 120 miles to Qualcomm Stadium.

"We have had a good relationship with West Coast Turf and have had great results when we have used them in the past," says Mangan.

"Mediocre just will not cut it in the Super Bowl," adds Toma. "You can be as-

### MARUYAMA. COMMERCIAL OUTDOOR POWER EQUIPMENT

**TRUE  
COMMERCIAL  
EXTRA**

*The True Commercial Difference.*

The blades, induction-hardened chrome steel; the edges, precision polish-ground on every cutting surface; the engine, an ideal balance of weight and power.



And the commitment, a two-year limited commercial warranty, three-year residential, even one-year for rental use.

The difference? The details.



Maruyama builds the *finest* hedge trimmers available anywhere in the world. Of course, there is plenty of good equipment out there, and that's good enough for a lot of folks. But don't you deserve something more . . . something *extraordinary*?

Premium Outdoor Power Equipment  **Maruyama. Extraordinary.**  
Maruyama U.S., Inc. | 425.885.0811 voice | 425.885.0123 fax | www.maruyama-us.com

Circle 110

## People & companies

Dow AgroSciences named **Lisa Bostock**, **Kent Redding**, **Jay Golz**, **Mark Ringkob** and **Linda Satter** to its Turf &

Ornamental sales team following a business realignment. **Bruce Miehle**, formerly the general manager for turf,

ornamental and technical products, will now serve as the national sales leader for the Specialty Products business which includes the Turf & Ornamental, Vegetation Management and Range & Pasture divisions.



**Your life is calling.**  
Can it afford to hold?

School programs, birthday parties, bed-time stories – How many more can you afford to miss? CLIP can help. Specializing in time-saving software and solutions for the service industry, CLIP products give users the ability to do scheduling, routing, revenue tracking, billing and more – all from the convenience of their desktop. With CLIP, not only will you have more time for those early evening ball games, but you'll also increase efficiency and maximize profits. Don't put your life on hold. Call CLIP at 1-800-635-8485 or visit your local Toro dealer for a free demonstration CD today.

**Evan Saylor, CEO,**  
**HURST LANDSCAPING**

*"The software gave me my life back ... I was pulled away from my company a year-and-a-half ago for bypass surgery. The company ran fine without me because everything was set up in CLIP."*

**CLIP** Service Software  
It's about time.

1-800-635-8485 • www.clip.com

Green Industry, Chemical Applicators, Snow Removal, Pavement Maintenance/Sweeping, Furniture Delivery, Property Management Systems, Pool Maintenance • Call for additional market applications.



**Doug Dahlgren**

**Allmand Bros.** appointed **Doug Dahlgren** product manager, **Steve Allmand** western regional manager, **Tom Castrop** northeast regional manager, **Brad Allmand** northwest regional sales manager, **Tom Martin** southwest district manager, and **Sherri Ellsworth** sales coordinator.

**Shindaiwa** presented its 2002 Distributor Service Manager of the Year Award to **Gene Hood** of Smith's South-Central Sales Company located in Springhill, LA.

**LESCO** appointed **Kevin L. Wade** to vice president, chief information officer and **Steven Cochran** to senior vice president of sales.



The **American Nursery & Landscape Association** added **Niel Henriksen**, vice president and chief operating officer of Hermes Nursery, Inc.,

Shawnee, KS, to its Landscape Distribution Group's Board of Directors.

**Chapel Valley Landscape Company** promoted **Lawrence R. Conrad** to regional manager for the Virginia Region.

**PBI/Gordon** named **David Fearis**, CGCS, product specialist for Non-Regulated Products.

# statistics

INDUSTRY TRENDS BY THE NUMBERS

MULTIFAMILY

## TOP CITIES FOR DEVELOPMENT (Q2, 2002)

Low mortgage interest rates are drawing people into home buying and away from the rental marketplace. Construction of new rental units totaled 115,000 units in the first half of 2002, down from a year ago. Completion of new rental apartments was 44,000 in the second quarter of 2002, down from 51,000 at the period the year before.

The best multifamily markets in the second quarter of 2002 were:

Honolulu	14.8%	Riverside, CA	5.5%
Norfolk, VA	9.6%	Long Island, NY	4.8%
Sacramento	7.6%	Miami	4.8%
Baltimore	6.3%	Los Angeles	4.5%
Jacksonville	5.7%	New Orleans	4.4%

RETAIL

Based on rent growth, the retail market grew by the following amounts in 2Q 2002 in these top-performing metro areas:

Oklahoma City, OK	4.2%
San Diego	4.0%
Norfolk, VA	3.5%
Sacramento	3.4%
Long Island, NY	3.3%
Riverside, CA	3.2%
Washington, DC	2.2%
Minneapolis, MN	2.2%
Las Vegas, NV	1.8%
Philadelphia	1.6%

OFFICE

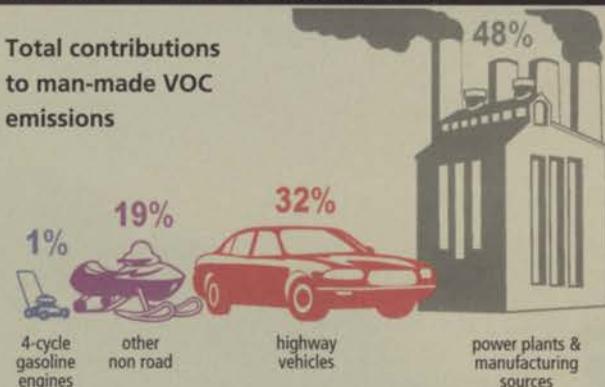
Office space construction totaled 28.0 million square feet in the second quarter of 2002, up from 21.2 million square feet in the first quarter. Vacancy rates will rise to 16.2% by the end of the year before dropping to 14.7% in 2003 and 13.5% in 2004.

With 1.7 million new office jobs forecast in the next two years in the 54 metro areas surveyed, net absorption is expected to jump to 139.0 million square feet in 2003 and an additional 99.0 million square feet in 2004. The most favorable locations for job growth are Washington, DC, Dallas-Ft. Worth, Los Angeles and Chicago.

SOURCE: NATL. ASSN. OF REALTORS COMMERCIAL REAL ESTATE QUARTERLY

## PROTECTING OUR ENVIRONMENT

Total contributions to man-made VOC emissions

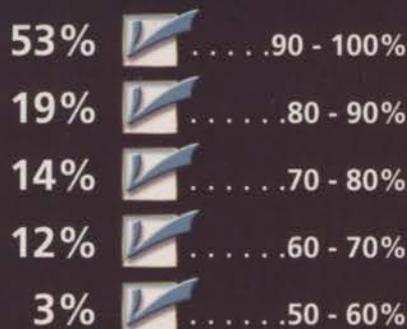


(NAPS) — The average lawn mower produces less than 2% of man-made VOC (Volatile Organic Compounds) emissions. By contrast, cars and trucks produce 25% of emissions output. Small engine manufacturers continue to reduce small engine emissions through engineering.

GRAPHIC SUPPLIED BY BRIGGS & STRATTON CORPORATION

## Survey says...

**Q** It's always important to bring in new clients, but let's face it: loyal repeat customers are an important key to success. Your renewal rate could be a useful reality check about your firm's level of customer satisfaction. So, what percentage of your maintenance/lawn care customers do you retain from season to season? Here are the results of our latest online poll.



Percentages based on 78 responses

Log onto [www.landscapemanagement.net](http://www.landscapemanagement.net) and answer our online survey. We publish the results here monthly.





HEAD START ON THE SEASON AND YOUR COMPETITION

BY THE HALL AND LABOR START

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.



Circle No. 112

**Primo MAXX®**  
Plant Growth Regulator

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



## THIS MIXED BAG OF UNIQUE NEW PRODUCTS WILL GIVE YOU A HEAD START ON THE SEASON AND YOUR COMPETITION

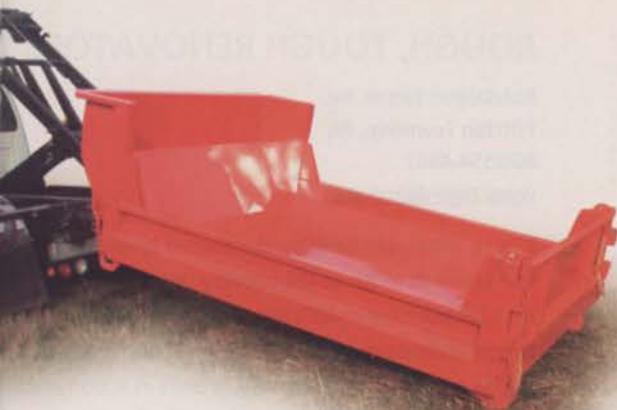
BY RON HALL AND JASON STAHL

**G**reen Industry trade shows are fun. They promise unexpected discoveries but more often the chance to check out the newest models of longtime favorites. Whose blood doesn't flow a little warmer checking out the newest model pickup trucks? Or field-testing a new mower that's almost as sleek as an Indy car?

Tied to these big-ticket products, and many others, are the often-extravagant claims of vendors. They're as much a part of our trade shows as the opening stampede of prospective buyers.

Our job, like yours, is to sort through suppliers' promises and assess them against the realities of the workaday world.

After walking miles at trade shows during the second half of 2002, listening to hours of product descriptions and wading through a mound of product releases, we came up with these 10 products. We could have easily picked 20. Admittedly, our selections are subjective. We based our selections on their relative newness, but their uniqueness and usefulness figured into our choices, too.



## THE OL' SWITCHEROO

**Bucks Fabricating**  
Hadley, PA  
800/233-0867  
[www.bucksfab.com](http://www.bucksfab.com)

The crowd at the 2002 Green Industry Expo in Nashville was noticeable. They were all standing around a truck that was shedding its bed via electrically-powered hydraulics.

The system is called the Switch-N-Go, manufactured in the United States by Bucks Fabricating. It's a body changing system that allows the operator to interchange truck bodies in minutes. Set a loaded body on the ground or pick up a loaded body. You can even dump like a dump truck. All this in one system.

The electrically powered hydraulics saves you the expense of adding a power take-off and pump to your automatic transmission. The standard winch is rated at a 10,000-lb. capacity. The scissor hoist will achieve a 50-degree dump angle, ideal for dumping mulch, asphalt and compacted soil.

## GEOMETRY TO THE RESCUE

**Pioneer Fields**  
Pittsburgh, PA  
412/963-6630  
[www.pioneerfields.com](http://www.pioneerfields.com)

If you think a product or idea has to be complicated to work, think again. Walking the show floor at the Ohio Turfgrass Conference, we came upon a simple but novel way to get more sports play out of a particular piece of turfgrass real estate.



Bob Steinhaus, the owner of Pioneer Fields, showed us his Rotational Athletic Field system, and we wondered, why not?

Here's how it works. The system starts with a circle of level property, within which he lays out a single regular-sized rectangular field. Actually, within the circle, Steinhaus lays out three such fields, all oriented in different directions.

You can probably see where we're going with this, especially if you've ever had the task of keeping grass growing in the goalmouth of a busy youth soccer field. With Steinhaus's system, which he says is patented, the field is rotated around a central "pivot point" at select times throughout the season of play so major wear zones are reduced in severity.

The Rotational Field features a unique conic surface gradation from the pivot point, allowing for efficient drainage of water, part of its customized irrigation and drainage systems.

A traditional playing field requires about 2.6 acres. A Pioneer Rotational Athletic Field requires about 3.9 acres, meaning that the area of less than two full-sized fields provides the playability of three regular-sized fields.

## RIDE, DON'T WALK

**Jungle Jim's Accessory Products**  
Louisville, KY  
502/244-7934  
[www.junglejimsap.com](http://www.junglejimsap.com)

"Look mom, no hands." That's what you could say with the new Z.T.F. 1000, but hopefully your mom doesn't go with you when you treat clients' properties.

We've seen this machine at several trade shows this past year, and there was always so many landscapers around it that we never got a chance to sit on it

ourselves — not that we would have been allowed to crank up a string trimmer or backpack blower inside a trade show, anyway.

The Z.T.F. 1000 allows operators to ride and use string trimmers or backpack blowers on clients' properties. Jungle Jim (aka Jim Hafendorfer, who gets his ideas from the owner/operator of Jungle Jim's Lawn Service) says that a worker using the Z.T.F. 1000 can trim or blow off grass in 25% to 35% less time than walking. Trash pickup? Glad you asked. You can



do it in half the time with this piece of equipment too, he says.

Jungle Jim scored big when it came out with its Jungle Jack a few years ago, a simple

but rugged two-wheeled device that will lift virtually any size commercial mower with ease. The Z.T.F. 1000 is a more ambitious introduction, but Jungle Jim says that today's landscaper is seeking every efficiency he can find.



## SPEAK TEX-MEX

Tex-Mex Communications  
Grayson, GA  
404/391-7349  
[www.texmextalk.com](http://www.texmextalk.com)

If your workers stare back at you with blank expressions on their faces when you crank up your high school Spanish, you may not be speaking the same language as them. Don't fret. An inexpensive little package of job-specific language training offered by Tex-Mex Communications, Grayson, GA, will have you communicating with your workers like you grew up on the border.

Okay, that might be a stretch, even for Tex-Mex's "Jobtalk" (Landscaping Edition), but we guarantee that you won't find learning key Spanish landscape-related words and phrases any easier. They spell each and every one of them phonetically, too. Can you say, "good job," as in "buen trabajo" (bwen trah-bah-hoe)?

The package that we picked up at the Green Industry Expo this past November came bundled in three parts — a pocket-sized booklet of common landscape words and phrases translated into Spanish, an 8 X 11-in. notebook that offers a much larger selection of words and phrases, and an audio CD that tells you how to say what you want to say in Tex-Mex. Compende?



## ROUGH, TOUGH RENOVATORS

RotaDairon Emrex, Inc.  
Pittston Township, PA  
800/554-4863  
[www.mge-dairon.com](http://www.mge-dairon.com)

Dr. miserable weather decimated landscapes and lawns in much of the country last season. Now it's payback time — let's renovate. RotaDairon, a rugged European import, can take a lot of work out of the process. We've seen these units in action and we were impressed by how efficiently they prepared soil for new turfgrass.

RotaDairon offers applications for most tractors and skid-steers, including the recently introduced RDH 40 A that fits the ASV RC30 as well as the Polaris ASL300 tracked vehicles. The new Stony models work well on compact tractors in the 12- to 25-hp range and look for the company to offer a line of units such as the Dingo, Prowler, Kanga, Boxer, Thomas, Gravely, Bobcat and Ramrod.

Sports turf managers who manage heavily used fields could save a lot of time and expense by using these tools equipped with the optional seed box, we believe.



## TRY THIS TREE-TOTALING TOOL

The Davey Tree Expert Company  
Kent, OH  
800/447-1667  
[www.davey.com](http://www.davey.com)

Whoever said The Davey Tree Expert Company was just a tree care company? Their Davey Resource Group has developed a software program dubbed Asset Manager that serves as a map-centric inventory management application. It displays and manages geographically referenced inventory data and tracks work history. Mark Comis-

ford, grounds and roads manager at Denison University, Granville, OH, uses the software as part of a larger tree inventory management plan.

"We have used this information at many levels," Comisford says. "The inven-



tory data is used as a management tool for the future and allows for budget planning needed for tree care and planting."

Via a map or table, clients can add, edit and delete information from the database, thus giving them the ability to update their inventory information. L.D. Hawkridge, assistant director of the physical plant for Hamilton College, has been able to classify his trees by genus and species and also by size, health and hazard. "We can define the areas where we need to perform tree service," Hawkridge says. "From the urban tree management perspective, I've waited a long time for this tool."

Workmobiles™



THERE'S NO TELLING WHAT YOU  
CAN DO WITH THIS MUCH POWER,  
BUT YOU'LL THINK  
OF SOMETHING.



Construction companies, utilities, refineries, golf courses, towns and municipalities. Everywhere you look, the world is riveted to Polaris Professional Series UTVs. And with good reason. They're the only commercial-grade utility vehicles with the rugged power and smooth ride required by professionals in countless industries. And with so many hard-working accessories and attachments, there's no end to the tough tasks made easy by Polaris UTVs.



**POLARIS**  
PROFESSIONAL SERIES™

Circle No. 113

For the name of your nearest Polaris Professional Series Workmobiles dealer, call us at 1-800-POLARIS or visit our web site at [polarisindustries.com](http://polarisindustries.com). Vehicles shown with optional accessories.



Work Smarter



## UTILIZE THIS

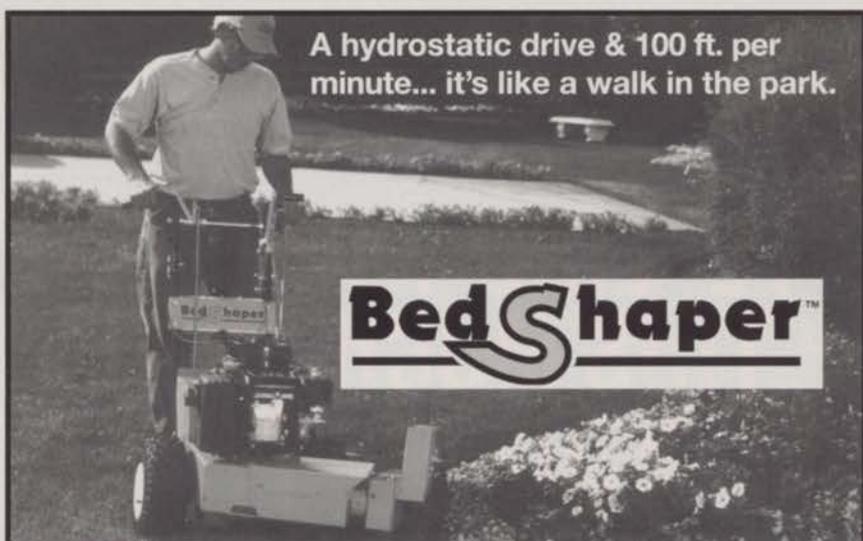
**Bobcat**  
West Fargo, ND  
701/241-8700  
[www.bobcat.com](http://www.bobcat.com)

How best to describe this machine? Is it a utility vehicle? Or a skid-steer loader? The answer is, well, both. Its name is the 5600 Toolcat Utility Work Machine from Bobcat.

Equipped with a 44-hp Kubota diesel engine, it combines all-wheel steer and four-wheel drive in one machine so it can

tackle tough ground conditions as well as work in sensitive areas. It travels up to 18 mph with comfort and control. With a steering wheel, drive and brake pedals, and a joystick for loader functions, anybody can operate this machine.

The box bed in the back can carry up to 2,000 lbs. worth of material, and attachments include a mower, angle broom, box blade, auger, bucket, pallet forks, trencher, tiller, utility grapple, landplane, snow blade, V-plow and snow blower.



A hydrostatic drive & 100 ft. per minute... it's like a walk in the park.

**Bed Shaper™**

### WALK - BEHIND DISTRIBUTORS

NAME	PHONE	STATES
G.O. Distributors, Inc.	800-525-8148	ME, VT, NH
Pro Industries, Inc.	866-233-7427	MA, CT, RI, Upstate NY, NC, SC, TN, VA (ex Wash DC) TX, MS, FL, GA, AL, MS, LA, AR, OK
CADCo Distributing	800-942-2326	NYC/LI, NJ, MD, Northern VA (incl Wash, DC), PA (ex Pittsburgh), DE
Keen Edge Co.	800-589-4145	WI, IL (ex Chicago) IA, NE, MO, KS, ND, SD, MN
Keen Edge Company-West	800-929-1948	OR, WA, CA, NV
Mainline of America	740-852-9733	OH, IN, KY, MI, WV, Chicago, Pittsburgh
Coates Landscape	208-656-0600	MT, ID, UT, Western WY
Secrist Distributing	800-834-0572	CO, AZ, NM, East WY

Circle 114

## MAKE MY 'STAKES' RARE

**Border Concepts**  
Charlotte, NC  
800/845-3343  
[www.borderconcepts.com](http://www.borderconcepts.com)

An Irrigation Association trade show seems like an unlikely place to discover a product that stabilizes newly planted trees and provides a system for watering and fertilizing them, too. But that's where we learned about the Tomahawk from Border Concepts, Inc., this past October. We thought that the idea was too good to keep to ourselves.

The Tomahawk is a simple product that you drive into the ground adjacent to the rootball of a newly planted tree. Literature that describes the product shows two units being used to secure a tree, one on either of a rootball. The main advantage of the product is to eliminate the need for staking, preventing girdling and saving time during installations. This is no small matter if you've got several dozen or several hundred trees to plant on a site. (The product is notched for guying in high-wind areas.)



How do we know we are  
hitting the mark?

**WE ASK.**

**94.6%** ...of all  
people

who purchased an Exmark would  
recommend our brand to a friend or peer.\*

**A NICE STATISTIC,  
BUT NOT GOOD  
ENOUGH.**

Know this, Exmark is at work  
right now evolving its products  
and support services—and  
will continue to do so until  
that statistic reads **100%**.

From our perspective,  
anything less is unacceptable.

\*Results based on overall surveys returned  
by Exmark customers in the year 2001.

**eXmark**  
NOBODY DOES IT BETTER

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

Circle No. 115

**BEST-SELLING BRAND OF MOWING EQUIPMENT FOR THE LANDSCAPE PROFESSIONAL**





## BRAKE FOR THE TURNS

Turfco  
 Minneapolis, MN  
 763/785-1000  
[www.turfco.com](http://www.turfco.com)

Muscling a walk-behind turf aerator for eight or 10 hours — even if you're young and tough — makes for a long, long day. In fact, it's rumored that managers who want to get rid of a marginal new employee give the new hire an older unit with plenty of production to do. If the employee returns for work the morning of the third day he's proven, in nothing else, that he's tough enough for the work.

Turfco claims that its new unit will change that. The TurnAer Diff-drive 26 with dual braking action lets operators aerate like they mow, by turning with the tines in the ground, says company spokesman Bob Brophy.

We got behind one at the 2002 Green Industry Expo and were impressed with how easily we could make turns with it, usually an exhausting and time-consuming chore.

The folks at Minneapolis-based Turfco claim that the unit, with its 26-in. aeration width, is as easy to operate as a mid-size mower, meaning you can aerate either back and forth or round and round, depending upon the shape of the property.

Powered by a 4-hp Honda engine, it features 36 heat-treated coring tines that can remove plugs up to 2.75 in. What makes this unit particularly attractive to users, however, is its productivity, as much as 30% over conventional aerators, says Turfco. Would you like to be able to aerate 12 medium-sized lawns in a single day? This unit can do it, insists the company.

The TurnAer 26 reportedly received two seasons of field testing before it became available this fall. Turfco can fill you in on the details.



## HI-TECH TIME SAVER?

Symbiot Business Group  
 Sandy, UT  
 866/223-9049  
[www.symbiot.biz](http://www.symbiot.biz)

The Symbiot Business Group's new SiteManager is a palm-sized computer and subscription service designed to make crews more efficient, accountable and in better communication with management.

SiteManager runs on a typical desktop PC, which then synchronizes data with crews' handheld computers. It would be especially useful for a field supervisor or foreman. At day's end, the

field supervisor or foreman puts the SiteManager into its cradle and the owner and account manager retrieves the information and reloads it with tomorrow's routes and work orders.

Philip Aldridge, group manager of Team Symbiot, gave us a down-and-dirty demonstration of SiteManager at this past fall's Green Industry Expo. We were impressed with all the things

that it could do for a landscape maintenance company, all of them focused on making workers more efficient:

- ▶ create schedules
- ▶ generate work orders
- ▶ monitor travel time

- ▶ track material usage
- ▶ generate repair orders
- ▶ schedule recurring tasks
- ▶ report site problems
- ▶ and it generates reports quickly and accurately.

By cutting just one man-hour per day, a firm can quickly save over \$700 per month. Increasing the daily time saving or multiplying the figure by additional crews quickly and dramatically escalates the savings.

The Symbiot SiteManager subscription service is sold direct to landscape contractors by Symbiot Business Group. There is an initial start-up fee and a monthly subscription rate, which includes one Compaq handheld computer, software and tech support.



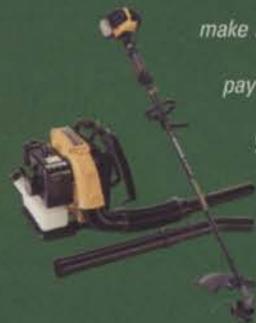
You want to grow your business. That takes the best machines.  
But how do you buy 'em before you earn the cash?

# NOTHING TO IT.



**Load up on new John Deere equipment now—  
and make your first payment in May.**

Nothing Runs Like A Deere.<sup>®</sup> And there's never been a better season to go green than this one. Save now on our upgraded John Deere Mid-Z<sup>™</sup> and stand-on Quik-Trak<sup>™</sup> mowers—both with the exclusive John Deere combination of high-capacity 7-Iron<sup>™</sup> floating decks, Kawasaki<sup>™</sup> engines, and our exclusive Single-Source bumper-to-bumper warranty.<sup>1</sup> Then make No Payments until May 1, 2003.<sup>2</sup> Or, buy now and pay only 1% of the principal each month for the first year<sup>3</sup>—the perfect way to get the machines you want with the money you have. Get to your John Deere dealer now. Get the best of everything... and get rolling.



<sup>1</sup>The Single-Source 7-Year Bumper-to-Bumper Warranty for all new John Deere Commercial Mowers covers the entire machine, except for normal wear items like batteries and tires. <sup>2</sup>Offers valid from October 26, 2002 through February 28, 2003 and are subject to approved credit on John Deere Credit Revolving Plan, a service of PFC Financial, L.L.C., for commercial use only. No down payment required. No interest/No Payment financing. No interest until April 1, 2003 and No Payments until May 1, 2003. After promotional period, monthly payments will be for 48-month term at 9.9% APR. Low initial Payments plus. Reduced payments for first 12 months based on 1% of amount financed. After first 12 months, payments will be based on 3% of the amount financed. Taxes, freight and extras may increase monthly payments. Other special rates and terms may be available, including installment financing and financing for personal use. Available at participating dealers.



JOHN DEERE

1 800 537 8233 [WWW.MOWPRO.COM](http://WWW.MOWPRO.COM) NOTHING RUNS LIKE A DEERE<sup>®</sup>

Circle No. 116

# Profit from long-term contracts

**L**ong-term contracts are popular with landscape professionals and lawn service companies because they provide a win-win situation for everyone involved, especially customers.

"Long-term contracts, say, from three to five years, let us establish a long-term relationship with the client," says Jeff Reiger, manager of the Maintenance Department for Dennis' Seven Dees Landscaping, Portland, OR. "Not having to go out to bid lets us serve clients in a different way and build trust. We focus on the relationship and partner with them. We become someone who offers not just a service. We become an expert who will develop and protect their landscape."

## Set yourself apart

A lot of clients are starting to desire this kind of relationship, Reiger adds, so if a landscape professional recommends a long-term contract up front,

he can differentiate himself from the pack and come across as a professional.

Companies identify themselves as well by the contract they request. "If a company only wants a one-year bid, we don't want to work with them," says Reiger. "We'd have to stay at rock-bottom service, and we don't want to."

Brian Higgs also seeks long-term contracts with both commercial and residential clients.

"I feel that long-term contracts set us apart from our competitors," says Higgs, president of Autumn Ridge Landscaping, Maryville, TN. "We can offer our customers total lawn care year-round at an affordable price."

"We put customers with contracts at the top of our list and appreciate them for putting their confidence in us," he adds. "They are far less likely to shop around each year."

Long-term contracts, then, are being used as marketing tools — and to keep competitors off your turf.

"Three-year contracts keep our competitors away and out

**Build multi-year relationships with your clients to boost your bottom line and provide them with better landscapes**

BY CINDY GRAHL

of the negotiating process," says David Seay, president of Emerald Coast Services, Santa Rosa Beach, FL. "Even if homeowners are happy with your services, they can be fickle if another company gets inside through underbidding."

"We go in for a two-year lock to keep competitors away," adds Scott Chatham, president, Chatham Landscape Services, Marietta, GA. "If we have a contract, the property managers we deal with will send competitors away if they try to get in."

## Customer benefits

Why do customers want multi-year contracts? Higgs says a long-term contract allows a res-



(L to R) David Seay, Leslie Seay, and Rob Atkins use long-term contracts to fend off competitors.

idential customer to know what to budget for the service each month so they can spread the cost out over a year and not get slapped with a bill they didn't expect. And they get more services for the same price per month and the satisfaction of knowing that the property will

*continued on page 30*



## STRONG, SILENT TYPE.

### INTRODUCING THE ALL-NEW GMC® TOPKICK™.

Sometimes actions speak louder than words. Take the all-new GMC TopKick. It offers a choice of powerful diesel engines, including the Cat® 3126E, the DURAMAX™ 6600, and the DURAMAX 7800. It also offers the Vortec™ 8100MD V8 gasoline, the only gas engine available on class 6 and 7 medium duty trucks.\* Together they deliver an impressive range of GVWRs from 16,000 to 61,000 lbs.† And they're all designed to match up with a full complement of Allison®, ZF,™ TTC®, or Eaton® Fuller® transmissions. Amazingly, with its improved cab mountings and body sealing, the GMC TopKick remains incredibly quiet—whether you're idling or hauling. Once you experience the world-class engineering of the all-new GMC TopKick, you won't be able to keep quiet about it. Visit [gmc.com](http://gmc.com) or call 1-800-GMC-8782.

\*Excludes other GM® vehicles. †When properly equipped; includes weight of vehicle, passengers, cargo, and body equipment.

1 800 • GMC • 8782  WWW.GMC.COM

WE ARE PROFESSIONAL GRADE.™

**GMC.** | **TOPKICK™**

*continued from page 28*  
be cared for year-round.

On the commercial end, long-term works for customers as well, says Reiger. "Our major clients don't want to go to bid and deal with a new company every year. If they know that we're in control, they can relax."

Talking cost with long-term contracts is key. In the sales and negotiating process, Chatham tells his clients that a two-year contract will freeze costs for them. "It helps them to know their costs and project their own returns."

Adds Seay, "They know that they can budget at a fixed cost. And for us, that works the other way as well, as a guaranteed income.

**A more secure future**

"It takes us one year just to verify if the numbers are right for the project, so the first year we make sure things are satisfactory, and then we go for a three-year contract. Because we don't have to renegotiate, we free up our client service and salespeople for new business."

Chatham says that long-term contracts also lower client turnover and help him determine his staffing needs and material cost budgeting. "We know what's happening for the coming year," he says.

Higgs cites a variety of financial advantages for his firm, starting with the fact that it gives him greater buying power. "We order up front in bulk rather than buying piece-



**Multi-year contracts allow firms to increase maintenance efficiencies.**

meal, and we know the products will be used," says Higgs. "Plus, contracts give us more power when dealing with financial institutions."

He also points out that sending the same residential bill each month means fewer billing errors, the labor budget is justified year-round, the firm gets paid 12 months a year, and planning for services takes less time and makes it easier to stay on schedule.

**Boost the learning curve**

Landscape pros say that long-term contracts also help them factor in the learning curve for each new property. "It takes year one to learn a property properly," says Reiger. "It's more expensive to do the work the first year, but then you get better at it." He adds, "It takes a month of cleanup out here, for instance, just to learn how to deal with the leaves."

Chatham concurs. "It takes all four seasons to learn the intricacies of each property," he says. "This means that the sec-

# Why you should consider long-term contracts

- Lets you establish a long-term relationship with client
- Lets you stand out from the competition
- Keeps competitors away and out of negotiating process
- Allows residential clients to budget for service each month
- Frees commercial clients from having to seek bids every year
- Lets clients budget at a fixed cost
- Provides you with guaranteed income
- Eliminates renegotiating and frees up client service and salespeople for new business
- Helps lower client turnover
- Helps determine staffing needs and material cost budgeting
- Lets you order products in bulk and have confidence you'll use them
- Gives you more power when dealing with financial institutions
- Fewer billing errors
- Service planning takes less time
- Makes it easier to stay on schedule
- Gives you time to learn how to make job more profitable and become more in tune with clients' needs
- Allows you to set stage for future work with clients

ond year is a little more profitable for us, as we learn to be more efficient and to be more in tune with the client and what he wants." There is also the fact, he adds, that "it can take a year to work out the mistakes of the other companies before us."

Adds Seay, "sometimes we walk into a full catastrophe, demanding large up-front costs to fix. It takes a three-year contract to rectify that situation." He also notes that long-term contracts can allow for better control. "For a company that does 50/50 installation/maintenance work," he says, "keeping control after the installation is important. It could cost you money if another company screws up what you put in."

The partnership that long-

term contracting implies between a landscape professional and client means that landscapers can prepare clients for improvements and enhancements and set the stage for future work.

"We can come to the client with better suggestions on what to do and how to go about work — drainage, trees, whatever," says Reiger.

Seay believes a landscape professional can use long-term contracts to enhance his business with add-ons like floral beds, pools and more. Inspired by the presentation on long-term contracts at an ALCA conference, he says, his firm began doing just that. **LM**

— The author, in Cleveland, OH, is a frequent contributor to LM. Direct any comments to [jstahl@advanstar.com](mailto:jstahl@advanstar.com).

Coming this  
season!

Rain Bird® has given its  
DV valve a new twist.



### Install Confidence.™ Install Rain Bird® JTV Valves.

Rain Bird's JTV valve provides these competitive advantages:

- **Threaded bonnet design**—no-tools access is easy and convenient.
- **Proven reliability**—operating range and specifications equal to those of the industry-leading Rain Bird DV valve.
- **Value and versatility**—competitively priced and available in both female threaded and slip-by-slip configurations.

For more details about Rain Bird's new JTV valve, visit [www.rainbird.com](http://www.rainbird.com). For a personal demonstration, see your Rain Bird Distributor. **Install Confidence. Install Rain Bird.**

**RAIN**  **BIRD**®

Circle No. 117

# Telemarketing: Is it in trouble?

**Despite mounting regulations,  
lawn care business owners  
still think it's a great tool**

BY GEORGE WITTERSCHEIN

**T**elemarketing — long a mainstay of the lawn care industry — is being pulled in two directions at once.

New regulations are casting a shadow on its use and causing many in our industry to wonder how long it will be available to them.

More than half of the 50 states have passed anti-telemarketing restrictions. And the federal government is also threatening to join them at the national level.

Even so, lawn care operators continue to use telemarketing.

## **Regulations galore**

The regulatory picture recently became a little cloudier with the announcement that the Federal Trade Commission (FTC) is

proposing rules changes which would affect telemarketing everywhere in the United States. Among other things, the FTC proposals would create a national do-not-call registry similar to those in many states. The FTC is pushing to get a decision on its proposals early in 2003.

To get some expert commentary on the regulatory situation facing lawn care pros, we spoke with both Kevin Richardson, attorney and senior vice president of Government Affairs at ServiceMaster, and Bob von Gruben, the senior vice president & general counsel of the TruGreen Companies.

"In January of this year (2002), the Federal Trade Commission (FTC) kicked off consideration of a new rule to build upon its already existing authority over interstate telemarketing," Richardson says. "In response, thousands of com-



Kevin Richardson

ments were filed by industry and consumer groups, and by individuals. Also, Congressional committees

held hearings on telemarketing.

"Complicating things further, the Federal Communications Commission (FCC), which has jurisdiction over all interstate telephone calling, announced another proposal in September," Richardson continues. "How the two agencies will complement or contradict each other is anyone's guess. My view is that this ambiguity is largely the reason we have seen a delay in the FTC's final rulemaking. Our industry is facing strengthened FTC and FCC rules, interstate and intrastate rules in each state, and the continued requirement of company-specific do-not-call lists."

ServiceMaster and TruGreen have specifically advocated three critical points:

► Federal preemption of state law so telemarketers aren't faced

*continued on page 34*

OTHER PREEMERGENTS TALK A LOT ABOUT CRABGRASS.  
WITH PENDULUM, IT NEVER COMES UP.



© 2002 BASF Corporation. All rights reserved. Pendulum is a registered trademark of BASF.  
Bayer-Lohr had made a contribution during 2001 at Clemson University, Texas A&M University, University of Arkansas, N.C. State University,  
Penn. State University and University of Maryland. Visit [www.turffacts.com](http://www.turffacts.com) for details.

BASF  
PROFESSIONAL  
TURF



**Pendulum** herbicide consistently controls crabgrass better than other preemergent herbicides.\* What more can we say?

How about **Pendulum** controls costs better, too, to offer you far greater value. It also controls a broader spectrum of weeds than any other preemergent—more than 40 grassy and broadleaf weeds, such as oxalis and spurge, in all. Plus, **Pendulum** comes in granular and liquid formulations, and BASF pendimethalin is available on fertilizer from Scotts and Helena, for maximum application flexibility.

With **Pendulum**, there's just so much more to talk about than crabgrass. To learn more about why everyone's talking about **Pendulum**, call 1-800-545-9525 or visit [www.turffacts.com](http://www.turffacts.com). Always read and follow label directions.

**PENDulum**<sup>®</sup>  
Herbicide

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

**BASF**

Circle No. 118

*continued from page 32*

with the task of tracking and complying with patchworks of federal and state regulations;

► An annual renewal requirement for individuals on a do-not-call list, to take into account the mobility of individuals in society today; and

► An Established Business Relationship (EBR) exemption on the thinking that the ability of a business to contact their customers is important, and part of good customer service.

Despite the regulatory complexity, TruGreen and ServiceMaster "aren't abandoning telemarketing. We still believe it's a viable channel," says von Gruben.

### It really works

Among those in the lawn care industry who continue to find telemarketing useful are Jon Cundiff and Bob Mann.

Cundiff, founder and president of Turf's Up/Weed Man in Kansas City, MO, a 16-



Jon Cundiff

year-old company whose 20 employees work 90% in residential lawn care, is a firm believer in telemarketing as a sales tool.

Starting out virtually from scratch in the late 1980s, Cundiff concluded that telemarketing — as opposed to direct-mail or radio or television — seemed ideal because it was inexpensive (he and his wife Vicky worked the phones themselves) and effective.

Cundiff's business is now established to the point where his marketing efforts have shifted from acquiring new customers to "retention, referrals and word-of-mouth. Many of our best leads come from our existing customer base."

Cundiff recommends telemarketing as a valid medium for both startup and established lawn care businesses today, "pro-

vided you do it right." He tells others in the business to 1) be aware of regulations in your state since it may not even be legal for you to conduct a telemarketing campaign, and 2) focus your telemarketing efforts

Also, Cundiff recommends that before you start your telemarketing, gather demographic information about your target area and decide for what length of time that you want your campaign to continue.

### Improve route density



Bob Mann

Bob Mann has owned Weed and Feed in the greater Boston area for the last two of its 15 years of existence.

The company comes in under \$1 million a year in revenues doing 75% commercial and

25% residential work, all of it chemical lawn care.

Mann has an interesting use for telemarketing: beyond just plain growing his sales, he uses telemarketing to improve his route density. "If we do two or three properties on Washington Street, for example, we will use the Cole directory (a reverse phonebook) and then call everybody else on Washington Street," Mann says. "We're aiming to get as many customers as we can as close together as we can in order to minimize our traveling and increase the time our people spend actually performing lawn care services."

Mann has a second slightly unusual use for telemarketing: developing the skills and attitudes of his workforce.

"We tend to do our telemarketing during the winter, and the employees we ask to work the phones are the very same people who perform our lawn care services during the summer," he says. "The experience of selling helps them to understand the business better, and to develop an

## Help is on the way

If the legislative and regulatory morass seems too complicated for you, advice is available from:

► **Tom Delaney**, vice president of government affairs, Professional Lawn Care Association of America (PLCAA); e-mail [tomd@plcaa.org](mailto:tomd@plcaa.org), ph. 800/458-3466.

► **Jim Campanella**, owner of The Lawn Dawg, Hudson, NH; e-mail [jim@lawndawg.com](mailto:jim@lawndawg.com), ph. 603/879-9833.

► **Jon Cundiff**, founder and president of Weed Man, Kansas City, MO; e-mail [jonc@turfsupinc.com](mailto:jonc@turfsupinc.com), ph. 816/525-7600.

► **Bob Mann**, owner of Weed and Feed, Greater Boston; e-mail [bfmann@aol.com](mailto:bfmann@aol.com), ph. 508/224-3800.

'owner of the business' attitude."

Mann's tips for other lawn care operators considering telemarketing:

► Know your area: its demographics, etc.

► Be realistic. "You can expect that out of a hundred phone calls you make, you may be fortunate enough to get five sales leads. And of those five leads, realistically you will wind up with something like two and a half to three sales."

Talk about telemarketing with someone knowledgeable. Mann did just that with lawn care telemarketing guru Jim Campanella (see reference and contact information in sidebar).

"If you go about it the right way, telemarketing is an extremely useful tool for people in our industry," Mann says. **LM**

— The author is a frequent contributor to *LM*. Reach him at [GRBWitt@aol.com](mailto:GRBWitt@aol.com).



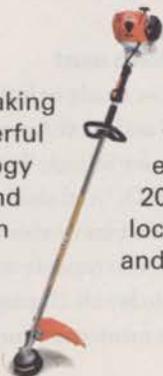
Ray Everham, Everham Motorsports

## “Race car technology. Now in the palm of your hand.”

“In auto racing, technological advances are making our engines lighter, faster and more powerful every day. Thanks to STIHL, the same technology that goes into racing engines is also found in the revolutionary STIHL 4-MIX™ engine. Both engines are powerful 4-strokes, designed to

run at high RPMs for an extended period of time. Plus, the STIHL 4-MIX™ is a low-emissions engine that runs on 2-cycle fuel and already meets 2005 EPA emissions standards. So stop by your local STIHL Dealer, the only place you'll find STIHL and racing technology in outdoor power equipment!”

1 800 GO STIHL • [www.stihlusa.com](http://www.stihlusa.com)



# STIHL®

# Lessons learned from the drought

**What these lawn and landscape pros learned during the 2002 drought will help you this year**

BY KATHERINE WOODFORD

**I** was just getting ready to go on a week's vacation when the 'no watering' mandatory restrictions went into effect on August 26," says Jeff Cooper, owner of Lawn Connection, Inc., Mt. Laurel, NJ. "We fought for weeks to have it lifted for landscapes because it had the potential to put many businesses out of work. I found it so hard to understand why they couldn't make exceptions to seeding lawns."

In any business, things can be going great one day then hit rock bottom the next. In some businesses, modified decisions can counteract a would-be catastrophe. In others, the origin of the problem isn't one that an altered judgment can prevent.

The drought has affected all Green In-



Jeff Cooper and his crew battled tough water regs.

dustry companies with the exception of design/build firms. Contractors in drought-affected regions across the nation have fine-tuned their companies to meet their customers' needs and are planning ahead to avoid being hurt in the future. This is the view from a sampling of contractors who suffered through the 2002 drought and came out wiser.

#### Client education a must

"I've learned how much, or little, we actually use water," said Scott Arnett, plant health manager for Swingle Tree & Lawn Care, Denver, CO. "And also how much other people didn't know about water use, including those who regulate water."

Arnett had to lay off 20 employees for the first time in many years due to a lack of

new sales and the loss of established customers. The loss of customers resulted partially from a poor economy but mostly due to client confusion about water use and

lawn care during drought conditions.

To alleviate this confusion, Arnett said his company published a drought newsletter that gave details on how to keep the lawn from going dormant, the purpose of fertilization and when it was okay to water. They trained their crews on how to handle customers who were concerned about why their lawn didn't need to be serviced.

Educating the customer was most contractors' number one priority during the drought. Clients were informed by the media of the drought and water restrictions, but they didn't get any instructions on how to use their water efficiently, especially in their landscapes.

"We've had to make our clients more aware of how important watering their

*continued on page 38*



**IT TAKES A SERIOUS MACHINE  
TO TACKLE THE TOUGHEST CHORES.**

When you're faced with a mountain of work, you can't afford to fool around with just any compact tractor. You need one of the new MT200 Series tractors from the Challenger® line.

The MT200 Series comes in six models ranging from 23 to 44 horsepower. Along with 20% more operator area than their major competitors, the MT200s offer more than 25 key features preferred by compact tractor users. Features like a rugged, cast-iron frame. Solid steel fenders and hoods.

Standard four-wheel drive and power steering. Plus, your choice of manual, shuttle or hydrostatic transmissions.

Of course, the MT200 Series comes with one more feature you won't find in any other compact tractor. And that's the world-class service and support you'll get from your authorized Caterpillar® dealer. So stop by your local Cat® dealer and test-drive the new Challenger MT200 Series today. Because those chores won't get done by themselves.

Visit [www.challenger.agcocorp.com](http://www.challenger.agcocorp.com) for a dealer nearest you.

*Challenger*®

continued from page 36  
 landscape is," says Joe Markell, owner of Sunrise Lawn/Landscaping Services, Herndon, VA. "We have a water tank

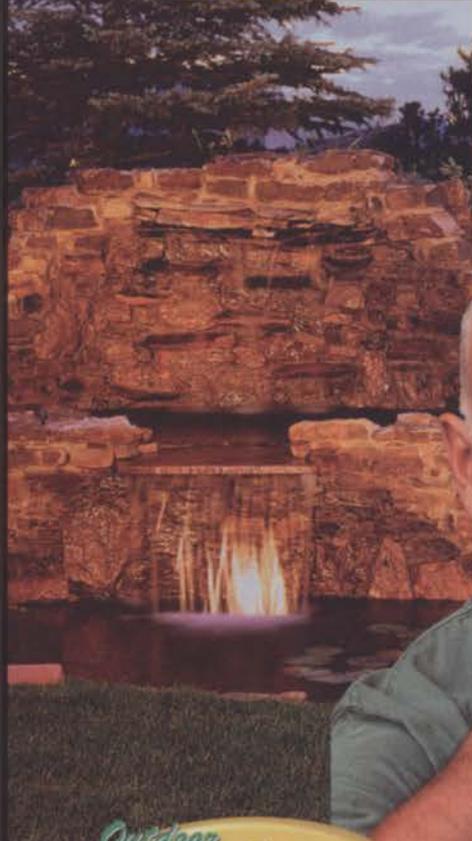
truck to water our residential and commercial clients' trees and shrubs in situations where they aren't diligent enough or able to, two to three times per week. Our



Joe Markell helps clients out with a water tank truck.

clients are more appreciative of the service and know the cost of watering can be less of an issue than the cost to replace plants that aren't watered."

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



**One call does it all.**

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

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

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

*Rob Newman*

Rob Newman, President  
 Newman Brothers Landscaping, Inc.



To learn more go to ...  
[www.outdoorlights.com](http://www.outdoorlights.com) or call  
 Toll Free 1-877-898-8808.  
 1122 Industrial Drive, Suite B  
 Matthews, NC 28105

THE LEADER IN OUTDOOR LIGHTING SOLUTIONS

**All dried up**

Says John Bass, "If we don't get snow this winter, there may be no water next spring." Bass is owner of Lawn Master, West Jordan, UT, an area that depends on snow to fill its reservoirs and permit irrigation. "We can go two to three months without rain and be okay as long as we have normal or better snowfall."

Bass cut back his clients' irrigation time this year, sending them a letter in the spring on efficient watering and recommending sprinkler audits and drip irrigation for non-turf areas.

"Some customers were trying to be patriotic and watered only once a week, causing lawns to go dormant," Bass says. "They then lost thousand-dollar trees and called me to complain."

Cooper of Lawn Connection said the restrictions really hurt his company too. They had to educate their customers, making sure that at least one person in the family understood how to care for the lawn during the drought.

"New sales and growth weren't there," Cooper says. "After 18 years of business and having enjoyed 25% growth every year, we've had a 30% to 35% overall drop in business. I didn't know how quick growth could stop. It was tough. We were fighting to keep all our employees."

Cooper added deck powerwashing and restoration to their services four years ago, and the fact that their employees are cross-trained helped because this side of the business didn't fall under the mandatory restrictions.

Circle 121

Rusty Stout, manager of Complete Lawn Service, Vienna, VA, has seen an overall increase in business for both existing and new homes because there have been only voluntary water restrictions so far. Even so, he made an effort to educate his customers too.

"Our customers have never watered their mature trees and shrubs, so we've had to focus on education," says Stout, whose company installs irrigation systems and also does landscape maintenance.

When Stout installs new landscapes, he uses water retention polymers that guard against a drought by absorbing water. He added water garden installation and maintenance to his services this year, not necessarily because of drought but to increase the value of his company to his clients.

"Our customers have never watered their mature trees. We had to educate them."

**— Rusty Stout,  
Complete Lawn Service**

**Water woes out west**

Pro Lawn of Lolo, MT, is located in a mountainous area that hasn't had normal snowfall the last few years. The company also had to deal with intense heat from surrounding regional fires this past season. As a result, Judy Stevers, co-owner, encouraged clients to fertilize early. Her company then started clients on a regular watering routine.

The water shortage led to increased sprinkler service maintenance this past year, Stevers says. "This goes back to water management as people become more aware of the need to keep heads adjusted

and leaks fixed so that water isn't wasted."

Todd Graus of Green Turf Lawscapes, Worland, WY, hasn't been busy so much with irrigation maintenance as he has with

tree removal. "Because we've been in drought conditions for three to four years, certain species of trees are dying. We're busy trimming or taking out large spruce

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

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



742 covers a 25 1/2" wide swath

And you'll cover more ground too. Both our 530 and 742 Aerators have free-wheeling outer tines for greater maneuverability, they're easy-to-use, and two of the most productive walk-behind aerators, covering up to 37,100 sq. ft./hour. For more about BlueBird Aerators and for the distributor or dealer nearest you, call 1-800-808-BIRD.



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



Pull uniform cores up to 3" in depth.

TA10 Tossable w/modular weight system



© 2002 BlueBird International, Inc.

Circle 122

trees," says Graus. "If the tree is alive, the branches snap off due to lack of moisture. The growth of root-set trees hasn't been affected, but new plantings are dwarfed."

One service Graus offers to combat the drought is the deep-root feeding of trees. "Each type of tree has its own fertility program," he says. "I build a prescription for individual trees, and clients seem to appreciate that."

Graus also sprays an anti-transpirant in December and again in February or March. This offers protection from transplant stress, drought, salt damage or winter desiccation by preventing transpiration through the leaves, he says.

Lawn Masters' Bass says the reservoirs in Utah were at their lowest point ever last season and, if they don't refill this winter, there will be no fertilization this spring and less mowing in the summer.

"I may have to downsize, but it's not in the plans," Bass says. "The Farmers Almanac is calling for a warmer, wetter winter, and we're praying for more snow. There's not much more we can do."

#### Add-ons abound

Like Graus, Bass has established a Christmas lighting business that kept him working into the winter. He doesn't offer snow removal because, he says, if there's no snow, there's no work.

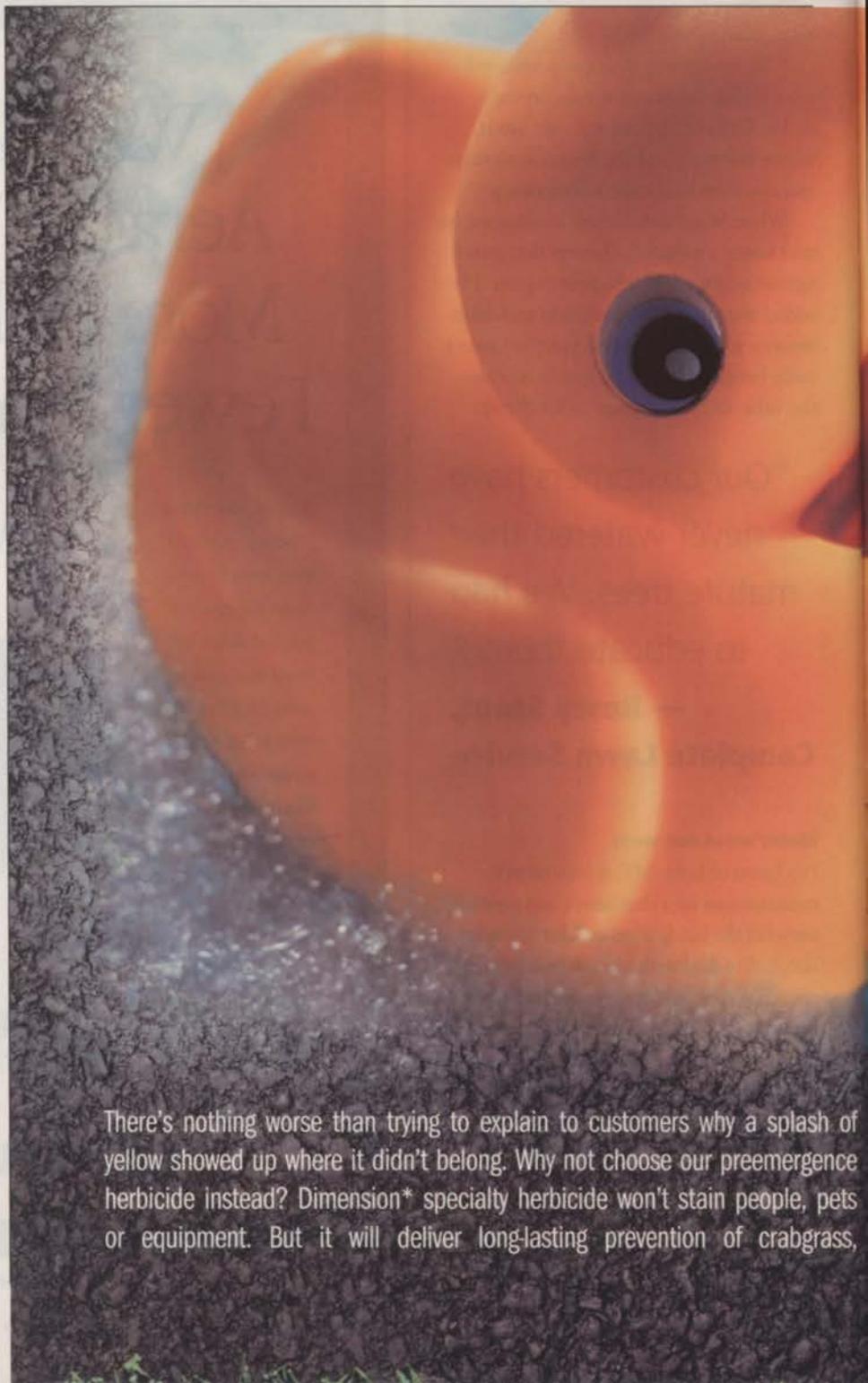
Complete Lawn Service's Stout is considering adding surfactant application to his list of services if the drought continues. Surfactant is a wetting agent that allows water to penetrate soil more easily. The only drawback, according to Stout, is the expense of the application to the client.

Arnett's company, Swingle Tree & Lawn Care, is looking into services that fit with what they already offer, such as fire mitigation and deep-root watering of established trees using a water truck and soil probe.



John Bass hopes for more snow in the Utah mountains.

With fire mitigation, they would use their bucket truck to remove or trim trees and shrubs that might be a forest-fire hazard around houses.



There's nothing worse than trying to explain to customers why a splash of yellow showed up where it didn't belong. Why not choose our preemergence herbicide instead? Dimension\* specialty herbicide won't stain people, pets or equipment. But it will deliver long-lasting prevention of crabgrass,

### **Insect damage up everywhere**

Last year's drought exacerbated the effect of insect damage. Because it was so dry, the turfgrass was unable to repair itself. Over the fall, applications were made to control grubs,

but chances are lawn care pros will be getting calls early this season to replace lawns.

The dry conditions and mild winters were also the ideal environment for more weeds in the landscape, creating more

work both this past fall and this spring when the seeds germinate. Pre-emergent applications are advised in flower beds where desirable seeds aren't going in.

In Colorado, Arnett reports that the insect, Spruce Ips, is attacking and killing large 30- to 40-ft. trees because the trees are weakened from the lack of water over the course of the last three to four years.

### **Some surprises and some positives**

"Car washes and other water-consuming businesses are able to continue to operate," Bass explains. "We want to ensure that the landscape industry is treated as fairly. Our fresh water comes out of the mountains. We are trying to make people understand that it needs to be used before it runs into the Salt Lakes where it becomes unusable."

Arnett's company had to make major schedule changes this past fall. Their main water supplier cut off water for landscaping and watering yards effective October 1.

On a positive note, Markell and Stout found that landscape installation jobs increased this past year because they were able to complete jobs faster due to less downtime from rain.

Stout said it was so dry this past August that when a hurricane brought rain to the area, demand for seeding services skyrocketed. September books showed them with a growth rate of 40%, but he says this was not indicative of the whole year.

"We feel we did a pretty good job in preparing," Arnett stated. "However, if we could have put more information out to the customer sooner it would have made us more proactive than reactive, which is what I want us to be next year." **LJM**

— The author is a freelance writer in Moneta, VA. Her e-mail is

[Kwoodford@katherinesbylines.com](mailto:Kwoodford@katherinesbylines.com).



# Some things are supposed to be yellow.

## Your equipment isn't one of them.

*Poa annua* and several broadleaf weeds, including spurge and oxalis. All with an application window so wide, it even offers early postemergent crabgrass control.

**NEVER STAINS**

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

 Dow AgroSciences

**Dimension**\*

Specialty Herbicide

## Prep your fields for spring

**Preparing cool-season fields for spring sports involves a thorough program that actually starts each fall**

BY BOYD MONTGOMERY, CSFM

**S**pring challenges sports turf managers. Baseball, softball, lacrosse and soccer begin before the turf has awoken from the winter. The adversary is the weather — if it's not snowing, the spring showers are probably dousing your fields. How are you supposed to get your fields ready for play?

### Think fall before spring

Providing good fields in the spring always starts with the work that you do the previous fall — aeration, fertilization, overseeding and fungicide treatments.

Generally, aerate your fields as soon as the fall sports season ends, native soil fields in different directions. It's a great time to overseed, too. Start in early fall.

Fall is the best time to fertilize cool-season turf, too. Check with your cooperative extension for the best time in your area.

### Be ready when the turf wakes up

Start working on your fields as soon as the weather breaks in the spring. You may want to monitor the turf at several locations at your facility. When the temperature reaches 50° to 55° F, the turf will start waking up. Irrigate carefully in early spring as putting water onto fields too early could slow the warming of the soil.

If time allows and you have native soil fields and the turf is growing, you can aer-

ify once again in spring. Make sure the turf is growing so it doesn't get ripped up.

In northwest Ohio, we apply pre-emergent fertilizer in March. Fertility programs begin in early April. Your timing may be different.

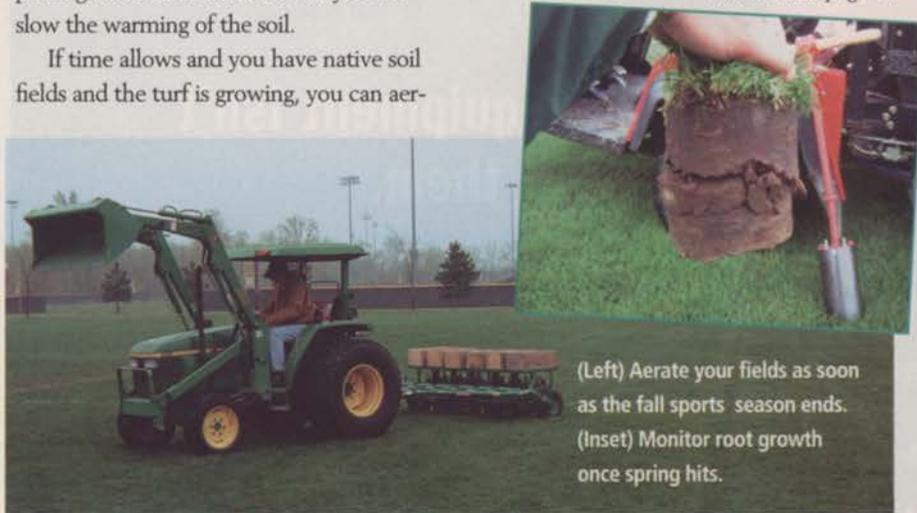
In our program, we spoon-feed light applications every three to four weeks using slow-release fertilizers. This increases the turf health while preventing it from growing too fast, resulting in more mowing.

### Time to conduct tests

Soil testing is another key component to spring field preparation. As soon as the turf begins to start growing, take a soil sample and get it tested for nutrient needs.

If an even clearer picture is desired, consider a tissue sampling program, which requires you to collect fresh clippings and send them in for analysis. A higher level of commitment, however, is required for this pro-

*continued on page 44*



(Left) Aerate your fields as soon as the fall sports season ends. (Inset) Monitor root growth once spring hits.

# STAINLESS IRON

## ROOTS® 100% Chelated Iron Products

- Won't stain concrete or other surfaces when used as directed
- Buffers the Tank Mix to Neutral pH
- Low Cost per 1,000 square feet



Fast  
Long Lasting  
Color

- 7% Potash • 7% Iron (Chelated)
- 1% Manganese (Chelated)

Fast  
Green-Up

- 4% Nitrogen • 6% Iron (Chelated)
- 6% Sulfur

roots<sup>inc.</sup> Lawn Care Division 3120 Weatherford Road • Independence, MO 64055 • tel: 800-342-6173 • www.rootsinc.com

# athletic turf

continued from page 42

gram as testing should occur every month. Whether soil testing or tissue sampling is done to monitor soil fertility, you must make changes and modifications to your program once the test results come back to ensure the proper nutrient program is being applied.

Conduct a field or facility survey early each spring to identify potential problems, such as wear areas from fall sports. Sometimes you can solve this problem by rotating or altering the layout of your fields. This will allow worn areas to recover.

## Don't get worn out

You can hand-overseed some of these bad spots. Begin as soon as the soil starts to warm. Mix seed, fertilizer and soil and hand-spread it over the worn areas. You'll get better results if you pre-germinate the seed, then lightly rake it in. You can also use green divot mix or extra grass clippings. They'll help you disguise the wear areas as they recover.

If any worn area is unsafe and needs immediate repair, try to find an area off the field with the same type of grass and soil and cut a piece of sod for replacement. If you have an area on your facility that isn't being used, look into developing a sod farm for these needed repairs.

As soon as activity begins on your turf,

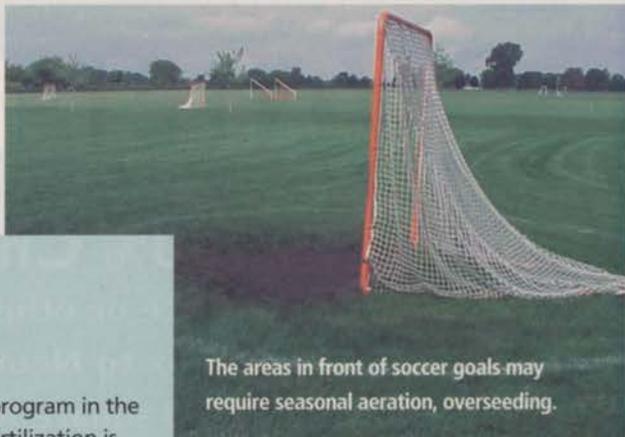
## 5 spring must-do's

- 1 Start your spring program in the fall. Late season fertilization is your field's best friend.
- 2 Begin working on your fields as soon as weather permits.
- 3 Thoroughly survey your fields prior to the start of spring sports. Identify and correct problem areas or unsafe conditions.
- 4 Aggressively overseed worn or bare areas.
- 5 Mow early and often to avoid clumping and taking off more than 1/3 of the turf leaf blades at a time.

begin assessing your fields' condition daily. This will allow you to quickly attack weakening areas with overseeding and aeration. If you choose to aerate once the season begins, you'll need to either remove the cores so you don't disrupt play or use solid tines.

## Don't forget about mowing

Start mowing as soon as the turf starts growing and the soil is dry enough to mow.



The areas in front of soccer goals may require seasonal aeration, overseeding.

Cut often enough to keep up with the growth of the grass — one, two, three or even four times a week depending on the requirements of the sports played on your turf. You may have to adjust mowing heights to get the grass to the desired height. Don't mow more than 1/3 of the grass blades at a time.

## Monitoring is key

Watch for additional problem areas resulting from spring activities. Create a map of your field or facility and highlight them for a history that will benefit you down the road. If fungal diseases begin to develop, your best bet might be the use of an appropriate fungicide. If *poa annua* is a concern, monitor in spring so you can identify areas for treatment or eradication.

The games are going to go on no matter if the turf is actively growing or not! **LM**

— The author is facilities maintenance director of Sylvania Recreation Corp.'s Pacesetter Park, Sylvania, OH. He can be reached at

419/885-1982.



syngenta

## Simply lasts the longest.

Among all broad-spectrum preventive fungicides, Heritage® is the longest-lasting. It works up to 28 days to prevent brown patch and most landscape ornamental diseases. That means fewer applications. And more time for everything else.

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



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

# GET REAL

## GRASSHOPPER

### Versatility



AERA-vator™  
Aeration



BedShaper



Dozer Blade



Turbine Blower



Rotary Broom

### Enjoy year-round profitability with the "Power of One"

With one Grasshopper, you'll enjoy the highest quality cut possible and replace a truckload of single-purpose equipment. A single FrontMount™ power unit can offer multiple opportunities for income, with a complete range of aeration, spraying, landscaping, leaf and debris cleanup and snow removal implements. Switching decks and attachments is easy, thanks to our patented QuikConverter™ Implement System, so you can handle multiple tasks with little downtime or effort. Putting a Grasshopper to work for year-round profits has been key to the success of many businesses for nearly 35 years.



Shielded Sprayer



Snowthrower



Remote Vac™



PowerVac™  
Collection System



ROPS

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

To locate a dealer near you, visit our Web site at:  
[www.grasshoppermower.com/LM](http://www.grasshoppermower.com/LM)

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

Circle No. 125

## Property at a glance

Location: Normal, IL

Director of Grounds: Mike O'Grady

Category: School or university grounds

Total budget: \$500,000

Year site built: 1857

Acres of turf: 125

Acres of woody ornamentals: 20

Acres of display beds: 25,000 sq. ft.

Total paved area: 210 acres

Total man-hours/week: 712.5 full-time,  
187.5 seasonal

## Maintenance challenges

- ▶ Limited manpower
- ▶ Limited resources
- ▶ Daily cleanup

## Project checklist

Completed in last two years:

- ▶ Landscaping of second, main gateway into university's quadrangle
- ▶ Installation of storm sanitary line
- ▶ Landscaping of new performing arts building
- ▶ Installation of flower containers on library/student center deck
- ▶ Design/installation of medicinal garden for Mennonite School of Nursing

## On the job

- ▶ 19 full-time staff, 5 seasonal employees, 9 licensed pesticide applicators

## Illinois State University

2002 PGMS Grand Award Winner  
for School or University Grounds

Illinois State University, founded in 1857, is the oldest and one of the largest public universities in the state. Director of Grounds Operations Mike O'Grady and his staff's respect for the old gem shows in the service they provide it.

O'Grady has had 27 years to perfect his style of grounds management at the university. He began his career there as a crew member in 1975.

He's divided the campus into sections with crew members responsible for particular areas of the grounds. The ownership and the pride that they take in their areas is evident in the daily tasks that each individual performs.

Six years ago, the campus was officially designated an arboretum — so there are plenty of trees to care for. A certified arborist on staff plus a two-man crew maintain 400 trees and 300 shrubs. The arborist does seasonal scouting for insects and diseases.

The Quad features 5,600 sq. ft. of display gardens. Each year, the staff gar-



(Left) Mike O'Grady, CGM, has 27 years at ISU. (Above) Shrubbery on the quad is pruned annually.



dener designs each area, purchases seed or plugs, and grows the plant material in the department's greenhouses.

Turf is maintained at a 3-in. height throughout the growing season. Clippings are mulched onsite, returning nutrients to the soil.

**PGMS**  
**Landscape**  
MANAGEMENT

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

Over 6,000 three-inch annuals are planted in the 5,600-sq-ft. display gardens in the Quad.



The colorful seasonal display gardens are kept weed-free with the assistance of summer staff and the timely use of pre-emergent herbicides.



**Determining how much to charge for mowing isn't so tough if you know how much it costs to do it**

BY RON HALL / EDITOR-IN-CHIEF

# Know thy costs

**W**hen landscape professional Bob Smart looked out over the darkened conference room prior to his presentation at the 2002 CLIP

Conference, he saw more than 200 expectant faces looking back at him. His topic: "Know Your Mowing Costs."

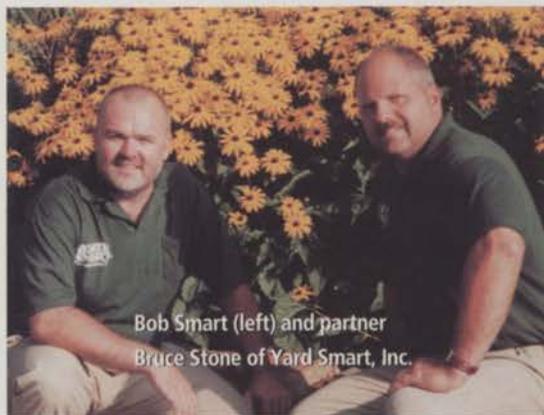
Smart is the co-owner of a landscape company 15 miles southwest of Cleveland. He and partner Bruce Stone incorporated Yard Smart, Inc., in 1987. Their primly landscaped headquarters on the fringe of the Norman Rockwell-like village of Olmsted Falls, OH, is evidence that they've achieved a measure of success.

## Managing the numbers

Profits in the landscape business, says Smart, aren't solely the result of good intentions or hard work. They're equally dependent upon managing the numbers, particularly what it costs to run a business. Without this knowledge, it's almost impossible to price work effectively, he says.

Pricing is an issue many landscape pros feel insecure about, judging by the number of people at that particular session. The number one question is, "What do we charge for mowing?"

The answer is deceptively simple — charge whatever profit you desire to make added to what it costs your company to mow clients' properties. The price is not



Bob Smart (left) and partner Bruce Stone of Yard Smart, Inc.

based on what you think it costs to provide the service but the true costs of the service, a vital distinction. In addition to the direct costs of mowing — the price of labor, materials and equipment — companies incur indirect and also administrative costs. These are often overlooked or poorly understood and/or tracked. However, all of them must be recovered before profit is achieved.

Smart demonstrates this point by drawing a picture of a dollar bill and dividing it into sections with a marker. He slices off the first 25% to 35% of the dollar, representing labor costs, eliminates another 10% to 15%, which represents the cost of equip-

ment and materials, and finally lops off the biggest chunk, the 40% that a landscape company spends in overhead and administrative expenses.

While the percentages of costs in your company will likely differ from this example, it's just as likely the remaining piece of the dollar representing the profit your company makes is the smallest piece, says Smart.

"This is a great way to show your team where the money is going and to get them to understand how important it is to be efficient," he adds.

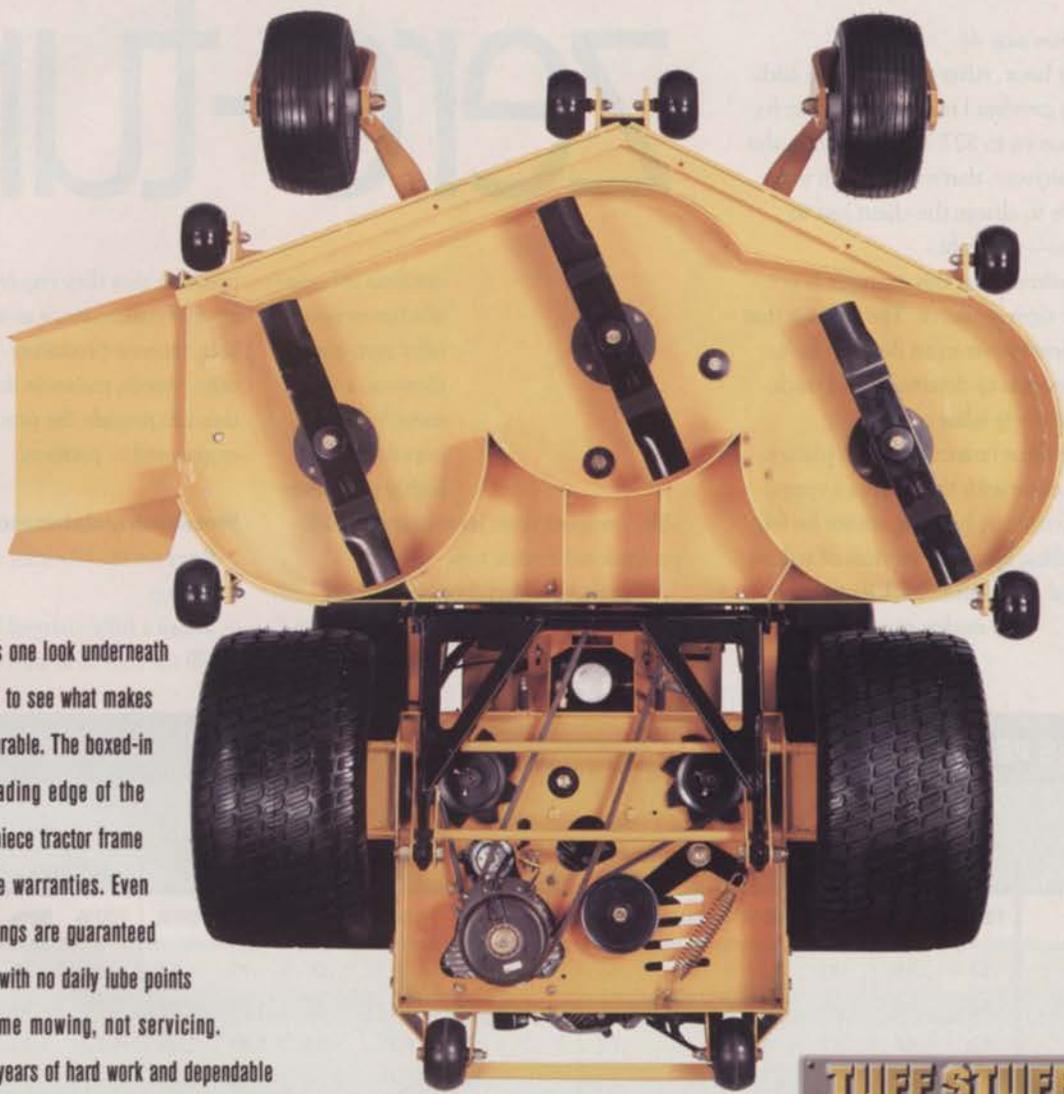
## Just to break even

During his presentation, Smart offered yet another simple example that should, at least, get you thinking about how much it costs to send an employee to mow a client's property.

In this example, he starts with an employee making \$10 per hour. Add payroll matching of 30% and indirect labor of 20%, bringing the cost of the employee to

*continued on page 50*

# TRUE BEAUTY IS ON THE INSIDE



**I**t just takes one look underneath a Hustler Z to see what makes them so durable. The boxed-in and reinforced leading edge of the deck and the one-piece tractor frame come with lifetime warranties. Even the hoses and fittings are guaranteed to never leak. And with no daily lube points you spend your time mowing, not servicing. So, if you demand years of hard work and dependable service, Choose a Hustler Z™... they're beautiful.

**TUFF STUFF** Since 1964



Hustler Z™



Hustler Mini Z™



Super Mini Z™



Super Z™

**HUSTLER**  
Turf Equipment

For your dealer or other information, call 1-800-395-4757  
or visit us online at [www.hustlerturfequipment.com](http://www.hustlerturfequipment.com)

Circle No. 126

# Maintenance plan for your zero-turn

continued from page 48

\$16.66 per hour. After tacking on an additional 40% overhead recovery, the cost for the labor jumps to \$27.76 per hour. In this example, anyway, that's how much you would have to charge the client just to break even — no profit.

Smart admits that this example is not necessarily representative. The point is that each business owner must develop his or her own systems to determine and track costs, particularly labor costs.

Putting these financial tools in place is often best done with the help of a consultant or accountant, he adds, advice he follows by calling upon the services of industry financial consultant Frank Ross.

— The author can be contacted at [rhall@advanstar.com](mailto:rhall@advanstar.com).

**M**ore than 30 manufacturers now offer zero-turn mowers, a testament to how popular these highly maneuverable, compact units have become with professional contractors.

But the wonderful utility of these units comes with a price. They're not inexpensive and they're not bulletproof,

meaning that they require the same high level of maintenance as any other valuable, income-producing precision tool. In other words, maintain them if you want them to provide the production they're engineered to perform.

#### Preseason maintenance

- ▶ Remove the blocking and all protective coverings
- ▶ Install a fully-charged battery
- ▶ Fill the fuel tank with fresh gas of the

## ACRES PER HOUR PRODUCTIVITY

### Efficiency at 100% and 80%\*

MPH	21" deck		32" deck		36" deck		44" deck		48" deck		52" deck		60" deck		72" deck	
	100%	80%	100%	80%	100%	80%	100%	80%	100%	80%	100%	80%	100%	80%	100%	80%
1.5	.32	.26	.48	.39	.55	.44	.67	.53	.73	.58	.79	.63	.91	.73	1.09	.88
2.0	.43	.34	.65	.52	.73	.58	.89	.71	.97	.78	1.05	.84	1.21	.97	1.45	1.16
2.5	.53	.42	.81	.65	.91	.73	1.11	.89	1.21	.97	1.31	1.05	1.52	1.21	1.83	1.45
3.0	.64	.51	.97	.78	1.09	.87	1.33	1.07	1.45	1.16	1.58	1.26	1.82	1.45	2.19	1.74
3.5	.74	.59	1.13	.93	1.27	1.02	1.56	1.24	1.70	1.36	1.84	1.47	2.12	1.70	2.54	2.04
4.0			1.29	1.03	1.45	1.16	1.78	1.42	1.94	1.55	2.10	1.68	2.42	1.94	2.90	2.33
5.0			1.62	1.29	1.82	1.45	2.22	1.78	2.42	1.94	2.63	2.10	3.03	2.42	3.64	2.90
6.0			1.94	1.55	2.18	1.75	2.67	2.13	2.91	2.33	3.15	2.52	3.64	2.91	4.37	3.49
7.0							3.11	2.49	3.39	2.72	3.68	2.94	4.24	3.40	5.05	4.08
8.0							3.56	2.84	3.88	3.10	4.20	3.36	4.84	3.88	5.80	4.66
9.0											4.74	3.78	5.46	4.35	6.53	5.23
9.5											4.92	3.99	5.76	4.59	6.90	5.52
10.0													6.06	5.00	7.27	6.00
11.0													6.66	5.33	8.02	6.42

\*Two productivity ratings are shown, one at 100% and one at 80% efficiency. An 80% efficiency rating is more representative of actual mowing conditions as it allows for turns and overlapping.

INFORMATION COURTESY EXMARK MANUFACTURING CO.

Formulas for calculating acres per hour:

100% efficiency MPH x width of cut divided by 99 = acre per hr  
80% efficiency MPH x width of cut divided by 120 = acre per hr

If you could increase your speed by just one mile per hour (say from five to six mph), you would increase production by 20%, substantially increasing your bottom line.

proper octane. Too high an octane is bad for the valve train

- ▶ Service the engine using the engine manufacturer's recommendations
- ▶ Check engine oil level and look for signs of condensation contamination. Brown, milky-looking oil is not normal. If necessary, drain, change the oil filter and refill
- ▶ Check all tire pressures and other fluid levels
- ▶ Start the engine outside or in a well-ventilated area, running at slow rpms until warm, and check safety circuits for proper operation

#### In-season daily maintenance

- ▶ Check the engine oil level
- ▶ Look at tire pressures. Overinflation reduces traction, creates a harsh ride and increases tire failure. Underinflation can damage both the turf and tire, and lead to poor cutting performance
- ▶ Look over the mower, paying particular attention to loose nuts or bolts, belt tension(s), loose or frayed wiring
- ▶ Clean the deck and look for signs of damage or wear
- ▶ Check all shields and guards
- ▶ Start the machine and check that all safety systems are working properly

#### Postseason maintenance

The best procedures for your individual machines will be outlined in your owner's manuals. Here are some basic maintenance procedures:

- ▶ Drain crankcase oil while engine is hot and refill
- ▶ Prepare the mower deck by cleaning and either painting or coating all bare metal with a thin layer of oil
- ▶ Clean all external surfaces and the engine
- ▶ Prepare the engine according to the manufacturer's instructions. This generally includes: removing dirt or debris from engine cylinder heads, blower housing and air filter element; covering air cleaner and exhaust element to keep out insects or rodents; greasing and oiling completely per

manufacturer guidelines; painting or applying rust preventative to any areas where paint has worn or chipped off; fully charging the battery; removing the battery and storing it in a cool, dry place; draining the fuel system and running the machine dry or adding a gasoline stabilizer and running

the engine long enough for the mixture to reach the filter and carburetor.

— Information provided by Roy "Dusty" Dust, product specialist for Ferris Industries, a manufacturer of professional mowers based in Munnsville, NY.

# The Recycling Company

If you're in the business of **recycling**, you need to know about **Peterson Pacific**. We make the **machines** that make your job possible. **Wood waste, C&D, land clearing, asphalt roofing...** we build **horizontal grinders** that can take it. And our **Blower Trucks** make quick work of **delivery and application** of your end product.



▲ BT 40  
Pneumatic Delivery System



HC 1410  
Track Mounted Recycler

HC 2400-B  
Asphalt Roofing Recycler ▼



When you want the best,  
there's really only one choice...



800/269-6520

• Fax 541/689-0804

• [www.petersonpacific.com](http://www.petersonpacific.com)

Circle 127



**The Toro Company**

800/476-9673

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

**Z Master mid-mount**

- ▶ Blade tip speed of 18,500 ft. per minute
- ▶ 52-, 62- or 72-in. deck



**The Ariens Company**

800/472-8359

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

**Gravelly 260Z**

- ▶ Now available with 31-hp liquid-cooled turbo diesel engine
- ▶ 14-gal. fuel capacity

**Walker Mfg.**

970/221-5614

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

**Model C**

- ▶ Coming in spring 2003 — 29-hp liquid-cooled Kohler electronic fuel injection engine
- ▶ Walker's strongest power unit ever

**Ferris Industries**

800/933-6175

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

**3000ZX Extreme**

- ▶ Four-wheel Independent Suspension
- ▶ 27-hp Kohler engine, 61-in. deck

**Kubota Tractor Corp.**

888/458-2682

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

**ZD Series**

- ▶ New fabricated deck of 7-gauge steel
- ▶ More air flow

**Snapper**

888/762-7737

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

**Snapper Pro**

- ▶ 25-hp Kohler Command OHV

- V-Twin air-cooled engine
- ▶ 52- or 61-in. cutting deck

**Cub Cadet**

877/835-7841

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

**M72 Tank**

- ▶ 72-in. Command Cut system
- ▶ Vacuum collection system & mulch kit

**Scag Power Equipment**

920/387-0100

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

**Turf Tiger**

- ▶ Deck has 10-gauge steel top with 7-gauge support plate
- ▶ Vacuum collection system & mulch kit

**John Deere**

800/537-8233

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

**797 Max-Frame Z-Trak**



- ▶ 29-hp liquid-cooled Kawasaki engine
- ▶ 60/72-in. 7-Iron side-discharge deck

**New Holland**

888/290-7377

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

**MC22 front-mount**

- ▶ 22-hp diesel engine, 13.3-gal. tank
- ▶ Optional dual mode four-wheel drive

**Wright Mfg.**

301/360-9810

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

**Stander and Sentar**

- ▶ Turbo 10 Grass Gobbler now available
- ▶ 4.8 cu. ft. capacity

**Encore Mfg. Co.**

800/267-4255

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

**Prowler**

- ▶ New grass collection system
- ▶ Fits all 52- and 61-in. mid-cut and front-cut riders

**Textron Golf, Turf & Specialty Products**

888/922-8873

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

**Bob-Cat and Bunton**

- ▶ Two fully mounted PTO-driven Professional Lawn Vacuum Systems now available
- ▶ Pro 12 Vac offers obstruction-free dumping from seat





### Grasshopper

620/345-8621

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

#### Mid-mount 300 Series

- ▶ 52-, 61- or 72-in. full floating deck
- ▶ Level-Eze deck for precision cut

### Yazoo/Kees

877/368-8873

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

#### Mega-Max mid-mount



- ▶ 27-hp diesel, 34-hp turbo gas, or 34-hp turbo diesel Daihatsu engine
- ▶ 61- or 72-in. deck

### Dixie Chopper

765/246-7737

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

#### Xtreme Mowchine XT3000-60

- ▶ 30-hp Generac engine, 14-gal. tank
- ▶ 19,000 ft./min. blade tip speed

### Great Dane

877/246-8770

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

#### Super Surfer stand-on

- ▶ 36- to 61-in. floating deck
- ▶ 30%-40% decrease in mowing time



### Exmark

402/223-6300

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

#### Lazer Z mid-mount

- ▶ 27-hp Kohler air-cooled engine
- ▶ 60- or 72-in. UltraCut deck

### Excel/Hustler

800/395-4757

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

#### Super Mini Z

- ▶ Top speed of 13 mph
- ▶ 44- or 52-in. side discharge/mulching deck

### Husqvarna

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

#### Intermediate ZTH

- ▶ New small compact frame
- ▶ QuickLift system for easy cutting height adjustment



## Professionals Demand **LITTLE WONDER.**

Shouldn't You?™



**High Output Blowers**



**Electric Hedge Trimmers**



**Gas Hedge Trimmers**



**Extended Reach  
Hedge Trimmers**



**Edgers & Trimmers**



**Xtra™ Edger**

For 80 years, Little Wonder has been the choice of professionals who demand quality. The purchase of Little Wonder equipment demonstrates a commitment to owning the best - equipment that stands up to the demands of contractors, landscapers, homeowners and rental customers, and performs season after season.

To Find a Local Dealer Call Toll-Free  
1-877-LWONDER • [www.littlewonder.com](http://www.littlewonder.com)  
1028 Street Rd. • Southampton, PA 18966

Circle 128

# Deep-tine or standard coring?

BY CURT HARLER / CONTRIBUTING EDITOR

**T**he buzz on aeration at landscape meetings recently revolves around the difference between deep-tine aeration and standard coring.

Dave Kopec, turf specialist at the University of Arizona, says both are valuable when used in the right circumstance. However, deep-tine aeration isn't designed as a replacement for standard core aeration.

For typical jobs where the compaction is less than three inches, standard core aeration is fine. Standard core aeration is also recommended for mixing soil with thatch to help break down the thatch, or for breaking through an interface layer between two or more soil texture types (if those layers are close to the soil). This latter situation is common for a landscape professional working on a lawn where sod was recently installed.

Deep-tine aeration is best

## Buying tips

- ▶ Know how unit opens the soil (dry, core, rip)
- ▶ Buy unit that gives right hole depth
- ▶ Check the coring pattern
- ▶ Compare number of holes per sq. ft.
- ▶ Compare time it takes to do 10,000 sq. ft. or an acre
- ▶ Examine the quality of the plugs
- ▶ Figure how many tines per rotor
- ▶ Machine weight is important

for breaking through soil layers or hardpan layers that a hollow-tine or side-discharge core tine can't penetrate. It also works for providing deep drainage where it's otherwise slow.

Since some deep-tine units will poke down to 10 in., a run over the ground will aerate over 95% of the working root zone of most turfgrasses.

### JOHN DEERE ▶

800/537-8233

RESEARCH TRIANGLE PARK, NC

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

- Deere 1000 aerator is tractor mounted
  - Pulls 30 cores per sq. ft.
  - 37.5-in. swath covers 30,000 to 75,000 sq. ft. per hour
  - Adjustable hole spacing
- Circle #257

### REDEXIM

570/602-3056

PITTSBURGH, PA

Self-propelled Verti-Drain 75 series

- 16-in. penetration
  - Up to 49,800 sq. ft. per hour
  - Models from 64-in. to 104-in. working widths
  - Hole spacings from 2.5 to 7.5 in.
- Circle #258

### SISIS

864/261-6218

SANDY SPRINGS, SC

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

- 77-in. wide MaxiSlit aerator



- Has working width of 63 in.
  - Wide rim plates reduce surface marking
  - Optional floating roller gives smooth finish, striping effect
- Circle #259

### GROUND BREAKERS, INC.

866/433-9300

CANTON, MI

[www.gator-rator.com](http://www.gator-rator.com)

*continued on page 56*

# The latest landscape industry news is at your fingertips—

# FREE

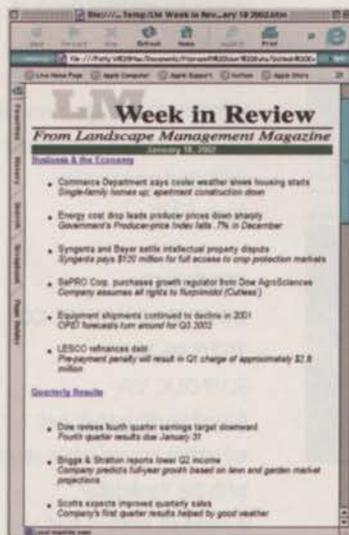
## LM Week in Review From Landscape Management Magazine

### IS FOR YOU!

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



SIGN UP HERE



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

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

Start getting e-mail you can't wait to open.  
Log onto [www.LandscapeManagement.net](http://www.LandscapeManagement.net) today!

**Landscape**  
MANAGEMENT  
★ ADVANSTAR LANDSCAPE GROUP

continued from page 54

- Gator-rator front-mounted
  - Quick hitch to most major ZTR riders
  - Aeration wide 31.5 in.
  - Cores up to 3.1 acres per hour at 10 mph
- Circle #260

**AER WAY**

**800/457-8310**

NORWICH, ONTARIO,  
CANADA

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



- Vent the soil rather than core
  - Two new tine options for Shattertine Aerator
  - Optional smoothing roller varies depth from 4 to 6 in. in wet periods, 2 to 4 in. when dry
- Circle #261

**JRCO, INC.**

**800/966-8442**

MINNEAPOLIS, MN

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

- Hooker soft-plug aerator is 38 in. wide
  - Runs on front mount ZRTs like Exmark, Walker
  - Aerates 66,000 sq. ft. per hour at five mph
  - Six holes 0.5-in. wide, 1.25-in. long, 3-in. deep, per sq. ft.
- Circle #262



**BLUEBIRD**

**800/808-BIRD**

DENVER, CO

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

- 530 Aerator has 19-in. width
  - Variable aerating depth up to three in.
  - Available with 3.5-hp B&S or 4-hp Honda engine
  - Cores up to 21,900 sq. ft. per hour
  - Two removable 36-lb. weights allow easy lifting
- Circle #263

**FIRST PRODUCTS**

**800/363-8780**

TIFTON, GA

[www.1stproducts.com](http://www.1stproducts.com)

- Seeda-vator seeds while aerating
  - Eight holes per sq. ft.
  - 144 9/16-in. x 3.75-in. hardened tines
  - Requires 30-hp three-pt. hitch tractor
  - 6.7 cu. ft. seed hopper
- Circle #264

**JRM**

**888/576-7007**

WILMINGTON, NC

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

- Free catalog lists thousands of tines
  - Includes deep coring bayonet, solid tines
  - All warranted for 18 greens or 130,000 sq. ft.
  - Tines for Deere, Ryan
- Circle #265

**TERRACARE PRODUCTS**

**608/429-3402**

PARDEEVILLE, WI

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

- T-144 Terrator has 144 free-swinging tines
  - 5-ft. aerating width
  - Does three acres an hour
  - Units can be three-ganged for faster work
- Circle #266

**TEXTRON/RYAN**

**888/922-TURF**

CHARLOTTE, NC

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

- Ryan Lawnaire 28 cores 24,000 sq. ft. per hour
  - 12 holes per sq. ft.
  - 3.5-in. x 5-in. pattern on 28-in. swaths
  - Zero-turning radius while aerating
- Circle #267

**ROCK SOLID**

**888/418-9065**

LINCOLN, NB

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



- New Plug PL400 Pro offers 22-in. working width
- Reciprocating tine design
- Hand lever disengages tines to skip over sprinkler heads
- No chains or pulleys

- Comes with B&S 5-hp Intek engine

Circle #268

**DRY-JECT**

**800/270-8873**

WAYSIDE, NJ

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



- Aerate, amend soil in one hour
  - Uses high pressure water
  - Half-in. aeration holes are instantly filled with sand
  - Penetrates to 10 in.
- Circle #269

**WIKCO INDUSTRIES**

**402/464-2070**

LINCOLN, NB

[www.wikco.biz](http://www.wikco.biz)

- Core plugging aerators with maximum aeration depth of four in.
  - Work at 30- or 60-in. width
  - Pneumatic transport wheels mounted on four-in. diameter rim
  - All steel construction
- Circle #270

**FERGUSON**

**MANUFACTURING CO.**

**757/539-3409**

SUFFOLK, VA

[fermfgsu@nettek.net](mailto:fermfgsu@nettek.net)

- Fertilize or seed while aerating with the Yardmaker
  - Three-pt. hitch or trail type
  - 36- to 96-in. models available
  - Also available in several plain aerator models
- Circle #271



**TORO** ▶  
800/803-8676

BLOOMINGTON, MN

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

■ ProCore 880 aerator is 80 in. wide

■ Covers two acres per hour

■ Runs at 0.62 to 2.5 mph

■ 660 model is 60 in. wide

■ 1- to 5-in. spacing pattern

Circle #272

**TURFCO MFG.**

800/679-8201

MINNEAPOLIS, MN

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

■ TurnAer 26 single Kevlar drive

belt on TurnAer 26 needs less

adjustment, wears less

■ 2.75-in. coring depth

■ 4-hp Honda engine

■ Folding, multi-height handle

Circle #273

**TURF-R-ATOR**

262/639-2516

RACINE, WI



■ Tractor-mounted aerator

■ Mounts to standard tractor

three-pt. hitch, or pull-behind

■ Nine wheels run on six-in.

spacing

■ All 22-in. opener wheels have

eight spikes

Circle #274

**WALKER MANUFACTURING**

970/221-5614

FORT COLLINS, CO

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

■ PerfAerator attachment for

Walker mowers

■ 41.5-in. aeration pattern

■ Production of 60,000 sq. ft.

per hour

Circle #275

**SELBRO, INC.**

800/973-5246

BELLEVUE, OH

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



■ Core Processor returns turf to

playable condition fast

■ Attaches to Truckster in

seconds

■ Turns cores into fine

toppdressing

Circle #276

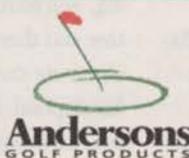
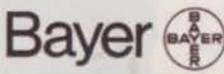
## Now you have access to the industry's best research –

# FREE

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

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

BROUGHT TO YOU BY:



Precision cut. Legendary performance.

The screenshot shows the website interface with a search bar, navigation tabs (Home, Content, Search, etc.), and a main article titled "A Practical Research Journal" with a sub-heading "Searcher Population Offers Alternative to the Future". The article text discusses research from the University of Georgia. The page also features a sidebar with a "TurfGrass Trends" menu and various advertisements for Bayer, Andersons, and Jacobsen.



**Golfdom**

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

# ask the expert

BY BALAKRISHNA RAO

## Extensive dieback

**Live oaks in our area are showing extensive dieback of branch terminals. These twigs are discolored. There's no evidence of any insect-like borers.**

— TX

The problem is most likely caused by *botryodiplodia* sp., the causal agent of a fungal disease. Look for small fruiting bodies of the fungus. They appear when the disease-causing fungus matures and produces spores. These spores can spread from a diseased tree to other susceptible plants nearby.

Consider pruning affected plant parts during the dry periods, and disinfect pruning tools between cuts. Selective pruning will help minimize the disease inoculum and further spreading.

Also, extremes in moisture and/or temperature may be contributing to the problem. Continuous dry conditions affect a number of trees, particularly evergreens and newly transplanted trees. Mulch, water and fertilize as needed to improve plant health.

Also, study the plant on-site for soil disturbance and root damage, root crown/root flare damage or construction activity.

## Copious curling leaves

**For two years in a row the leaves on the lower branches of one of our customer's white birches have been curling up. The nature preserve behind the house is infested with emerald ash borer. Is there a connection?**

— MI

Symptoms suggest the problem could be the result of an herbicide injury or an insect

such as an aphid. To be sure, contact a certified arborist for an on-site inspection.

Both emerald ash borer and bronze birch borer can produce D-shaped exit holes, so an experienced, certified arborist can look for these specific identification features. Or, send a sample to your local county extension service for diagnosis.

If the problem occurs late in the season, the tree may not need any treatment because it will have already produced adequate sugar during the growing season and will soon defoliate in the fall. However, if the tree is showing abnormal problems early in the growing season, some inspection and corrective measures may be required.

To date, emerald ash borer has only been reported on ash trees in the Detroit, MI area. Based on what we know about emerald ash borer, it doesn't appear that your birch problem is related to this pest.

## To replant or not?

**Last year, the leaves on one out of two pittasporum bushes started turning brown, and in a week or so the whole bush was dead. Then, a few branches on the other one did the same thing. The rest of the second bush seemed okay but in a few weeks most of the branches did the same thing. I would like to replace them with the same bushes but I need to know what happened to them.**

— TX

The problem could be related to fungal diseases. Also, consider the possibility of exposure to extremes in moisture and/or temperature, and inspect the plants on-site for any wire or twine girdling, soil disturbance and/or root damage. Because the

plants can be affected by one or more of these problems, it would be difficult to diagnose without examining the samples. Consider sending the samples to a state or private diagnostic lab.

If the problem is declared to be the result of diseases, it isn't a good idea to plant the same type of species unless the plant is resistant to the specific problem. Contact your local extension service for a list of resistant or tolerant plants if available.

## Alternative aphid controls

**Several river birch trees close to a pond have severe infestations of aphids. We can't spray because of the body of water. Are there alternative options for controlling aphids?**

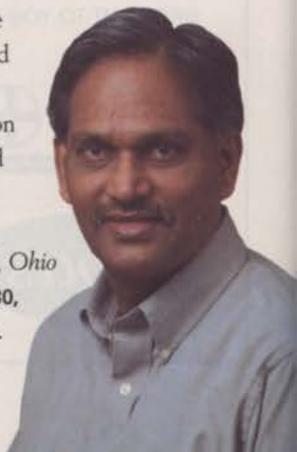
— PA

Your best option is to trunk inject a systemic insecticide. Soil drenching systemic insecticides such as Merit or Orthene would also be effective, but it may not be practical if the body of water is too close to target trees.

Consider treating with insecticides such as Acecap containing Orthene insecticide or Imicide, which contains imidacloprid, the active ingredient in Merit insecticide. These broad spectrum products can be injected into the trunk and can work inside the tree systemically. Acecaps are microencapsulated implants which, after treating, will remain inside the tree and therefore eliminate the need for disposal. Imicide microinjection units are removed after injecting.

*Manager of Research and Technical Development for the Davey Tree Expert Co., Kent, Ohio*

**SEND YOUR QUESTIONS TO:** "Ask the Expert" Landscape Management, 7500 Old Oak Blvd., Cleveland, OH 44130, or e-mail: [rhall@advanstar.com](mailto:rhall@advanstar.com). Please allow two to three months for an answer to appear.



# This Is The Year!

## SELL IT!

Win more bids with photorealistic presentations for your customers. Up-sell with impressive night lighting views and hardscapes.



## PLAN IT!

Eliminate hours at the drawing board with the easiest and most comprehensive CAD tools in the industry!

## BID IT!

Automatically generate estimates and reports directly from your plans.

"PRO Landscape not only saved my time, but as importantly, my customer's time!" -Dean Ricci, Jr., President, Ricci's Landscape Management, Inc.

"PRO Landscape makes it easy for my customers to visualize their landscape design." -Robin Freeman, President, Freeman Landscape, Inc.

# PRO Landscape

The Standard Design Software For Landscape Professionals

(800) 231-8574  
www.prolandscape.com

## NEW VERSION 9

### EASY TO LEARN, EASY TO USE

- Video tutorials and free technical support

### CUSTOMIZABLE IMAGE LIBRARY

- Add your own images to the 3500 included

### CAD OUTPUT VERSATILITY

- Choose from hand-drawn, pastel, watercolor, or photo symbols

### LINKS TO LEADING SOFTWARE

- Hortiopia®, AutoCAD®, QuickBooks®, and Clip®

**60-day money-back guarantee!**

Circle No. 130

© 2003 Draft Software, Inc. All rights reserved. PRO Landscape is a trademark and Draft is a registered trademark of Draft Software, Inc., registered in the USA and other countries.

# What Are You Waiting For?

# Editorial Index

Company	Page #	Company	Page #
ALCA	13, 28	RotaDairon Emrex	22
Aer Way	56	Scag Power Equipment	52
All-Green Corp.	12	Selbro	57
Ariens	52	ServiceMaster	32
Autumn Ridge Landscaping	28	Sisis	54
Bluebird	56	Snapper	52
Bobcat	24	Sunrise Lawn/Landscaping Services	38
Border Concepts	24	Swingle Tree & Lawn Care	36, 40
Bucks Fabricating	21	Sylvania Recreation Corp.	44
Chatham Landscape Services	28	Symbiot Business Group	26
Complete Lawn Service	39, 40	Terracare Products	56
Cub Cadet	52	Tex-Mex Communications	22
Davey Tree Expert Co.	22, 58	Textron/Ryan	52, 56
Dennis '7 Dees Landscaping	28	Toro	52, 57
Dixie Chopper	53	TruGreen Companies	32
Drafix Software	12	Turf's Up/Weed Man	12, 34
Dry-Ject	56	Turf-R-Ator	57
Emerald Coast Services	28	Turfco Mfg.	26, 57
Encore	52	Walker Mfg.	52, 57
Excel/Hustler	53	Weed and Feed	34
Exmark	53	Wikco Industries	56
Ferguson Mfg. Co.	56	Wilson-Oyler Group	74
Ferris Industries	51, 52	Wright Mfg.	52
First Products	56	Yard Smart	48
Grass Roots Consulting	10	Yazoo/Kees	53
Grasshopper	53		
Great Dane	53		
Green Turf Lawnsapes	39		
Ground Breakers	54		
Husqvarna	53		
Illinois State University	46		
JRCO	56		
JRM	56		
John Deere	54		
Kubota	12, 52		
John Deere	52		
Jungle Jim's Accessory Products	24		
Lawn Connection	36, 38		
The Lawn Dawg	34		
Lawn Master	38, 40		
Maffei Landscape Contractors	8		
New Holland	52		
The Owners' Network	8		
PLCAA	12, 34		
Pioneer Fields	21		
Pro Lawn	39		
R.A.R. Landscaping	14		
Redexim	54		
Rock Solid	56		

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	64	110	Maruyama US Inc	15
131	Advanced Design Adkad	67		New Jersey Landscape	63
120	AGCO Corp	37	121	Outdoor Lighting Perspect	38
135	Ariens	6	127	Peterson Pacific	51
105	B A S F Corp	5	113	Polaris Ind Inc	23
118	B A S F Corp	33	138	Power Trac	68
114	Bed Shaper Inc	24	136	Quality Diamond Tools	68
107	Bobcat Co	11	117	Rain Bird Sales Inc	31
129	Bucks Fabricating (reg)	55	23	Roots Inc	43
111	Clip Sensible Software	16	128	Schiller Pfeifer Inc/ Little Wonder	53
132	Dig Corp	67	101	Shindaiwa Inc	CV2-1
	Dow Agrosience	40-41	137	Simplicity	68
130	Drafix	59	119	Stihl Inc	35
126	Excel Industries	49	112	Syngenta	18-19
115	Exmark Mfg Co	25	124	Syngenta	44
	G M C Truck	9	103	Textron Inc	CV4
	G M C Truck	29	139	Truax Co Inc	69
125	Grasshopper	45	140	U S Lawns	69
109	Helena Chemical Co	14	108	Valvette Systems Co	13
122	Husqvarna	39	104	Walker Mfg Co	2
134	ITV Inc	67			
	J P Horizons	62			
133	J R C O Inc	67			
116	John Deere and Co	27			
102	Kubota Tractor Corp	CV3			

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

## Landscape Management Sales Staff

### John Payne

Group Publisher  
7500 Old Oak Blvd.  
Cleveland, OH 44130

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

### Kevin Stoltman

Midwest Manager  
7500 Old Oak Blvd.  
Cleveland, OH 44130

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

### Pat Roberts

Western Manager  
7500 Old Oak Blvd.  
Cleveland, OH 44130

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

### Michael Harris

Account Executive  
7500 Old Oak Blvd.  
Cleveland, OH 44130

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

### Joe Sosnowski

Eastern Manager  
150 Stratford Avenue  
Wayne, PA 19087

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

### Teresa Milam

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

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

# The latest landscape industry news is at your fingertips—

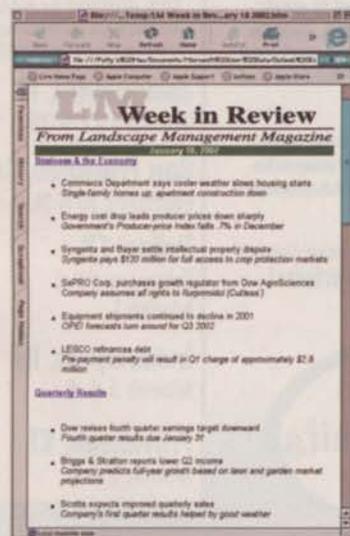
# FREE

## LM Week in Review

From Landscape Management Magazine

### IS FOR YOU!

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



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

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

Start getting e-mail you can't wait to open.  
Log onto [www.LandscapeManagement.net](http://www.LandscapeManagement.net) today!

**Landscape**  
MANAGEMENT  
★ ADMANTAR LANDSCAPE GROUP

# products

TECH CENTER

## Get in control



Valvette Systems' new sprinkler head bodies, pop-up shafts and fittings offer savings in time, money and water. Each part contains the Little

Valve, which provides for individual on/off control for each sprinkler head for stress-free cleaning, flushing, adjusting, and change-outs of sprinkler nozzles and/or heads.

For more information contact Valvette Systems at 866/200-8590 / circle no. 250



## A cut above

Vaughan & Bushnell's new series of three Mini-Bear Saws provide specific designs for tree pruning. Each pull saw features a triple-edged, super thin, 7-in.

blade with a color-coded handle. The thinner blade allows faster and more accurate cutting through tree branches over two in. in diameter.

For more information contact Vaughan & Bushnell at 815/648-2446 or [www.vaughanmfg.com](http://www.vaughanmfg.com) / circle no. 251

## Merit for ornamentals

Merit Insecticide's new granular formulation provides an easy-to-use alternative for ornamental treatments. Merit 2.5 G Ornamental Insecticide is a ready-to-use product in a convenient 4-lb. bottle. Because it's applied based

on volume, not by weight, applicators simply measure the appropriate rate and spread the granules around the base of the plant.

For more information contact Bayer at 800/842-8020 or [www.bayerprocentral.com](http://www.bayerprocentral.com) / circle no. 252

## Owners

Husqvarna is inviting you to the Winston Cup Race in Charlotte, NC May 17, 2003. Be the first 25 owners in the region to register your leaders!



Space is Limited!  
Register On Line Today at  
[www.jphorizons.com](http://www.jphorizons.com)



Or Call Now! Toll Free:  
**877-JPH-JAMS**

## ALCA PRESENTS LEADERSHIP JAM 2003

For Managers, Foremen and Supervisors

Sponsored by Husqvarna

Leadership Jams are out-of-the-ordinary events guaranteed to create tomorrow's leaders today. In these two-day retreats, managers, foremen and supervisors are given tools that help them become energized, motivated leaders as they experience the unique learning techniques of JP Horizons and the proven industry expertise of Jim Paluch.

Participants are focused on fundamental business issues and leave with personal Business Contribution Plans and Goals to propel their companies to success. The seminars set the stage for a yearlong Leadership Advancement Program, that keeps getting better every month.

JP Horizons' mission is to make sure your leaders succeed! By popular demand ALCA will present this program in 5 regional areas this winter!



Bring out the  
Leadership Traits  
of your Team!

"Leadership Jams and the LAPS program ignited my company and the leaders that I sent will benefit forever!"

John Gachina  
Gachina Landscape Management

\$569 Per Person

PLUS  
15% discount for ALCA  
members and participating  
state association members!

Jacksonville, FL  
January 27 & 28

San Francisco, CA  
February 10 & 11

Dallas, TX  
February 28 &  
March 1

Indianapolis, IN  
March 3 & 4

Providence, RI  
March 7 & 8



### Vacuum the turf

Goossen's new high-powered turf vac is a self-contained and towable unit that offers a 25-hp Kohler gas engine, seven cu. yd. hopper, a 24-in. diameter x 10-in.-wide high-flow fan, and hydraulic hopper dump. Additional features include a 60-in. x 17-in. diameter counter-rotating brush, replaceable blower housing liner and a control box on 15-ft. cord that mounts at operator's seat.

For more information contact Goossen at 800/835-1042 or [www.goossen.com](http://www.goossen.com) / circle no. 253

### Class is in session



International Training Videos' new 30-minute training video, available in both English and

Spanish, instructs unskilled new recruits how to properly and safely operate lawn care equipment such as weed eaters, commercial mowers, and blowers.

For more information contact ITV at 800/559-0119 or [www.trainwithvideos.com](http://www.trainwithvideos.com) / circle no. 254

### Handy and dandy

Shindaiwa's new M2500 multi-purpose tool is a string trimmer, hedge trimmer, pole pruner,

PowerBroom, lawn edger, and cultivator all in one.

Working off one power head, the split boom and positive coupler design al-

lows for quick and easy changing of six attachments. The engine features C4 Technology, combining the characteristics of a two-cycle engine with the low noise, fuel economy and reduced emissions of a four-cycle engine.

For information contact Shindaiwa at 800/521-7733 or [www.shindaiwa.com](http://www.shindaiwa.com) / circle no. 255



### See saw

FCI-RACINE Hydraulic Tools introduces improved hydraulic hand and pole chain saws. Enhancements include a steel sleeved dual spool, which allows the user to switch easily between

open center and closed center truck systems. Other features include gerotor-type motors, dual action spools and a variety of bar lengths. For more information contact FCI-RACINE at 877/255-0935 / circle no. 256

*Pride in Professionalism*

# NEW JERSEY LANDSCAPE 2003



## 26TH ANNUAL TRADE SHOW AND CONFERENCE

*"Meeting the Needs of the Green Industry Professional"*

**WEDNESDAY, FEBRUARY 26, 2003**

**8:30 AM - 4:30 PM**

**Meadowlands Exposition Center**  
Secaucus, New Jersey  
\$20 pre-registration • \$30 day of show

**NEW!**  
Register Online  
Beginning  
Jan. 21, 2003  
[www.njlca.org](http://www.njlca.org)

### Trade Show

A world of new ideas, methods, and materials awaits the Green Industry professional at New Jersey Landscape 2003. Time and money savings for landscape contractors, lawn care operators, chemical applicators, grounds maintenance supervisors, irrigation installers, arborists, cemetery managers, property managers, school buildings/grounds supervisors, parks and recreation supervisors, municipalities and related occupations. See over 150 companies exhibiting everything you need to be successful in today's economy.

### Conference

Seminars presented by Rutgers University Cooperative Extension Service. DEP recertification credits offered.

Sponsored by New Jersey Landscape Contractors Association

630 Valley Court, Township of Washington, NJ 07676

201-664-6310 • Fax: 201-664-7014

[www.njlca.org](http://www.njlca.org)



# events

WHAT, WHEN & WHERE

## January

**15-19 STMA 14th Annual Conference & Exhibition /** San Antonio, TX; 800/323-3875; [www.sportsturfmanager.com](http://www.sportsturfmanager.com)

**18-20 TNLA/TFGA Convention and Trade Show /** Chattanooga, TN; 931/473-3951; [www.tnla.com](http://www.tnla.com)

**20-22 Central Environmental Nursery Trade Show /** Columbus, OH; 800/860-1713

**20-23 North Carolina Turfgrass Conference & Trade Show /** Charlotte, NC; 888/695-1333; [www.ncturfgrass.org](http://www.ncturfgrass.org)

**20-23 Michigan Turfgrass Conference /** Lansing, MI; 517/321-1660

**21-22 Maryland Turfgrass Conference & Trade Show /** Baltimore, MD; 301/345-4199

**21-23 Mid-America Green Industry Convention /** Kansas City, MO; 816/561-5323

**23-25 WinterGreen 2003 /** Athens, GA; 706/632-0100

**24-25 WALP and OLCA Leadership Conference /** Salishan, OR; 503/253-9091

**26-28 Nebraska Nursery & Landscape Association Winter Conference /** Omaha, NE; 816/233-1481

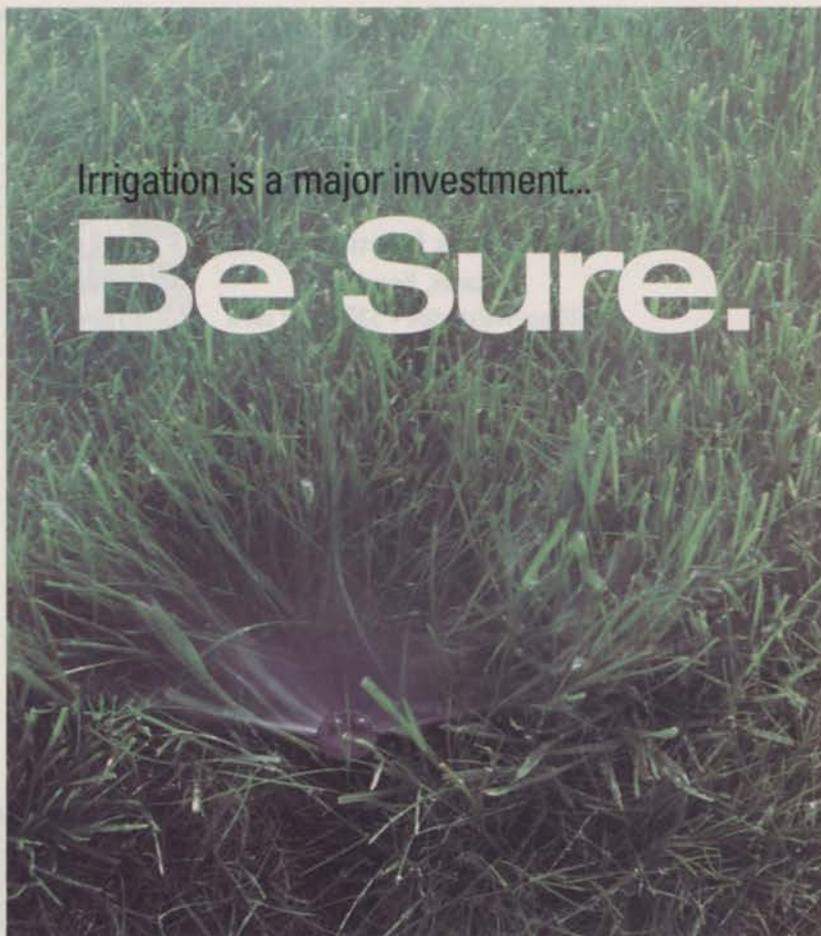
**27-29 69th Iowa Turfgrass Conference & Trade Show /** Des Moines, IA; 800/605-0420; [www.iowaturfgrass.org](http://www.iowaturfgrass.org)

**29-30 New Jersey Trade Show /** Somersset, NJ; 800/314-4836

**29-31 Iowa Nursery & Landscape Association Convention & Trade Show /** Des Moines, IA; 816/233-1481

**30 Northeastern PA Turf School & Trade Show /** Wilkes-Barre, PA; 814/863-3475

**30-1 The Gulf States Horticultural Expo /** Mobile, AL; 334/502-7777



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

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

Contact ASIC to find a consultant near you.



American Society of  
Irrigation Consultants  
221 NORTH LASALLE ST.  
CHICAGO, IL 60601  
312.372.7090  
FAX: 312.372.6160  
WWW.ASIC.ORG

# Landscape MANAGEMENT

January 2003

This card is void after March 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. SERVICES PERFORMED (fill in ALL that apply)**

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

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

58  Yes 59  No

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

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

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

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

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

																								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

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

# Landscape MANAGEMENT

ADVANSTAR COMMUNICATIONS INC  
PO BOX 5152  
BUFFALO NY 14205-9836

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES





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**

**January 2003**

*This card is void after March 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. SERVICES PERFORMED (fill in ALL that apply)**

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

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

- 58  Yes
- 59  No

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

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

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

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

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

**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

AN ADVANSTAR PUBLICATION  
©2003 Advanstar Communications Inc. All rights reserved.

# GRASSKEEPER PRO

## BUSINESS SOFTWARE for

### Lawn Care & Landscaping

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

**FREE Trial**



Get your FREE Trial at: [www.adkad.com/LM.htm](http://www.adkad.com/LM.htm) • 1-800-586-4683

Circle No. 131

# Jrco

 Heavy-duty Attachments for Commercial Mowers

## Hooker Aerator

- Zero-turn maneuverability
- 1 1/2 acres per hour at 5 mph
- Loose plugs of soil no messy cores
- 6 holes per sq. ft.
- Electric lift



Call for dealer **800.966.8442** [www.jrcoinc.com](http://www.jrcoinc.com)

Circle No. 133

LM MART

## Waterworks That Last



### LEIT

Light Energized Irrigation Technology

DIG LEIT features the only ambient light powered

irrigation controllers capable of operating in low light environment without direct sunlight. LEIT delivers the latest in controller technology without the hassle of electric power, providing 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
- 4 programs / 3 start times



### 500-Series

Battery Operated Controllers

DIG 500-Series battery operated controllers are available

in one, four and six station models with features such as budget, AM/PM clock, duration from 1 minute to 12 hours, four start times and more, offering the widest range in flexible programs and in multi-station compatibility.

- Independent program for each valve for four and six stations
- Optional manual operation of one valve or sequentially of all valves
- Low battery indicator
- Waterproof

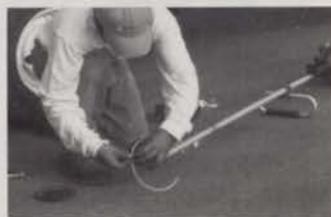
For more details on our full line of irrigation products, call 1-800-322-9146 or e-mail [dig@digcorp.com](mailto:dig@digcorp.com)

**DIG**  
IRRIGATION PRODUCTS  
Vista, CA 92083, USA  
Phone 760-727-0914  
Fax 760-727-0282

Circle No. 132

# Frustrated?

## This Video Will Solve Your Training Problems!



Introducing the first of its kind Training Video for Spanish or English Speaking Employees on how to correctly and safely operate commercial lawn care equipment.

Our 30 minute video will prepare new recruits for their first day on the job.

\$39.99 for Spanish or English Version  
\$59.99 for Both Versions

To Order Visit: [www.TrainWithVideos.com](http://www.TrainWithVideos.com)  
or Call 1-800-559-0119

Circle No. 134

Get the latest e-newsletter covering the landscape industry delivered to your desktop—

**FREE**



*Growing TRENDS*

BROUGHT TO YOU BY:

**BASF PROFESSIONAL TURF**



Sign up for your own Growing Trends e-newsletter today! It's fast and easy. Just log onto [www.GrowingTrendsLawncare.com](http://www.GrowingTrendsLawncare.com).

Powered for productivity!

**IS® 5000Z**

- 72-inch cutting width
- 31.5 hp Caterpillar Diesel or 34 hp Daihatsu gas engine
- All-new four-wheel (front and rear) IS® Independent Suspension
- Twin A-section hydro drive belts
- Adjustable, 360-degree rotating anti-scalp rollers
- Foot-operated deck lift
- Unmatched two-year front-to-rear warranty



Call us today at (800) 933-6175 or visit our website at [www.ferrisindustries.com](http://www.ferrisindustries.com) for your closest Ferris Dealer.



IS is a registered trademark of Ferris Industries, a Simplicity company. All rights reserved.

The Commercial Mower Specialist™

Circle No. 137

**SAVE BIG \$\$\$**

Save Now!

Buy Direct - Wholesale Pricing  
Longer Life - Higher Segment

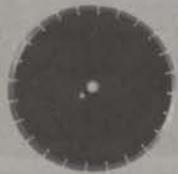


Great for Cured Concrete  
Brick, Block, Pavers

Jumbo 10mm Segment

**Super Turbo - Seg**

4"	- \$ 19.00
7"	- \$ 39.00
10"	- \$ 50.00
12"	- \$ 89.00
14"	- \$ 99.00
16"	- \$150.00
20"	- \$199.00



Great for Cured Concrete  
Block, Pavers

Jumbo 10mm Segment

**Super Seg**

4"	- \$ 10.00
7"	- \$ 19.00
10"	- \$ 40.00
12"	- \$ 69.00
14"	- \$ 79.00
20"	- \$199.00

Family Owned and Operated  
Open 7 Days a Week

**1-800-285-0163**

Email: [QDTblades@aol.com](mailto:QDTblades@aol.com)

QUALITY DIAMOND TOOLS



"NAME SAYS IT ALL"

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



Circle No. 136

The *Trac* of All Trades



**Prices Start at Just \$6000**

11 Models - Gas & Diesel Available

Over 50 Attachments Offered

4Wheel Drive Compact Wheel Loaders

Articulated Steering - Won't Damage Turf!

Models available with 800 lbs, 1200 lbs,

1800 lbs, or 2400 lbs Lift Capacity

Trailer Packages Also Available

**Power Trac**

**1-800-THE-YARD** [www.power-trac.com](http://www.power-trac.com)

Circle No. 138

## Drills and Broadcast Seeders

- Double disk drills for no-till and interseeding
- Broadcast seedings rolled in with a Brillion™ style cultipacker
- Hand or electric broadcasters for small sites



FLEXII Drills



Trillion



**truax** COMPANY, INC.

4821 Xerxes Avenue North, Building B  
Minneapolis, Minnesota 55430

call: (763) 537-6639

web: [www.truaxcomp.com](http://www.truaxcomp.com)

e-mail: [truax@pclink.com](mailto:truax@pclink.com)



Seed Slinger

Circle No. 139

THE HOME (PAGE)  
OF GOLF.



[www.golfcourse1.com](http://www.golfcourse1.com)

PRESENTED BY THE  
AMERICAN SOCIETY  
OF GOLF COURSE ARCHITECTS



The Nation's Most Dynamic  
Landscape Management Company

# U.S. LAWN

If you're looking to increase the size of your lawn maintenance service, shoot for the stars and look at a U.S. Lawns franchise.

U.S. Lawns has become a shining example of what a professional landscape maintenance service should be. With the guidance of U.S. Lawns professionals, we'll show you, step-by-step, how to:

- Grow Your Business
- Maximize Efficiency
- Cut Costs
- Get the Job Done Right, the First Time



For more information  
on becoming a U.S. Lawns  
franchisee, call us at

**1-800-US LAWN.**

Over 100 franchised locations  
operating in 24 states.

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

Circle No. 140

# Landscape MANAGEMENT

Every month the Classified Showcase offers an up-to-date section of the products and services you're looking for. Don't miss an issue!

**ADVERTISING INFORMATION:**

Call Teresa Milam at 800-225-4569 x2670 or 440-891-2670, Fax: 440-826-2865, E-mail: [tmilam@advanstar.com](mailto:tmilam@advanstar.com)

- For ad schedules under \$250, payment must be received by the classified closing date.
- We accept VISA, MASTERCARD, and AMERICAN EXPRESS over the phone.

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

## Bilingual Training

### Bilingual Lawn & Landscape Training Products

#### Translation Training Audio Tapes (Spanish to English)

These audio tapes will teach, translate and pronounce commonly used words, phrases and short sentences. They will greatly improve your employees' knowledge, work and communication skills.

#### Professional Training Guides (English & Spanish)

Easy-to-read, step-by-step training literature that will improve the knowledge and work skills of all your employees.

For more information and to order, VISIT US TODAY @

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

### Info Exchange, Inc.

## Business For Sale

### Palm Beach, FL

Landscape accounts/equipment. Exclusive estate and commercial Town of Palm Beach and area accounts. Specialty contracts/irrigation/design/construction/maintenance.

Excellent turn key opportunity for individual or new branch office for growing company.

Complete with very convenient leased office/warehouse and separate, nearby, two bedroom apartment. Easily expandable.

Very profitable. \$500K++ per year in contracts/many three yrs. Priced to sell \$275K.

Call Tony Ambrose: 866-482-7235  
Serious Inquiries Only

### LONG ESTABLISHED NURSERY IN AFFLUENT COMMUNITY

Features Include:

Approximately six acres with

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

Asking \$695,000

Please reply to e-mail:

[jschwiering@norrisandcompany.net](mailto:jschwiering@norrisandcompany.net)

## Business For Sale (Cont'd)

### Full Service Landscape Maintenance, Design/Build and Snow Removal Firm is Now Available

Proven market share leader in SE Wisconsin is looking for a qualified buyer who wants a quick return on their investment.

Annual sales of 2 million. Great cash flow.

With the following breakdown:  
50% Landscape Construction  
35% Landscape Maintenance  
15% Snow Removal Service

This is a perfect opportunity for any out-of-state firm looking to make this market theirs.

Proven systems and staff in place.

**Serious Inquiries Only!**  
Send inquiries to LM Box 533

### LANDSCAPE CONSTRUCTION COMPANY

Well Established

20-year Landscape Company  
Boston, Massachusetts Area.

Annual volume \$3.1 million PLUS!

Company breakdown:

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

Well-managed and organized operation with a meticulous fleet. Will sell with or without the Real Estate, which has all the necessary provisions for repairs and parking.

The 2002 backlog to date is over \$2 million!

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

### FULL SERVICE LANDSCAPE COMPANY IN SARASOTA, FLORIDA

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

- ◆ Gross income for 2002: \$600,000+
- ◆ Asking price: \$500,000

Contact Steve Dore, Broker:  
941-954-5555

### Top Landscape Development Business For Sale in New England

This is a perfect opportunity for any out-of-state firm looking to make this market theirs.

Please Call 617-623-6819

## Business Opportunities

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

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



The U.S. Lawns franchise  
Call 1-800-US-LAWNS or  
visit [www.uslawns.com](http://www.uslawns.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)



Business Opportunities (Cont'd)

For Sale



**The Putting Green Company**  
The Best in Synthetic Golf Facilities



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

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



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

Reasons to call us:

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

**FREE VIDEO**

800-334-9005  
www.allprogreens.com

**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

**Landscape Lighting Franchises**  
Great business model for success in the rapidly growing landscape lighting business. Franchisor has run a successful operation in the Washington D.C. area for 7 years now.

- Great margins
- Lifetime warranty on products
- Comprehensive training

Call Lighthouse Landscape Lighting to learn more about this excellent business opportunity!  
1-888-531-5483  
www.lightsbylighthouse.com

**Attention: Landscape Professionals**  
Own an exclusive dealership. Established pet containment & wireless detection products.  
603-352-3333 Made in USA by Miltronics Mfg.

**Healthy Ponds™ Needs Qualified Dealers**  
Healthy Ponds is an all-new, all-natural water management program that improves water clarity and kills mosquito larvae without harmful chemicals. Healthy Ponds contains a patented floating dispenser that continuously releases beneficial bacteria into the water. It's the most effective way to maintain ponds, lakes, and water features naturally. For information on Healthy Ponds and dealership opportunities, Call 314-725-2340 or E-mail cjevendoski@msn.com 1/03



**HURRY!**  
If your ad isn't here, call Teresa Milam immediately!

Teresa Milam: 800-225-4569 x2670 or 440-891-2670

www.GreenIndustryYellowPages.com...  
Find it. Be found...

**INDEPENDENT SALES REPS**

Looking for a new line?  
Go to  
www.giyp.com/newline

Sell to your existing customers!

FREE APPRAISAL • NO BROKER FEES  
**SELLING YOUR BUSINESS?**  
Professional Business Consultants can obtain offers from Qualified Buyers without disclosing your identity. Consultant's Fees are paid by the buyer.  
CALL: 708-744-6715  
Fax: 630-910-8100

**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  
www.frankemarketing.com

**FACTORY LIQUIDATION**



**UP TO 40% OFF**

**SUPER TOUGH HEAVY I-BEAM BUILDINGS**  
Perfect for use as a landscaping business location.

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

Some Other Sizes Available

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

**Prime Steel**

1-800-291-6777 EXT 402

**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  
Prices subject to change without notice. 916-687-7102 or Toll Free (877) 687-7102

**W.E. CHAPPS!**



Mesh Debris Mower Bags • Equipment Covers  
Leg/Arm Chaps • Chemical Protection  
The Grass Handler (Sliding Mulch Plate)

OVER 500 PRODUCTS • MADE IN U.S.A.  
**FREE CATALOG!!!**  
800-816-2427  
www.WECHAPPS.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

**S&G** 614-873-3719  
WWW.GOSNG.COM





Sprayer and sprayer accessories

## For Sale (Cont'd)



**30' x 30' x 12'**  
**\$4,127**

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

**2001 C&S TURF TRACKER**  
Zero Turn Ride-on Sprayer/Spreader  
Spreads & sprays over 4,000 sq. ft. per minute.  
Designed for residential and commercial.  
87 hours on unit.  
Price New \$13,495 – Selling for \$9,950  
Call: 513-697-9090  
schloss@cinci.rr.com

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

## 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



**Labor Consultants**  
INTERNATIONAL  
(LCI)

## Foreign Labor Specialists (H2B)

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

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

## Help Wanted (Cont'd)

American Civil Constructors is changing the face of the landscape industry...

...and we want you to join us!

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

**American Civil Constructors**

An Equal Opportunity Employer

**FLORAPERSONNEL, INC.**  
In our second decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide.  
Retained basis only.  
Candidate contact welcome.  
Confidential and always FREE.  
1740 Lake Markham Road  
Sanford, FL 32771  
407-320-8177 ♦ Fax: 407-320-8083  
E-mail: [hortssearch@aol.com](mailto:hortssearch@aol.com)  
[www.florapersonnel.com](http://www.florapersonnel.com)

### Francisco Tavares Inc.

Francisco Tavares Inc. is a 52 year old design build firm on Cape Cod, MA. We are currently seeking to fill three career positions for the right individuals.

**Landscape Estimator/Buyer**— Individual should have an extensive background in residential landscape construction. Complete understanding of, and the ability to implement the following is essential; landscape construction materials, installation practices and client/architect interaction. The position also requires the full understanding of and ability to estimate very intense and extensive designs from an array of landscape architects from around the country.

**Landscape Construction Supervisor**— The individual will need past experience overseeing designs from landscape architecture firms. Our projects are very extensive and a broad knowledge of hardscape and softscape is crucial for success in this position. There is a great deal of personal interaction with clients and architects involved.

**Landscape Maintenance Asst. Supervisor**— This individual will assist maintenance supervisor with the daily operations of our residential maintenance division. Long term prospect will develop into supervisor position.

Please send resumes to  
PO Box 398, East Falmouth, MA 02536  
Attn: Gary Tavares

### NW LANDSCAPE COLOR DIVISION MANAGER

**Location: Issaquah, WA (Seattle, WA area)**  
The Highridge Corp., premiere landscape firm in top 40 firms nationally, is seeking a highly motivated and creative take-charge person to develop and manage its Plant Maintenance and Color Division in the Seattle, WA area.  
The right person has 3-5 years experience in all phases of interior/exterior plants and flowers; holiday decorating a plus. Need strong sales, estimating, install, maintenance management and supervisory skills.  
Competitive Salary/Benefits/401(k).

Mail, Fax or Email resume/cover letter to  
Bobbi Webster at:  
Highridge Corp.  
PO Box 260, Issaquah, WA 98027-0260  
Fax: 425-391-3654  
Email: [Bobbiw@Highridge.com](mailto:Bobbiw@Highridge.com)

### Western States Reclamation, Inc.

Western States Reclamation, Inc. (WSRI) is a 20-year-old multi-faceted environmental contracting company involved in landscape maintenance and revegetation and erosion control. WSRI has been involved in a variety of high profile projects throughout the years. We are located in our new facility at Frederick, Colorado that is a short drive from the Denver metro area and close to Boulder, Colorado. We are a progressive company with growth opportunities for hard working and dedicated employees.

#### PROJECT MANAGERS

WSRI seeks Project Managers for either the Landscape Division or the Reclamation Division. Must have at least 5 years commercial experience to oversee construction of both hard dollar bid projects as well as negotiated projects in the range of 1K to \$4 million in size. Project Managers will supervise up to 6 crews that range in size from 2-25 personnel. Prefer an individual with a degree in landscape architecture, landscape construction, construction management, range management, or soil science.

#### SENIOR ESTIMATOR

WSRI seeks a well-versed individual to supervise an estimating department of 3-5 personnel. Must have 5 years of previous supervisory experience and exceptional computer skills including estimating software. Must have experience in large-scale commercial landscape and preferably revegetation projects. Also, prefer an individual with minor earthwork and civil engineering estimating experience. Must have previous experience with both negotiated and hard dollar bid projects. Prefer an individual with a degree in related field including landscape architecture, landscape construction, construction management, civil engineering or earth sciences.

Exceptional salary, benefits, company vehicle, 401(k) profit sharing and a unique year-end incentive/bonus program.

Visit our website at [www.wsreclamation.com](http://www.wsreclamation.com)  
Fax resume with salary history to:  
303-833-4447 attention Liz  
or email [wsriec@aol.com](mailto:wsriec@aol.com)

## Help Wanted (Cont'd)

## MANAGEMENT

Chicago &amp; Suburbs, NW Indiana, SE Wisconsin

Regional, growth-oriented Service Company seeks individuals with strong interpersonal and customer service skills. The position requires experience in management of supervisors, field personnel and office staff. A college degree is preferred.

We offer an excellent incentive and benefit package including: Matching 401(k), health, life, dental, vision, company vehicle and paid vacations.

For immediate consideration, fax or email resume, salary history and cover letter to:

**Human Resources**  
Email: [hr@anderpest.com](mailto:hr@anderpest.com)  
Fax: 630-834-9298  
EOE - Drug Free

### Industry Leader in Mycorrhizal Fungi and Bacterial Technology Seeks a Qualified Sales Individual

Immediate openings in the AZ, CO and NV territories. Candidate should reside in AZ or NV and have a degree in a green industry related field with several years outside selling experience. Selling experience through distribution to the Arbor, Golf and Horticulture markets helpful. Travel is required. Candidate should also possess excellent verbal and written communication skills, be self-motivated, personable, and well organized.

Please fax resumes with cover letter to:  
412-826-5445

### Large Compost Company Looking for Salesman to Sell Topsoil, Compost and Mulch in Bulk

Market area will be Philadelphia, Delaware, Trenton and surrounding suburbs. Nature's Choice Corporation is the largest compost/topsoil company on the East Coast that is continually expanding to new areas. Potential for \$100K+ salary and commission, health and other benefits.

Please fax resume to Steve at 908-687-3122

### (3) BRANCH MANAGERS—IMMEDIATE!

Rapidly expanding vegetation Management Company now entering its 13th year, seeking 3 Managers for Long Island/Westchester/Rockland counties.

Must be Sales/Estimating & Customer Service oriented. Able to work unsupervised for periods at a time; self-starter. Accountable for profit/loss.

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

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

### (3) FIELD TECHNICIANS—IMMEDIATE!

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

EXCELLENT SALARIES; specify job applied for. RESUMES: Fax: 631-421-3008, Email: [PIRELEIF88@aol.com](mailto:PIRELEIF88@aol.com)

## THE BRICKMAN GROUP, LTD.

Careers in landscape management available in:

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

Fax: 301-987-1565

E-mail: [jobs@brickmangroup.com](mailto:jobs@brickmangroup.com)  
[www.brickmangroup.com](http://www.brickmangroup.com)

## Check it out—ONLINE!

The products & services to help you do business better can now be found online at [www.landscapemanagement.net](http://www.landscapemanagement.net)

### NAILDOWN YOUR WORKFORCE for 2003!

Reliable Workers: More Profits. Legal Workers: Less Worry. Skilled Workers from Mexico. ALL Documentation. Visas. Transportation. Guaranteed, Affordable, Fast-Friendly Service. Call Now for Information. Free Employer Booklet. David Donaldson, USAMEX- 501-724-8844, David@USAMEX.org, www.USAMEX.ORG and [www.MexicanWorkers.com](http://www.MexicanWorkers.com) 1/03

## Software

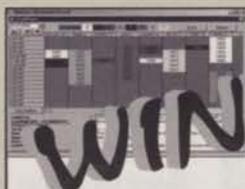
## LOOKING FOR CUSTOMERS?

We're Looking to Bring Them to You!

Reach thousands of decision-makers in the landscape industry by placing your ad here!



For rates and schedules, call Teresa Milam at 800-225-4569, ext. 2670  
E-mail: [tmilam@advanstar.com](mailto:tmilam@advanstar.com)



# WINTAC™

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

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

- 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!

### 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.turftee.com](http://www.turftee.com) for a free demo presentation.

# 2002

landscape illustrator  
[www.Lsisoft.com](http://www.Lsisoft.com)

Put the Dynamics of Classifieds to work for you!

# best practices

GUIDELINES TO HELP AN INDUSTRY GROW

## equipment

### Labor savings, life cycle & maintenance

BY BRUCE WILSON

Contractors use equipment primarily to save labor. Some contractors are knowledgeable about equipment and have strong opinions about what equipment is right for which situation. Other contractors are more focused on sales and rely on their field managers and employees to recommend and select equipment. Whatever perspective you have, there are some driving principles around equipment selection decisions you should keep in mind:

- ▶ There is no single equipment piece that is right for all situations.

- ▶ Everything being equal, select the best piece of equipment for the specific job.

- ▶ Price is a consideration, but consider life cycle, cost of the equipment plus labor savings value, too — not just the initial purchase price.

- ▶ Base your buying decision on fact, not emotion. Opinions and hearsay are just that.

- ▶ Get an on-site demo.
- ▶ Make sure you have

good dealer and manufacturer support.

- ▶ Don't be among the first buyers of a new model of any sizeable piece of equipment. Too many products are rushed to market in this industry. First-buyers test and help refine the manufacturer's product at their expense and frustration.

- ▶ In making a buying decision among comparable units, give extra weight to the product that has features that make it easier to maintain.

There's value in sticking with fewer manufacturers' products — you will have some interchangeable parts and you will have more lever-



Think of big equipment as a tool to boost productivity, efficiency.



Bruce Wilson

age with the supplier as a better customer.

Also, training employees and mechanics is easier.

When buying a specific piece of equipment with the purpose of saving labor, be sure that you actually realize the labor savings. Quantify the produc-

For big-ticket purchases, get an on-site demo.

tion gain in man-hours and make sure to express to the field operations team that they're responsible for achieving the savings.

Too often in this industry, contractors buy bigger mowers to save hours and end up not realizing the savings because those saved hours manage to get spent on other things. If you calculate that you should save 20 hours per week with a particular piece of equipment, make sure that your operation actually saves 20 hours per week.

### Sound off

Today's top-end commercial mowers can cost almost as much as a pickup truck, so you want to make sure you get one that gives you the performance and production you need. In addition to doing your own research at trade shows and manufacturers' Web sites, check with colleagues and friends in the business about their experiences with a particular brand or model before pulling out your wallet.

What other tips should we provide readers regarding purchases of costly equipment? Let consultant Bruce Wilson know at [bwilson@wilson-oyler.com](mailto:bwilson@wilson-oyler.com). Wilson spent 30 years with Environmental Care, Inc. (today's ValleyCrest Maintenance). He and partner Thomas L. Oyler offer consulting services through their Wilson-Oyler group, [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 \$148 for one year, \$220 for two years. For airmail delivery, include an additional \$70 per order annually. Single copies (pre-paid only): \$8 in the United States; \$10 in Canada and Mexico; \$15 all other countries. Back issues, if available: \$16 in the U.S.; \$20 in Canada and Mexico; \$30 all other countries. Add \$6 per order for shipping and handling. **Periodicals postage paid at Duluth, MN 55806 and additional mailing offices. POSTMASTER:** Please send address changes to Landscape Management, P.O. Box 6198, Duluth, MN 55806-6118. Canadian G.S.T. number: R-124213133R001. 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.



*“Heavy-duty deck. Powerful diesel engine...  
This new ZD Pro really makes the cut.”*

KUBOTA ZD PRO  
21HP/ 28HP diesel engine  
7-gauge steel fabricated deck  
60" and 72" cutting width  
5.5" deck depth  
18,500 FPM blade tip speed  
Converts to dedicated mulcher

Introducing the new Kubota ZD Pro — a zero turn radius mower designed specifically for commercial landscape contractors. With a 7-gauge steel fabricated deck and powerful diesel engine, this new ZD Pro can handle the toughest turf with ease — all day, every day.

**ZD PRO**



EVERYTHING YOU VALUE

CONTACT YOUR LOCAL DEALER FOR A DEMONSTRATION.

FOR MORE INFORMATION OR TO LOCATE YOUR NEAREST DEALER, CALL 1-888-4-KUBOTA, EXT. 403 OR WRITE TO KUBOTA TRACTOR CORPORATION, 3401 DEL AMO BLVD., DEPT. LM, TORRANCE, CA 90503.  
FINANCING AVAILABLE THROUGH KUBOTA CREDIT CORPORATION.

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

Circle No. 102

**Kubota**



**Always  
Tough.  
Always  
Affordable.**

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



**TOUGH. AFFORDABLE.**

**Midsize Walk-Behind Mowers**

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



**ZT-226 Zero-Turn Riding Mower**

EFI V-2 Gives High Productivity and Economy

- Electronic fuel-injection, 26 hp Kohler® engine.
- ContourCut® anti-scalp, full-floating, 61" to 72" decks.
- Hydraulic oil cooler uses conventional oil.
- Dependable, manual deck lift with ¼" height increments.



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

**ZT-219 Zero-Turn Riding Mower**

For an Affordable and Uniform-Quality Cut

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

Call 1-888-922-TURF or visit [www.textronturf.com](http://www.textronturf.com) to request a complete catalog or locate a dealer.  
©2002 Textron Golf, Turf & Specialty Products

**Lawnaire® 28 Aerator**

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

**Lawnaire® IV Plus and V Plus Aerators**

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



Lawnaire IV Plus



Lawnaire V Plus



**Mataway® One-Pass 35" Slicer/Dethatcher/Overseeder**

- Easy selection of blades/spacing.
- Transparent seed-flow tubes.

**Sod Cutter**

- 12" or 18" width.



**Ren-O-Thin® Power Rake/Dethatcher**



**Healthy  
Lawns  
Always  
Begin With  
Ryan.**

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

**RYAN®**  
A Textron Company  
At the core of healthy turf.

Call 1-888-922-TURF or visit [www.textronturf.com](http://www.textronturf.com) to request a complete catalog or locate a dealer.  
©2002 Textron Golf, Turf & Specialty Products