

Eliminate
callbacks

SNOW EQUIPMENT

Tame the
morning circus

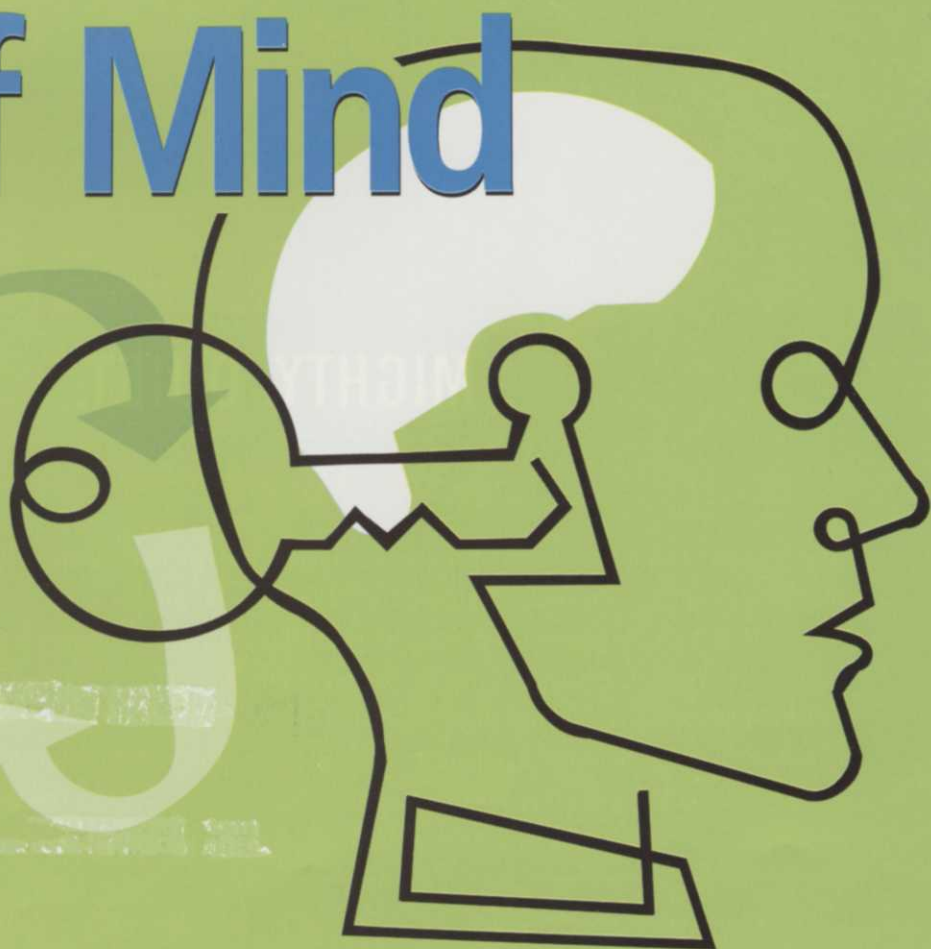
Landscape MANAGEMENT

SOLUTIONS FOR A GROWING INDUSTRY

JUNE 2003 / www.landscapemanagement.net

Owning a Piece of Mind

10 key action
steps to
become the brand
leader in your market



AN ADVANTAGE PUBLICATION



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 or call 1-800-GMC-8782.

1 800 • GMC • 8782  WWW.GMC.COM

WE ARE PROFESSIONAL GRADE.™



GMC | **SIERRA**

Controllers for Contractors

Who Want Advanced
Features *and*
Faster Set Ups



ICC



Pro-C

By the time most contractors are ready to program the controller, the truck is loaded and the crew has moved on to another site. That's why Hunter offers a new way to make irrigation programming routine and easy. Our expanded line of controllers not only look alike, they install and program alike too. For large sites, the **modular ICC** has sophisticated water management tools and easily expands from 8 to 48 zones. For res/com jobs, the **Pro-C** also offers the benefits of modularity with 3 to 15 station expandability, plus a removable face plate for "walk around" programming. The compact **SRC** is your best bet for standard residential sites and features 6 or 9 stations, plus odd/even watering and more.



SRC



Controller Comparison Kit

See how Hunter controllers can make you and the crew more productive. Call today for your free copy of the Comparison Kit!

**Intuitive Dial Programming
Plug-in Module Expandability
Indoor / Outdoor Models
3 to 48 Stations**

Hunter[®]
The Irrigation Innovators

800-733-2823 • www.HunterIndustries.com

Circle No. 103

Landscape MANAGEMENT

JUNE 2003 / #6 / VOLUME 42

features

cover story

18. Owning a piece of mind

Follow these 10 key action steps and become the 'brand' leader in your market

BY MATT SHOONER

26. Callbacks: profit killers

Strategies to help you streamline your lawn care operation and keep your customers smiling

BY MICHAEL RILEY

38. Tame the morning circus

Get your team off to a productive start with these simple-to-implement strategies

BY D. DOUGLAS GRAHAM

46. Drought — prepare a plan

Colorado's worst drought in decades taught its Green Industry valuable lessons

BY RON HALL

grounds management center

33. Students to the rescue

This grounds manager finds that student help is often the answer to a strapped budget and a tight schedule

BY JASON STAHL

44. Award-winning landscape management

Pleasing George and Barb at the George Bush Presidential Library, College Station, TX

18

33

44



COVER ILLUSTRATION: CSA IMAGES

Landscape MANAGEMENT

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

Editorial staff

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

Reader advisory panel

DEBBY COLE	Greater Texas Landscapes / Austin, TX
JOHN GACHINA	Gachina Landscape Management / Menlo Park, CA
JERRY GAETA	The Good Earth Inc. / Mt. Pleasant, SC
DR. BEN HAMZA	TruGreen-ChemLawn / Delaware, OH
BILL HOOPES	Scotts Lawn Service / Marysville, OH
FRED HASKETT	U.S. Lawns / St. Louis, MO
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
RICK KIER	Pro Scapes / Jamesville, NY
GARY LASCALEA	GroGreen / Plano, TX
DR. DANIEL POTTER	University of Kentucky / Lexington, KY
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DR. BARRY TROUTMAN	ValleyCrest Companies / Sanford, FL
GEORGE VAN HAASTEREN	Dwight-Englewood School / Englewood, NJ
BRIAN VINCHESI	Irrigation Consulting / Pepperell, MA

Business staff

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

Advertising staff

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

Marketing/magazine services

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



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

departments

columns, news & more

9. On the Record

Prepare for the big squeeze

BY RON HALL

11. Market Watch

Relief is spelled r-e-s-e-a-r-c-h

BY JUDY GUIDO

12. Industry Almanac

Hi-octane fun in Charlotte, a visit with Allin Companies, hooray for Baby Boomers

16. Statistics

64. Events

Who, what and when

tech center

50. LM Reports: Put some pull in your plow ▼

BY CURT HARLER

56. Solutions Center

Tipping the scales

58. Products

63. Ask the Expert

2, 4-D alternatives, sycamores at risk,
nematodes one possibility
BY BAL RAO, PH.D.

ending notes

74. Best Practices

Consistency is the name of the game
BY BRUCE WILSON

www.landscapemanagement.net

SEE PAGE 66 FOR WHAT'S NEW ON-LINE



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



©2003 BASF Corporation. All rights reserved.
Pendulum is a registered trademark and AquaCap is a trademark of BASF.
*Based on field trials conducted during 2001 at Clemson University, Texas A&M University,
University of Arkansas, N.C. University, Penn State University and University of
Maryland. Pendulum AquaCap is registered for use in commercial lawncare.



Pendulum® herbicide consistently controls crabgrass better than other preemergent herbicides.* What more can we say? How about **Pendulum** controls a broader spectrum of weeds, in both lawns and ornamental beds, than any other preemergent—more than 40 grassy and broadleaf weeds, such as oxalis and spurge. It also controls costs, to offer you greater value. But **Pendulum** puts no limits on application flexibility. It's available as **Pendulum AquaCap™**—an encapsulated, water-based formulation—as well as granular and liquid formulations.

BASF pendimethalin is also available on fertilizer. Visit www.turffacts.com for a list of approved fertilizer formulators. 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. Always read and follow label directions.



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

BASF

next month

WHAT'S COMING UP IN JULY

■ Cover story: LMI100

The 50 biggest ones. Great ones. Community service winners. Grounds pros. We pick 'em

■ Buy, rent, lease

All have their advantages. We reveal which works best for you

■ Fall field fixups

Mid-summer means football and youth soccer are just around the corner. Have your fields ready

■ Specialty trucks

Utility vehicles and other specialty vehicles that get you to your jobs and then get down and dirty

■ Wetting agents

Find out what golf course supers have known about using these valuable turf problem solvers

■ ET, moisture sensors

Get caught up on technologies leading landscape irrigation into new water management territory

■ Customer communication

Discover how the success of your lawn service hinges on keeping your clients informed

■ Plus: Editor Ron Hall's calls, Bruce Wilson's "Best Practices"

Can you afford to be shorthanded?

...NO WAY!

Season after season, year after year, you need quality, reliable workers.

Since 1988, AMIGOS has placed over 25,000 workers across the U.S.

We are experienced H-2B specialists you can trust and afford.

CONTACT AMIGOS TODAY.

BECAUSE YOU NEED HELP TO GET GOOD HELP.



www.amigos-inc.com
1-877-3AMIGOS
(3 2 6 - 4 4 6 7)

Circle 104

Landscape MANAGEMENT

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

Proud supporter of these green industry professional organizations:



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



American Nursery & Landscape Association
1000 Vermont Ave., NW, Suite 300
Washington, DC 20005-4914
202/789-2900
www.anla.org



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



THE OFFICIAL PUBLICATION OF

American Society of Irrigation Consultants

111 East Wacker Dr. 18th Floor • Chicago, IL 60601
Voice: 312/372-7090 / Fax: 312/372-6160
www.asic.org



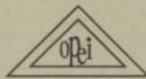
The Irrigation Association
8260 Willow Oaks Corporate Dr. Suite 120
Fairfax, VA 22031-4513
703/573-3551
www.irrigation.org



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



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



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



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



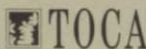
Professional Lawn Care Association of America
1000 Johnson Ferry Rd., NE, Suite C-135
Marietta, GA 30068-2112
770/977-5222
www.plcaa.org



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

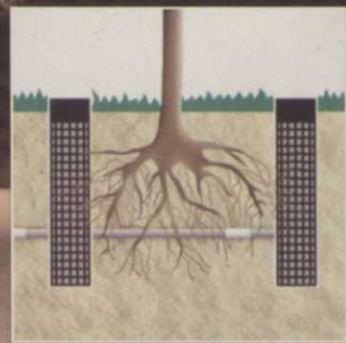
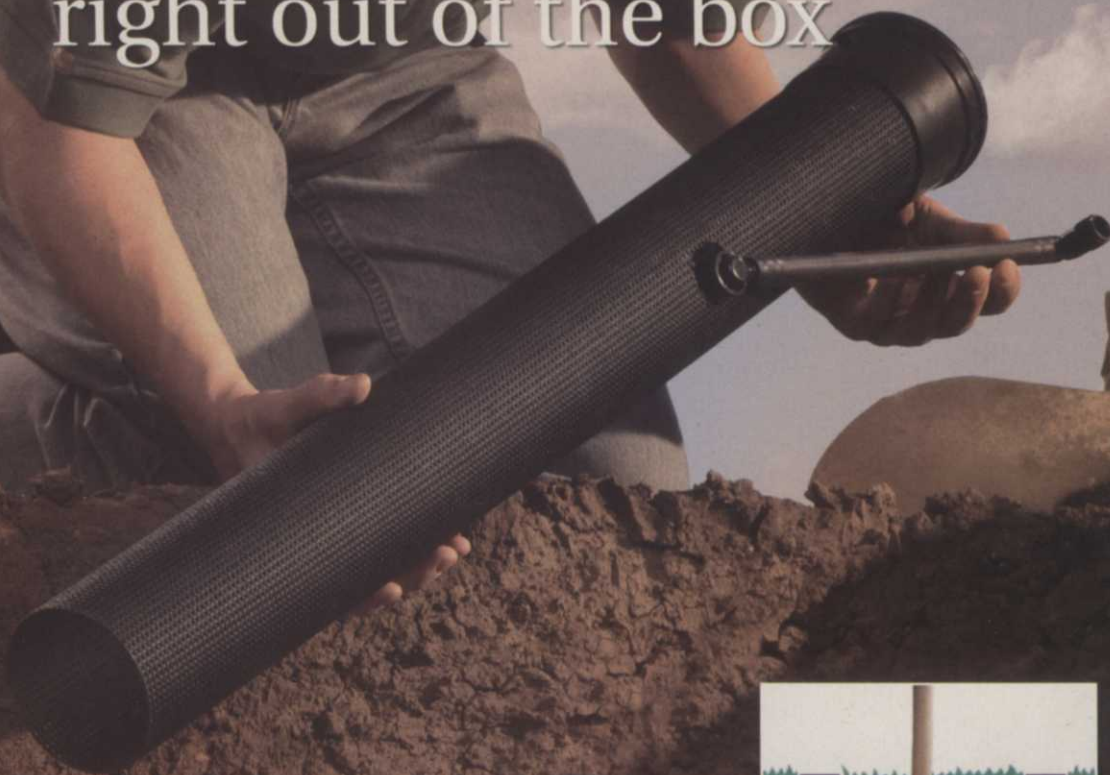


Sports Turf Managers Association
1027 S. 3rd St.
Council Bluffs, IA 51503
712/322-7862; 800/323-3875
www.sportsturfmanager.com



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

Healthy tree growth right out of the box



Install Confidence.™ Install Rain Bird® RWS Series.

Water, air and nutrients are able to reach deep roots directly, using this patent-pending system that features a retaining cap and 36" long semi-rigid mesh tube.

- Root Watering System comes ready to install right out of the box, making installations quick and easy.
- Watering time can be reduced, because nourishment is delivered directly to the roots.
- Enclosed design with grate-locking feature protects the system from vandalism.
- Compatible with drip emitters, or can be purchased with a pre-installed bubbler and check valve.

Visit www.rainbird.com for additional details about the RWS Root Watering System that promotes healthy tree growth in one complete, right-out-of-the-box package. **Install Confidence. Install Rain Bird.**



RAIN BIRD®

www.rainbird.com

Circle No. 118



Read our lips — no one does green like us.

ProSource One can help plant a big green one on your bottom line. We put our money where our mouth is — quality products and services. Because, to us, there's nothing sexier than your success.

Welcome to a Greener World

www.prosourceone.com



Circle No. 106

BY RON HALL / EDITOR-IN-CHIEF

Prepare for the big squeeze

The next major source of fresh water for our growing society will be squeezed from those of us who irrigate lawns and ornamentals, and from our customers, too.

This "new" source of fresh water is the 25% to 35% that water purveyors say homeowners waste on their landscapes because of inefficient irrigation. As 2002's droughts and severe water restrictions reminded us, this sentiment isn't limited to any single region.

Eye-opening droughts

Last season, water restrictions resulting from droughts slowed Green Industry activity in the Northeast, the Mid-Atlantic and some areas of the Midwest. It also created a big problem in the Denver area. (See "Drought — prepare a plan" on page 46.) This peek into our future water situation is no revelation to colleagues in regions such as Arizona and Southern California, which get much of their fresh water from a single source.

The Colorado River is the lifeblood of this arid region with its a 360-day-a-year growing season. The Southwest is also the fastest growing section of the United States, with its fresh water needs growing daily.

But there's only so much water to be apportioned among seven states, with Mexico using what's left. The Colorado gives up all of the water that it collects from the mountains in Colorado and Wyoming. Last year it wasn't nearly enough.

Record low snowfall in the Rocky Mountains during the winter of 2001-2002 left the river suffering, leaving it at 26% of its normal flow. Even with welcome spring precipitation, water levels of its massive lakes are still low.

Not all of our industry's water concerns are as immediate or dramatic, but they are as real.

Wise up

All of us must wise up and practice proper irrigation and water conservation techniques. More importantly, we have to get the word out to our clients, particularly our residential customers. Water officials say that homeowners are the worst water wasters, and that's the segment of our customers that will be asked to make the biggest water sacrifices.

What does this mean to us? It means:

- ▶ designing and installing turf and landscapes appropriate for the regions where we do business,
- ▶ taking advantage of the latest and most efficient irrigation technology,
- ▶ educating our clients and helping them manage and maintain their irrigation systems, and
- ▶ becoming a part of the water decision-making process in our communities.

It will do no good for us to moan about our bad luck or butt heads with water purveyors when the next water crisis arrives. It's better — much better — that we become a part of the water wise movement now.

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

All of us in the Green Industry need to **Wise up** and practice **proper irrigation and water conservation techniques.**





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

Hauling Home the Hardware ...Again

Best Use of Photography - Printed Magazines
First Place
 Carrie Parkhill, Landscape Management, *"Lawncare in Nowhere"*

Printed Magazines - Overall Magazine Design
Merit
 Lisa Lehman/Kim Traum, Advanstar Communications, *"Golfdom"*

Writing For Commercial Publications, Column
First Place
 Pat Jones, Golfdom, *"This Turf Disease Can Affect You"*
Merit
 Jason Stahl, Landscape Management, *"Always Listen To Your Mom"*

Writing For Commercial Publications, Turf Feature Article
First Place
 Larry Aylward, Golfdom, *"How The Other Half Lives"*
Merit
 Larry Aylward, Golfdom, *"The Apple Doesn't Fall Far From The Tree"*

Writing for Commercial Publications, Business Management
Merit
 Larry Aylward, Golfdom, *"The Politics of Water"*

Writing For Commercial Publications, Environmental Stewardship Article
First Place
 Larry Aylward, Golfdom, *"Up a Tree and Loving It"*

Writing for electronic web site newsletters/magazines (external and commercial)
First Place
 Pat Jones, Golfdom, *"To Move or Not to Move"*

Printed Magazines - Cover Page Design
Merit
 Kim Traum and Dan Beedy, Advanstar Communications, *"The Golfdom Report"*

Printed Magazines - Two-Plus Page Design, Editorial
First Place
 Kim Traum, Advanstar Communications, *"Welcome To Golf 2025"*
Merit
 Kim Traum, Advanstar Communications, *"The Golfdom Report"*

Electronic Publishing - Overall Newsletter/Magazine Design, (internal and non-commercial)
First Place
 Derek Miller, BASF, *"Growing Trends"* (and Lynne Brakeman, Advanstar, Jennifer Kempes, The Dudnyk Agency)

Electronic Publishing - Overall Newsletter/Magazine Design, (external and commercial)
First Place
TIE: Lynne Brakeman, Advanstar, *"Landscape Management.net"*
TIE: Lynne Brakeman, Advanstar, *"Golfdom.com"*
Merit
 Lynne Brakeman, Advanstar, *"Landscape Management Week in Review"*

Great publications for a great industry

Golfdom
Landscape
 MANAGEMENT

★ ADVANSTAR LANDSCAPE GROUP

The company that understands market research develops a competitive advantage.



Relief is spelled r-e-s-e-a-r-c-h

To run a successful landscape or lawn service company, you must know what your customers want. This knowledge drives your business; it's the base upon which you grow and build.

The company that understands market research develops a competitive advantage, especially in the Green Industry where so little market research is conducted. There are two types of market research: primary, original research that currently doesn't exist, and secondary, existing research that may or may not be accessible to the public.

Any company with a desire to know more about customers' needs and wants should perform market research. Different methodologies include surveys, focus groups and one-on-one interviews for examples. Each offers valuable information when properly used.

Before beginning the process, however, consider working with someone who has experience in gathering customer/market data. While the process is not rocket science, it does require someone with experience in properly designing, collecting and interpreting it. Understanding what the data is saying — so that it can be used strategically — is critical to the process.

There are many sources available for secondary research that has already been collected and is available to you:

Government patents — This data discloses potential technological information.

Competitors' annual reports — If the company is publicly traded, the SEC requires that they post their annual report. Annual reports will usually divulge research and development, technological and strategic plans.

Competitors' employment ads — These

may suggest a geographic, technological or marketing direction.

Professional associations — Keep informed of the many resources available from groups such as ALCA, ANLA, PLCAA and HRI (Horticultural Research Institute). Also check your local and state associations.

Government agencies — Under the 1966 Freedom of Information Act, federal agencies must provide requested documents to tax paying citizens. Did you know a listing of all landscape contractors in your state is available by calling your State Department of Economic Development?

Newspaper and magazine reports — A number of Green Industry business magazines regularly highlight trends and identify the industry players.

Remember that market research focuses on understanding customers. It's therefore essential that marketing research be:

- ▶ systematic, planned, well organized and with a definable goal,
- ▶ objective and free of bias, and
- ▶ useful and decision-based.

Too many people are confused about research, and too few take full advantage of the marketing information it can provide. Decide what problem you'd like to solve, or which opportunity you'd like to accept, and hire someone to help and finish your research. The sooner you complete your project, the sooner you can improve your competitive advantage and gain a more lucrative share of your market.

—The author is a partner in KehoeGuido, a strategic consulting firm specializing in the Green Industry that provides strategy, operational, financial, sales, marketing and research assistance to Green Industry professionals. Contact her at 818/800-0135 or jguido@kehoeguido.com.

Your research action plan

- ▶ Formulate the problem or the opportunity you'd like to seize
- ▶ Determine information needs and sources
- ▶ Select the research technique and the research professional
- ▶ Design the sample
- ▶ Process and analyze the data

industry almanac

NEWS YOU CAN USE

Leadership Jam fuels hi-octane networking

BY RON HALL /
EDITOR-IN-CHIEF

CHARLOTTE, NC — NASCAR Race Week here pulsates with noise, commerce and color. Faces are red with excitement. There's whooping. Back slapping. Spirited conversation. And new friends.

Whoa, partner. We haven't even gotten to the race yet. That up-your-tailpipe extravaganza (with the winner taking home a cool \$1 million in front of 180,000 frenzied fans) blasted off later.

The hi-octane energy I'm referring to actually began 13 hours before the race. Sixty landscape and lawn service professionals met in an airy conference room at the American headquarters of Green Industry equipment supplier Husqvarna. These enthusiastic business owners had earned the right to gather for this final round of networking and brainstorming as the result of sending their supervisors, foremen, or managers to one of the JP Horizons Inc. programs known as Leadership

Jams. Husqvarna and *Landscape Management* magazine are the co-sponsors of Leadership Jams. The program has the endorsement of the Associated Landscape Contractors of America (ALCA).

The morning began with consultant Jim Paluch of JP Horizons, Inc. (www.jp-horizons.com) "energizing" the landscapers plus several key people from Husqvarna and ALCA (www.alca.org).

Settled around several rows of round tables, the business owners and guests networked in a rapid-fire exchange of ideas



Clockwise from top left: Bruce Moore and Mike Leuders check out a model store at Husqvarna's headquarters. President David Zerfoss (left) chats with NASCAR team owner Joe Gibbs. Michael Hatcher (left) and Husky's Mark Michaels.



and business experiences. Topics included:

- ▶ creating a compelling vision that inspires the team,
- ▶ defining processes that develop leadership skills of key people in a company,
- ▶ providing consistent and innovative training that enhances technical skills and personal growth, and
- ▶ creating a focus on sales through a commitment to customer service.

That was an ambitious program for a single morning of brainstorming, but the ideas and suggestions came hot and heavy,

and people were scribbling notes. JP Horizons staff members collected all of the suggestions, and will distribute them to all the participants.

While the landscapers took to the roundtable discussions with unbridled enthusiasm, they attacked Lowe's Motor Speedway with even more gusto, thanks to host Husqvarna (www.husqvarna.com), which made its suite available to landscapers for the Winston Cup race. From garage and pit tours to meeting the drivers, Husqvarna designed an unforgettable JP Horizons event.

For additional information and photos from the special Leadership Jams/Husqvarna event visit LM's Web site at www.landscapemanagement.net.

Snow business — it's 'beautiful'

BY RON HALL /
EDITOR-IN-CHIEF

ERIE, PA — "Beautiful, just beautiful."

Snow king John Allin was describing this past winter's snow season on Lake Erie's far southeastern shore and what it meant to the Allin Companies' bottom line. That's just what 84 guests (most of them landscapers) came to hear — specifically how to make money removing snow and ice.

They came to the right place because Allin is the industry's acknowledged snow removal leader. The 84 visitors were among the 300 people participating in four regional training sessions offered by the Snow & Ice Management Association (SIMA) this spring.

Allin is the founder and longtime President of SIMA. He now splits his time between running his \$2.8 million landscape company, growing his national snow empire and teaching others how to operate



The Allin Companies hosted a spring SIMA seminar. John Allin (inset) explained SMG.

profitable snow/ice management businesses.

SMG on a roll

This exhausting schedule seems to suit Allin, whose ambitions long ago outgrew Erie. His Snow Management Group (SMG), a wholly owned subsidiary of The Allin Companies, operated in 25 states this past winter and generated \$40 million in snow revenues.

Allin says he keeps this saying foremost in his mind: "If you think you can, or if you

think you can't — you're right." Obviously, he thinks he can. That's saying

something for a guy whose first attempt at business was running a pair of pizza shops as a student at Gannon College.

Following a three-hour presentation at a nearby hotel, *Landscape Management* and the other 80 visitors at the SIMA event toured Allin's headquarters and the building across the street that he and his staff are preparing for SMG. There will

be 60 to 65 employees in the new building who will be managing its 24/7 call and nerve center. It'll be ready in June, says Allin.

While Erie, PA, might seem like a strange location for a company with a growing national footprint, it's actually one of the best training grounds in the United States for snow removal. Erie (population 275,000) gets lots of snow every winter.

This past season, 146 inches of snow fell on the city center, but more than 200 inches of snow were measured on the busy higher cor-

ridor on the city's south end due to a 600-ft. rise in elevation from the lakeshore to the heavily developed area surrounding the I-90 interchanges.

"When I see a lot of pavement, that's what excites me," says Allin. "Beautiful."

For more information about snow removal and its opportunities, visit the Web site www.sima.org.



Green lawns.

Great rewards.

Enough said.

Know how to earn new laptops, equipment, or make a contribution to an industry association of your choice? Just enroll in the Syngenta GreenPartners™ reward program and you'll receive awards points on every Syngenta purchase. Plus, you'll even get points for *all* previous 2003 purchases.

Make spring purchasing more rewarding. Register online today at www.greenpartneronline.com

©2003 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. GreenPartners™ and the Syngenta logo are trademarks of a Syngenta Group Company.

GreenPartners

Circle 108

People & companies



Reinders Inc. appointed **John Jensen** Territory Manager in

the company's Turf Division.

Rain Bird Corporation promoted **Donn Mann** to Regional Sales Manager for the Midwest region and **Dan Puthuff**

to Regional Sales Manager for the Southwest region.

Chapel Valley Landscape Company promoted **Bill Benoit** to Maryland Regional Manager and **Michael Holland** to Maryland Commercial Sales Manager.

Bayer Environmental



Science promoted **Bryan Gooch** to Program

Manager for the Chipco Professional Products Division.

Seed Research of Oregon hired **Nancy Junk** as a Regional Sales Manager.

The Scotts Company was named "supplier of the year" by Wal-Mart in lawn & garden category.

[CLIPPINGS]

Girard wins big landscape contract

SANFORD, FL — Girard Environmental Services was awarded a five-year, \$3 million-plus landscape contract by the Heathrow Master Association to perform landscape management services throughout the Seminole County community of Heathrow. The Sanford-based firm, which had revenues of more than \$7.6 million last year and projects revenues of more than \$10 million in 2003, currently provides landscape management services throughout Orange, Seminole, Brevard, Lake and Volusia Counties.

TPI takes flight July 22-25

DAYTON, OH — Ohio's Centennial of Flight Celebration is the theme of the Turfgrass Producers International (TPI) Summer Convention & Field Days being held near Dayton, OH, July 22-25. Green Velvet Sod Farms in nearby Bellbrook, OH, is this year's host. Complete conference details are available online at www.TurfGrassSod.org. Click on "Events" to access the information or call TPI at 800/405-8873.

NFL Ravens bail on grass

BALTIMORE, MD — The NFL Baltimore Ravens, who have played on a real grass field since their founding in the mid-1990s, selected the Momentum Turf System for its stadium and practice facility fields. Momentum is a synthetic sand-and-rubber infill system marketed by Sportex. The Ravens will play on its new stadium field for its first home pre-season game versus Buffalo on August 9.

Fertigation

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

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

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

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

Call Today
(800) 728-4504



Turf Feeding Systems, Inc.
WWW.TURFFEEDING.COM



Circle 109

Boomers want fewer hassles

NAHB study good news to Green Industry

WASHINGTON DC — Hurray for the baby boomers! That's what all of us in the landscape and lawn services industry should be shouting from the rooftops every morning when we hop out of bed. Why?

A recent study by the National Association of Home Builders (www.nahb.org) and Countrywide Home Loans reinforces what many of us have realized for a long time — that baby boomers have lots of spending power and they want a maintenance-free lifestyle. And who best to help them achieve this? Us.

"Baby boomers and older home buyers want a maintenance-free lifestyle, freeing them up to travel, socialize and pursue the active lifestyles they want to lead," says Kent Conine, President of NAHB and a home and apartment builder from Dallas. "At the same time, the study dispels the common perception that seniors prefer to move to traditional warm-weather retirement destinations like their parents did. An overwhelming majority of seniors want to live near their loved ones or in the communities where they've put down roots."

Some of the findings of the study include:

► More than half the builders in the 50-plus market are building single-family detached homes in 2003.

► About half of the builders built 50-plus senior communities in close-in sub-

urbs and one-fourth in outer suburbs.

► About two-thirds of builders reported

that their customers were relocating from the same community or the same state.

► Builders note that customers prefer homes that promote safety and security.

For more info on the study, contact

Donna Reichle at dreichle@nahb.com.

Introducing **DRYCONN™** WATERPROOF CONNECTORS from King Innovation



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

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

Get your FREE Sample Today!

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

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

KING

INNOVATION™

Where Quality and Innovation Connect™

3801 Lloyd King Drive • St. Charles, Missouri 63304 • 636.519.5400 • www.kinginnovation.com

IR ©2003 KING Innovation

Help LM and win!

We need your information and opinions for our 2003 State of the Industry report. Fill out our short online survey and be eligible to win valuable prizes such as a DVD player or an "official" Landscape Management shirt. Visit our Web site at www.landscapemanagement.net.

Circle 110

statistics

INDUSTRY TRENDS BY THE NUMBERS

FASTEST GROWING MARKETS

From first quarter 2002 to first quarter 2003

Markets	Gain
Philadelphia, PA	25.7%
Providence, RI	25.7%
Melbourne-Titusville-Palm Bay, FL	25.4%
Sacramento, CA	25.3%
Trenton, NJ	24.0%

SOURCE: NATIONAL ASSOCIATION OF REALTORS

PRICIEST HOUSING MARKETS

As of first quarter 2003

Markets	Average Price of Home
San Francisco, CA	\$509,000
Anaheim-Santa Ana, CA	\$448,400
Boston, MA	\$413,500
San Diego, CA	\$389,100
Bergen-Passaic, NJ	\$358,300

SOURCE: NATIONAL ASSOCIATION OF REALTORS

IN 5 YEARS, MY ORGANIZATION WILL:

Have more difficult financial times	40.6%
Change its equipment/ product purchasing methods	34.4%
Grow much larger in geographical area (or new branches)	32.8%
Serve new customer groups	32.8%
Recruit differently	32.8%
Grow much larger in revenues	20.3%
Market differently	18.8%
Offer more employee benefits	17.2%
Look for new sources of investment money	10.9%
Advise business advisors or partners	7.8%
Be purchased by a larger organization	3.1%

SOURCE: LANDSCAPE MANAGEMENT'S SOI SURVEY



CONSERVATION AWARENESS STRONG

Region	Plan to conserve water	Believe there is a drought
East	68%	43%
Central	55%	45%
West	79%	65%
Total	64%	49%

SOURCE: ORBIT IRRIGATION

ILLUSTRATION: DAN BEEBY

Survey says...

Q The percentage of unemployed Americans continues to rise. LM's editors wondered if this translates into a greater number of workers available for Green Industry jobs. Here's how you responded to our online survey.

58%	<input checked="" type="checkbox"/>	Quantity improving
21%	<input checked="" type="checkbox"/>	About the same workers
11%	<input checked="" type="checkbox"/>	More good workers
10%	<input checked="" type="checkbox"/>	We're desperate

Percentages based on 19 responses

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





ABSOLUTELY HAMMERS MITES.



Pampers Everything Else.

No miticide performs as well as Floramite® against key mite pests in all life stages. It pounds tough pests like two-spotted and spruce spider mites with hard-hitting contact action. Then, it gives long residual control, up to 28 days, to get those late hatches.

Floramite features a unique mode of action and highly selective activity so it's easy on predacious mites and beneficial insects. And its low toxicity means it's easy to work with and safe for the environment.

If you want to drop the hammer on mites, while you pamper everything else, get the economical, user-friendly control of Floramite.

Crompton
Uniroyal Chemical

www.cromptoncorp.com
Floramite is a registered trademark of a subsidiary of Crompton Corp.
©2003 Crompton Corp.
Always read and follow label directions.



Owning a Piece of Mind



Follow these **10 key action steps** and become the 'brand' leader in your market

BY MATT SHOONER

▼ Being recognized for doing quality work is key to building your brand.



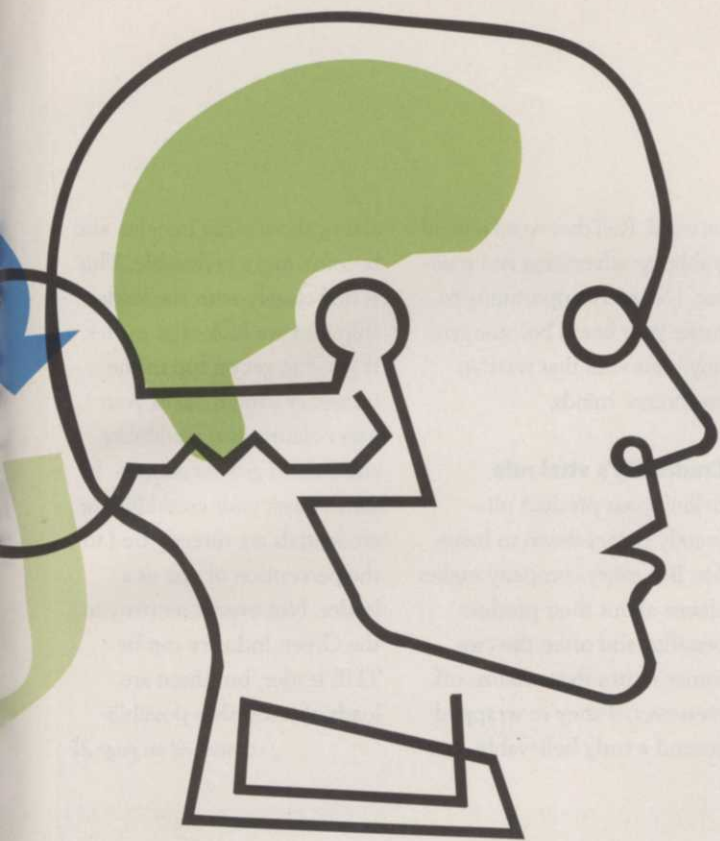
Y

our product is your brand. Whether you offer specific products or perform services, what you sell is your brand.

Brand building occurs in the mind of customers. The strength or weakness of your brand depends on the perception you're able to build of your product — your brand — in the customer's mind. A strong brand is easily recognized, more readily accepted and has a much better shot at success.

One good example of the power of a strong brand is Evian bottled water. We all know that just about everyone in North America can get good, clean water from a tap, but at one point recently, on a per-liter basis, Evian bottled water commanded prices 20% higher than Budweiser and 40% higher than Borden's milk.

Creating and maintaining a brand involves many elements. In fact, the power and success of your brand are ultimately the result of everything you do in the process of delivering your product. But for this article, we'll focus on the following critical areas:



- ▶ The power of publicity
- ▶ The role of advertising
- ▶ The value of "owning" a word
- ▶ The importance of credibility
- ▶ The role of quality in the equation
- ▶ How competition helps to build your brand

As the title of this article suggests, the more you stand apart from your competition in the consumer mind, the more powerful your brand becomes. This article will provide 10 specific keys to increasing your "mind share," your market share and your brand strength.

Publicity power

Publicity isn't advertising — it's news about you and your brand. When you make news, you get media coverage. Always remember that what others say about you is far more powerful than what you say

yourself. Strong brands are built more from publicity than advertising. Of course, the ideal way to make the news is to be the first in a whole new category, like:

- ▶ Band-Aid, the first adhesive bandage
- ▶ Heineken, the first imported beer
- ▶ Jell-O, the first gelatin dessert
- ▶ Xerox, the first plain-paper copier, or
- ▶ Chem-Lawn, the first national lawn care company.

We're not all in a position to create a new product category, but we can all make the news and generate an immense amount of publicity for our brands. The goal is to achieve brand leadership in your category and markets.

Key #1. On your own or with help from an outside source, de-

tail all of the interesting and unusual facts about your business. What makes you different? What sets you apart? What are you especially adept at or have expertise in? Make a list. It'll be part of the foundation of getting your brand into the news.

Key #2. Create a schedule for doing high-visibility, high-profile, pro-bono (free) work. Choose projects that will have wide community appeal, like renovating an inner city playground or providing annuals, planting and care for certain high-traffic medians in town. Time your activity for maximum exposure, like around Earth Day or Arbor Day. This is an investment, but one which will directly build your brand.

Key #3. Create case studies or feature stories about your most interesting projects. Get professional photographs and record all of the significant steps and players in the project.

Key #4. Contact the media: business editors, gardening editors, leisure editors, metro editors, and television and radio news departments. Remember that these people are actively looking for news to report. Alert them to your projects. Be sure to have high-quality photos to provide and give them a well-written fact sheet on all of the special things about your company (from Key #1 above). If you can't get them to come to you, send news releases and photos. Have the news release professionally prepared. The key is to do newsworthy things

and then make sure the media knows all about it. Brand-building publicity will follow.

Advertising's role

As you build your brand and become widely known through publicity, your story will eventually be told and will no longer be news. That's when advertising takes over.

Advertising serves two important functions: to protect your brand from competition and to drive direct sales inquiries. Advertising isn't cheap, but it's essential. By spending enough to protect your leadership role, you make it tough for your competition to break in.

Key #5. Assert your brand leadership in all of your advertising. Claim the leadership of your category and you'll attract more business. Why? Because consumers believe that the leader must be better, and they want to go with a winner. Your leadership claim can be based on many things: oldest company, largest company, most employees, most markets served, or most awards received. Nearly any company can claim that they're the leader. And remember, it's not so important to say what your leadership claim is based on, but simply to claim the role of the leader, over and over again.

"Own" a word

An average adult knows the meaning of around 50,000 words, and there are about 2.5 million registered trademarks.

What do your prospects think when they hear or see your name? We all come up with lists of attributes for our products like quality, price and service. But, because there are so many and they're so widely used by many companies, they become generic and meaningless.

What word does FedEx own? Overnight. How about Mercedes? Prestige. Volvo? Safety.

The point is to narrow your brand's essence to one thought or word that no one else al-

ready owns. This goes against the grain for many business owners because they feel the need to expand rather than narrow their focus to fuel growth. Historically, however, the companies that keep a narrow focus tend to expand their categories and markets rather than just achieve a greater share of a static market.

Key #6. Looking at the list you created in Key #1 and analyzing the essential core competency of your business, reduce your focus to one idea, concept

or word. Roll that word into all publicity, advertising and training. Use every opportunity to make your brand become synonymous with that word in customers' minds.

Credibility's vital role

Selling your product ultimately comes down to benefits. But every company makes claims about their product benefits, and often the customer writes these claims off. However, if they're wrapped around a truly believable

claim, those same benefits also become more believable. This is tied closely with the leadership idea we looked at earlier. If you can get on top in the customer's mind, all of your other claims gain credibility and lead to greater success. In some ways, your credibility or credentials are directly tied to the perception of you as a leader. Not every company in the Green Industry can be THE leader, but there are loads of leadership possibili-

continued on page 22

Building a brand is a big job

If anybody knows anything about branding in the Green Industry, you'd think it would be an 87-year-old firm that's been selected as "best" by the media in its market area.

However, Kyle Natorp, President of the Natorp Companies, Cincinnati, OH, admits that he still wrestles with the concept of "branding" — this in spite of his company's rich history, the honors it has won and its instantly recognizable name.

"We spent two months last winter trying to come up with a brand position," says Kyle, the fourth generation of the family to oversee the firm. "We hired a consultant and spent several months working on the company overall. We're just now focusing on what the Natorp brand means and what it is."

His firm's challenge is both aided and hindered by the

breadth of services it offers. It started out as a landscaping business by William A. Natorp, Kyle's great grandfather, but has grown into a family operation (Kyle's father, Ken, is CEO and his brother, Craig, is Vice President) with locations surrounding the city. Besides offering landscape design/installation, the company manages a wholesale nursery and three retail garden centers. About 10 years ago, it also started providing landscape maintenance, and two years ago bolstered that service with stronger management, better focus and a bigger push into commercial.

"Maintenance has a strong growth potential," says Natorp. "We don't want to do just the mowing but also the horticultural visits, the fertilization, the chemical applications and the snow removal."



Natorp Companies builds its brand with billboards and postcards.

Kyle isn't so concerned that the company name is known; it is. He's more concerned about how it's perceived.

"A brand position is the way you want to be looked at by your customers," he says. "It's not something that you're at right now. It's something that you keep striving for."

In the case of the Natorp Companies, Kyle says management came up with a positioning statement that reflected the company's wide footprint in its market — "We want to be the company that makes the customer a success in the garden or in the landscape."

As part of that, company management is attempting to increase its brand awareness



to what it feels is a growing group of consumers, the "do-it-with-me" crowd. These are people who want professional help with their landscapes, but — either because of cost or the enjoyment they get from doing it — want to do some of the landscaping themselves.

"When it comes to branding, logos, letterheads and uniforms are important," adds Kyle. "But what I think is more important is what our crews do on each and every job."

—Ron Hall




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

Granular GRASS AND BROADLEAF PREEMERGENT Herbicide

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

Day and Night. Month after Month.

 Dow AgroSciences

Snapshot[®]

Specialty Herbicide

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

continued from page 20
ties. For instance:

- ▶ The leading commercial landscape contractor
- ▶ The leading residential landscape contractor
- ▶ The leading locally owned lawn care provider
- ▶ The leading multi-family or homeowner association maintenance contractor
- ▶ The leading outdoor lighting contractor
- ▶ The leading irrigation contractor

Key #7. Define your leadership niche and build your credentials around it. Use the power of your credibility to increase sales and strengthen your claims regarding product benefits.

Where quality fits in

I'm a big proponent of high quality. And I truly hate shabby products and poor service. But when it comes to building your brand, quality alone won't do it. What's needed is the perception of quality. In a ranking of 16 small

cars, the top-quality car was 12th in sales and the second-highest quality ranking came in 9th in sales. There may be objective ways to test the true relative value of two landscape or lawn care firms, but customers don't conduct these tests when making a decision. They go with their perceptions.

Three things create the perception of quality that leads to increased sales:

- ▶ Positioning your company as a specialist organization rather than a do-anything outfit
- ▶ The power and memorability of your name
- ▶ Higher prices

Contracting your vision and your company's scope may fly in the face of what's actually taking place in the Green Industry, but it does help create the perception of being a specialist. And specialists charge more, right?

You should build as much quality into your product or service as you can afford, but don't count on quality alone to build your brand.

Key #8. Narrowing your

focus and charging higher prices strengthens and builds your brand.

Why competition is good

Many business owners dream of having a huge, unfair advantage in their market. Or, better yet, being the only game in town. But for building your brand, competition's good.

When customers have choices, demand tends to increase. Competition keeps customers from becoming suspicious of price or quality. If there's nothing to check you against, the customer has no yardstick for measuring the value of what you're offering. On the flip side, when there are too many players, customers tend to get confused and demand may drop. But in the Green Industry, this doesn't tend to happen because of the way estimates and proposals are given. Customers may call three contractors for prices, which gives them a manageable selection from which to choose.

If you've used all of the keys

we've provided and built your brand into a high-quality name, you'll tend to come out ahead of the competition anyway.

Key #9. Welcome competition. It drives up demand. And maintain and build your leadership position by not just talking up your company and products but promoting the whole category's value, whether it's landscaping, lawn care or maintenance.

Key #10. Get help, at least in laying out your blueprint for brand building. You may want to bring someone with publicity and media experience on staff, or hire a freelancer or professional marketing firm to manage part or all of the process. **LJM**

— The author started Focal Point Communications in Cincinnati, OH, in 1987 and opened a LA office in 2001. The Focal Point staff specializes in the creation of company identity, print marketing and public relations programs for Green Industry companies. Contact him at 800/525-6999 or mshooner@growpro.com.

MTI Check Out Our *NEW* WebStore
You Can't Beat The **\$AVING\$** at **MTI**

WWW.SPRINKLERS4LESS.COM

FREE
Shipping




RAIN BIRD

PROGRESSIVE ELECTRONICS INC.

TORO

IRRITROL SYSTEMS

Hunter K

RAIN

WILKINS

800-600-TURF (8873)
Call NOW & **SAVE \$\$\$ All Year**
M-F 7:30-5 Sat 8-1 Pacific Time

Order by 1 p.m. SHIPS SAME DAY

Circle 112



A/W Independent Suspension Constant Tension Drive Select-A-Trac




Introducing Ground Tamer™ Everything a utility vehicle was meant to be.


This next-generation technology combines performance and comfort features that make it stand head and shoulders above the competition.

A/W Independent Suspension – our coil-over-shock design, with its maximum spring and damping rates, gives you unparalleled vehicle handling and driver comfort over any terrain.

Constant Tension Drive – provides smooth transfer of power in every gear and optimum acceleration and maneuverability.

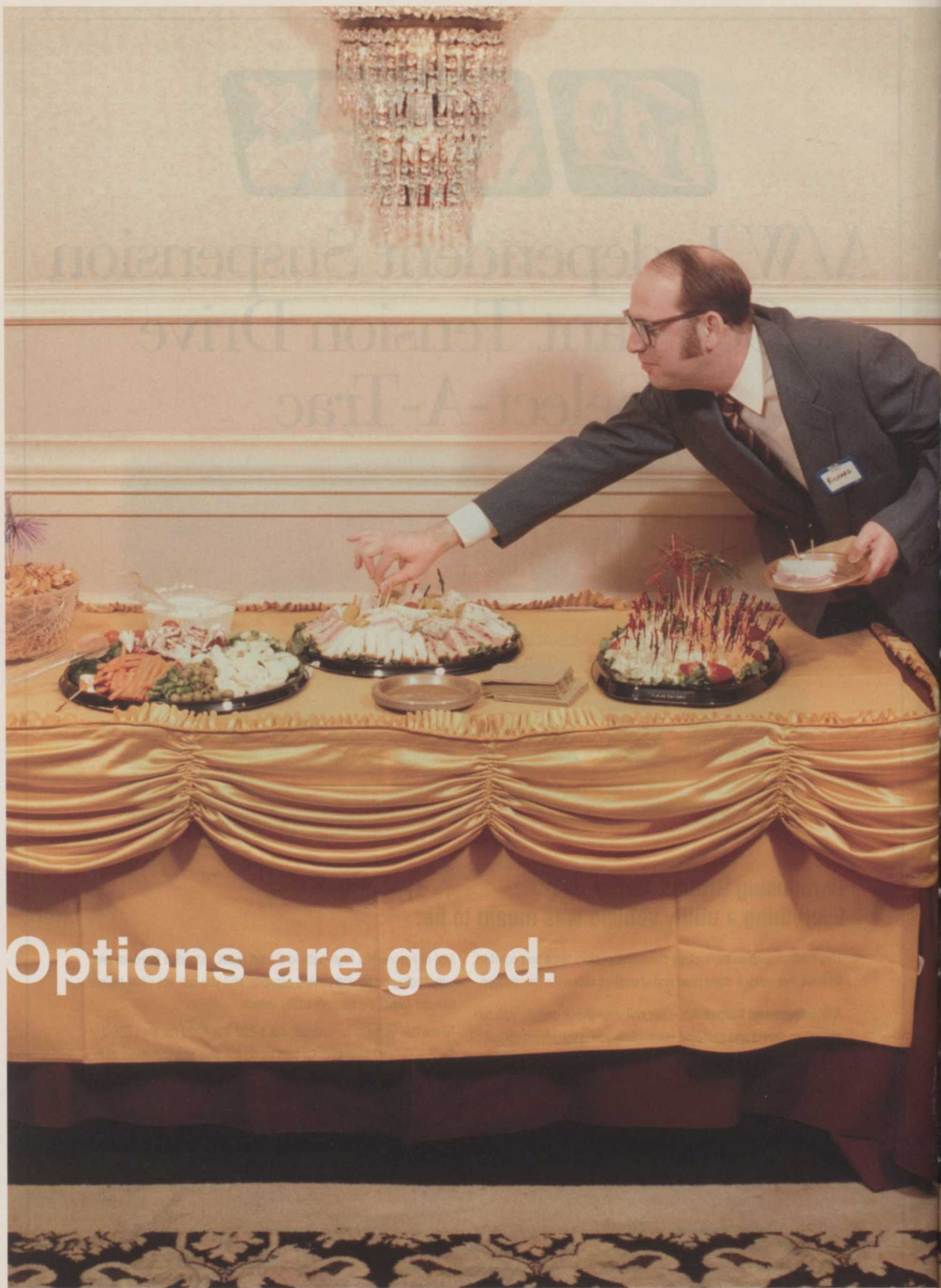
Select-A-Trac – go from 2WD to rugged 4WD without a second thought.  tackles off-road travel as easily as level pavement.

Add in ergonomic, high-backed bucket seats, extended legroom and outstanding cargo and towing capacity, and you can see what makes Ground Tamer the ultimate utility vehicle.

To see the  for yourself, call 1-800-321-5325 for the LESCO Service Center® near you. Or visit us on the web at www.lesco.com.

LESCO®

LESCO is a registered trademark, LESCO Service Center is a registered service mark and Ground Tamer and GT642 are trademarks of LESCO Technologies, LLC.



Options are good.



Bayer Environmental Science

Now you've got Options™. Your custom plan for replacing Dursban® and Diazinon®.

Have government restrictions left you feeling, well, restricted? Options from Bayer Environmental Science gives you the freedom of seven replacements—all proven in countless trials and in years of use—to deliver consistent results that alleviate the risk of callbacks. Let our experts customize an Options program for you. Because in the quest for lush, green turf, less is not more.

Options
A program of replacing organophosphates

DeltaGard

Quick knockdown, broad-spectrum control and good residual—all at an economical price. That's what makes DeltaGard the world's most popular pyrethroid. Controls more than 50 turf and ornamental pests, including ants, chinch bugs, mole crickets and fire ants, at a low use rate.

MERIT

The #1 preventive/curative treatment for grubs delivers outstanding broad-spectrum control of turf and ornamental insects at extremely low use rates. Active ingredient provides strong residual activity and superior biological performance.

DYLOX

Gain quick control over white grubs, mole crickets, sod webworms, cutworms and more. Dylox penetrates up to 1/2-inch thatch to control grubs within 24 hours.

Sevin

Over 35 years strong, Sevin controls more than 130 pests, including billbugs, armyworms, cutworms, sod webworms, June beetles, chinch bugs and white grubs. Good knock-down and excellent residual control.

TEMPO

The perfect OP replacement—safe, convenient and economical. Tempo features a low-rate active ingredient that mixes easily with water and/or fertilizer and binds to soil molecules for up to four weeks of control—giving you the most broad-spectrum bang for your buck.

chipco[®] topchoice™

Up to 52 weeks of fire ant control and prevention with just a single, low-dose broadcast application. With its outstanding granular formula, nothing streamlines traditional two-step programs like TopChoice.

chipco[®] firestar™
FIRE ANT BAIT

Easy-to-use fire ant control for hard-to-reach areas. Featuring the powerful active ingredient fipronil, FireStar delivers a unique, low-dose, granular bait to landscape beds, sign bases and trees to control fire ants for 12 to 16 weeks. Works great with TopChoice and can be used in areas adjacent to water.

Dursban is a registered trademark of Dow AgroSciences.
Diazinon is a registered trademark of Syngenta.

©2003 Bayer AG
95 Chestnut Ridge Road, Monroeville, NJ 07645
201-307-9700
www.BayerProCentral.com

DeltaGard, Dylox, Merit, Sevin, Tempo, Chipco TopChoice and Chipco FireStar are trademarks or registered trademarks of Bayer AG. Chipco TopChoice registration is pending in California and Virginia. Always read and follow label directions carefully.

chipco
Professional Products

Even if you've been a lawn care professional for a long time and have spent years streamlining procedures, it seems like you still have to frequently go out

do the same work twice no matter what.

Weeds, of course, can be stubborn.

Unfortunately, repeat service calls are part of the business. But there are some simple things you can do to reduce callbacks, which will lessen your labor costs and enhance your bottom line.

Communication 101

Callbacks happen when a customer feels that a service provider hasn't done an adequate job. More often than not, the customer's unrealistic expectations due to a lack of knowledge are at the core of the problem.

"The principal cause of callbacks is the difference between perception and reality," says Tom Speirs, President of Agro-Lawn Systems, Inc., Vienna, VA. "You have to understand the process of weed development and weed control throughout the different seasons. The problem is, the customer doesn't understand. He has the perception, 'Hey, I'm paying for weed control...why do I still have weeds?'"

Ideally, both the service provider and the customer would make time to discuss the realities in advance. But it's not always that simple in the real world.

"The key is communication at the point of sale so that customers will start out with more realistic expectations. The better you can explain how the process works, the better your chances are of eliminating a lot of

Reduce

Strategies to help you streamline your lawn care operation and keep your customers smiling

BY MICHAEL RILEY



callbacks,"

Speirs says. But

other factors come into play. For example, during the busy spring months, even a properly trained sales staff is doing all they can to keep up with inquiries. The calls move along more quickly — the staff is overloaded, running down leads, giving estimates, and there's not enough time to offer customers enough education.

"On the other hand, people hear what they want to," Speirs points out. "They just want to know how much it's going to cost and whether you can take care of their problems. So, oftentimes, the reality is that you have to educate as you go."

Application efficiency

Although customers can sometimes misperceive the situation, they can also be correct. Mistakes happen. The best way to avoid them is to recruit the best people for the job.

"One of the root causes of callbacks is the individual making the application," says Todd Graus. "If we don't hire people who take pride in what they're

doing, the chance for misapplication increases."

Graus, President of Green Turf Landscapes, Worland, WY, stresses the importance of screening job applicants and offering ongoing training to ensure happy customers.

"When they first come in the door, we



Misapplications can happen if individual applicators don't take pride in their job.



callbacks

prefer to hire people who are already certified by the state," Graus says. "We do regular training and provide financial incentives for them to improve their skills, with raises tied to education. If they want to make money, they'll come up to speed as fast as they can."

Understanding products and procedures, weather conditions, the status of the current plant pallet, and how to handle contingencies — if a mowing crew arrives right after an application has been put down, for example — are all part of the ongoing training for Graus's crews.

He also suggests setting up a system to monitor the amount of product use to better ensure proper application.

"One thing we do is compile production reports at the end of the day telling us whether we're over or under on the amount of herbicide we should have used," Graus says. "It gets us more in tune with what we're actually doing and sets up an environment of accountability. The more that we understand our operation, the less callbacks we have."

Along with keeping track of usage, applying the best products to get the job done is also a prime consideration. Kevin Johnson, President of All-American Turf Beauty, Van Meter, IA, recommends keeping up on new product development.

"Part of our strategy for reducing callbacks is using newer products or better

Callbacks: main causes and remedies

- ▶ **Unrealistic customer expectations** — Often, a client doesn't understand what's involved in weed control. Communication is key. Explain the service you intend to provide and what to expect, including that you'll address each problem promptly as it appears.
- ▶ **Inadequately trained crews** — State certification is only the beginning; people require ongoing training to do their jobs well. Check their work often and point out areas where they may be falling into a pattern. It's human nature to develop habits, but you can help your crews stay alert with positive, regular reviews of their work.
- ▶ **Product selection** — Keep apprised of new chemicals, and be open to changing the products you use when something better comes on the market. A small investment in enhanced products could result in big labor savings from reduced callbacks.
- ▶ **Things you can't predict** — Weather changes, what the customer does when you aren't there (such as watering and mowing), and indigenous factors (earthworms, etc.) are just some of the things you can't control. Again, the key is customer education and prompt response when an uncontrollable factor comes into play.

"Get right on it, and build the cost of callbacks into your pricing. Whether it's misapplication, weather, customer ignorance, or whatever, you're going to have to contend with callbacks."

— Tom Speirs

products that may cost more initially but achieve better control," says Johnson.

"It's less costly to spend a little more up front for the better products if necessary than to cover the labor costs of having to go back.

"It's trying to solve the problem before you have it. Everybody's got their own standard products, but sometimes they may not give the best control on

some of the things that cause callbacks."

Even if you've streamlined your customer communication skills, trained your crews to peak efficiency, deployed top-of-the-line products, and closely monitored usage levels, you're still going to have callbacks. Why? Because you can't control Mother Nature.

"You can't do everything under ideal circumstances. You've got production de-

mands that have to be satisfied," says Spiers. "Say the forecast is for rain. But the reality is, half the time they're calling for rain, it doesn't. So you go out and do the job and, 20 minutes later, the skies open up and negate the herbicide application. The point is that we understand that there are some circumstances under which we might not be successful, and those would require some follow-up work."

Kevin Johnson agrees. He advises his customers that, in the event of rain, another treatment will be applied in a certain time frame — usually about two weeks. "Again, it's about keeping very good lines of communication open," Johnson says.

There's no single "best" method for handling callbacks. But one thing that all



Kevin Johnson



Tim Doppel

companies should have is a contingency plan to let the customer know right away that they'll be taken care of.

Handling customer complaints is a delicate business, especially because people tend to be irate when they call. Tim Doppel, President of Atwood Lawncare, Sterling Heights, MI, recommends an effective approach that remedies the problem quickly and eliminates the customer's irritation.

"A timely response is vital," says Doppel. "Our experience is that when a customer calls in a complaint, they're typically going to be very rude and angry on the phone — especially if they're a new cus-

tomers, because they assume that they're not going to get service unless they rant and rave. The important thing is to be very accommodating, listen and write down what they're saying."

If you do get a callback, the best thing you can do is put yourself in the customer's position. How would you want it handled if the roles were reversed?

"We try to perform our services in the same manner we'd like to receive them if we were the paying customers," says Johnson. "If I were the customer calling in a complaint, I'd want someone to follow up right away and follow through." **LM**

— The author is a Green Industry freelance writer in Sacramento, CA. His e-mail is

mriley33@sbcglobal.net.

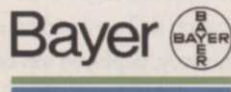
Now you have access to the industry's best research —

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.



www.TurfGrassTrends.com

The screenshot shows the TurfGrass Trends website interface. At the top, there's a navigation bar with "TurfGrass Trends" and "Golfdom" logos. Below that, there's a search bar and a "Which Site" dropdown menu. The main content area features a featured article titled "Researcher Proposes O-Ren Alternative for the Future" with a sub-headline "Since 1980, the University of Georgia Griffin has conducted a year-round breeding program to genetically create a new machine for use in golf course maintenance." To the right of the article is a small image of a golf course. Below the article, there's a "PRACTICAL RESEARCH" section with sub-sections like "DISEASE CONTROL" and "WEED CONTROL". On the right side of the page, there are logos for Bayer, Andersons, Scotts, and Jacobsen. At the bottom, there's a "NEED TO KNOW" section with links to various articles.



***Why do
over 90%
of landscape
professionals
reach for the
penetrating power
of Roundup PRO®?***

***They value its reputation
built on trust and
PROformance™
technology.***



Cut back callbacks with the proven power of Roundup PRO®.

You can't afford herbicides that let you down. That's why you get to the root



of your weed problems with Roundup PRO herbicide, the herbicide trusted and used by 9 out of 10 landscape professionals like you.

Only Roundup PRO has the patented power of PROformance technology. Its proven performance goes right to the root to deliver powerful results the first time...with no regrowth. So you get fewer

callbacks. **Plus it comes with a one-hour rainfast warranty.** No wonder it's the most trusted choice of landscape managers since its introduction in 1996.

Trust Roundup PRO. Talk to your dealer today, call 1-800-ROUNDUP or visit www.monsanto.com/ito.

 **Roundup**
PRO
Herbicide



The Brand You Trust

You've waited 25 years for 24 hours.

The latest herbicide innovation from the maker of Roundup PRO® herbicide, QuikPRO™ herbicide combines quick action with complete control, roots and all. You and your customers will benefit from fast, visible results as well as continued, superior weed control.



Before QuikPRO



1 day after QuikPRO



5 days after QuikPRO

Weed-killing power, right to the root.

- Visible results are evident in as little as 24 hours.
- Controls entire weed, from the leaves to the roots, in one application, preventing regrowth.
- Rainfast in one hour – guaranteed.
- Quick uptake moves weed-killing power right to the roots, where it can't wash away.

Easy to use with easy-to-see results.

- All-in-one, quick-mixing formulation reduces hassles and errors of tank mixing.
- Doesn't settle out and forms a true solution that will not clog nozzles.
- Dry formulation is easy to handle and easy to clean up.

Experience the difference QuikPRO can make in your weed control program and on your bottom line. See your dealer, or call 1-800-ROUNDUP for more information or visit our Web site at www.monsanto.com/ito.

QuikPRO[™]
Herbicide

Powered by **Roundup**[™]
TECHNOLOGY[™]



Students to the rescue

This grounds manager finds that student help is often the answer to a strapped budget and a tight schedule

BY JASON STAHL /
MANAGING EDITOR

Last winter is one that Ken Stanton, Grounds Supervisor of Grand Valley State University in Allendale, MI, would like to permanently erase from his mind. It seemed his crews had to wage a war against snow and ice on a daily basis. If it hadn't been for Stanton's cache of student help, the hard winter might have broken his crews.

"They were very helpful in having the academic buildings ready for early morning classes, on mornings when snow had fallen overnight," Stanton says. "They performed a specific task that would otherwise need to be covered by staff people working on overtime."

And that's exactly what student help does — it relieves budgets and the backs of an overtaxed grounds staff. Stanton devotes 10% of his budget to student wages, and it's well worth it to him. The student workers do everything from string trimming around buildings and shrub beds to washing vehicles — any-

thing that eases the workload of the smaller, in-house grounds staff.

Off to work

The two areas where the student workers contribute the most are snow removal and trash pickup. After each home football game, a group of student workers cleans up the litter left behind in the stands. In coordination with the on-campus student employment office, this group signed a contract with Stanton that outlined their duties and responsibilities, and the amount they would be paid. Stanton sees that the group is

About GVSU

Grounds Supervisor:

Ken Stanton

Location: Allendale, MI

Budget: \$522,000

of students: 19,000

of full-timers: 9

of man-hours per week:
1,120 (in summer)



provided with a grounds department vehicle, backpack blowers, gasoline, and bags for emptying trash containers.

"This system has been in place for many seasons at GVSU and has proved to be a successful method of implementing student help," Stanton says.

A student group is also under contract to remove snow and apply salt to all of GVSU's academic building entrances and steps seven days a week for three months (December, January and February) from 5 a.m. to 7:30 a.m. The group is provided with instructions and maps, as well as grounds department vehicles, hand snowblowers, snow shovels and bagged salt.

Managerial challenge

Student workers may save grounds managers stress on the labor side of the job, but they pose a challenge on the managerial side. Training is crucial since some students either have no grounds experience or, worse, no work experience whatsoever.

"That makes it necessary to train them in some of the 'basics' of having a job, such as following instructions, working in a group with other people or individually, showing

up and being on time for work, and doing a good job while at work," Stanton says.

With this in mind, student grounds workers at GVSU go through a short orientation program prepared and administered by Stanton that's designed to acquaint them with the Facilities Services building, equipment operation and usage, safety procedures, and a checklist of do's and don'ts they're expected to follow. If

GVSU student help tasks

- ▶ Light mowing and string trimming
- ▶ Sidewalk and curb edging/trimming
- ▶ Litter pickup and trash can emptying
- ▶ Weeding and mulching
- ▶ Installing and watering annuals
- ▶ Assisting with tree and shrub plantings
- ▶ Washing motor pool vehicles
- ▶ Shrub bed maintenance
- ▶ Hand snow shoveling and applying salt

At left, GVSU Grounds Supervisor Ken Stanton helps a student start her blower. At right, a student root feeds a tree with liquid fertilizer.

these procedures aren't followed, the consequences can be harsh.

"Students who find themselves in a position where they're horsing around or are misusing the campus equipment or vehicles are asked to punch out and go home for the day," Stanton says. "Misuse of the campus equipment is grounds for immediate dismissal."

Stanton has learned a thing or two in his 25 years of experience in grounds management, and one of those things is that student workers need supervision. That's why, over the last two years, he has hired a student supervisor in the summer to help him with hiring, guiding students through the orientation process, and directly supervising the students.

"If the students aren't given good instructions and proper direction, they'll wander around and not accomplish much for you," Stanton warns. "That's why appropriate supervision of student workers is critical." **LMI**

WHATEVER YOUR LAWN CARE NEEDS,



WE'VE GOT YOUR SOLUTION.


When you specify and use The Andersons Professional Turf™ products, you can rest easy.

You see, for nearly 40 years we've been perfecting the art and science of producing turf care products that deliver consistent, top quality results you can count on from application to application. Our full spectrum of proven professional products — from fertilizers to control products and combination formulas — was developed to help you meet every turf care challenge and exceed every customer expectation. And isn't keeping customers happy the key to your prosperity? We know it is to ours.

The Andersons For a free selection guide and more information about The Andersons complete line of Professional Turf products call toll free, 1-800-225-2639.

That's why we're prepared to help you and your business every way we can. From developing new, more effective products to backing you up with strong technical support, we're dedicated to you. With over 60 products in The Andersons Professional Turf lineup, we're confident **we've got more solutions than you've got problems.** And you can be confident in every one of them.





RATED
PG-2.0 Pounding grubs with 2.0 pounds
per acre of a.i. for all grub species.

DOW AGROSCIENCES AND MACH 2 PRESENT A GRUBGONE PRODUCTION
KEITH VAN MOWER JIMMY TURF DARRIN "APPLY PRIOR TO SECOND" INSTAR

Game over, grubs. MACH 2* specialty insecticide is *the* proven season-long force against grubs – not to mention cutworms, sod webworms and armyworms. And now, it's available with a standard 2-lb. per acre a.i. rate for all grub species. That's more power for the same cost. With its wide application window, you can control grubs clear through the second instar – without the need for immediate irrigation. The competition can't make that claim. Fact is, nobody's better at putting insects two inches below six feet under, baby.

MACH 2 PRESENTS

MAX POWER 2: DELIVERANCE DAY


from the Director of *"More Decimation, Same Dollar"*

No more prayers for rain, baby.



A SARAH HUNT FILM "MAX POWER 2" THE CHAFER TWINS SVEN "EUROPEAN" CHAFER MARIO "MASKED" CHAFER
MAY JUNE BEETLE AS HERSELF MUSIC BY LEPIDOPTERA CO-PRODUCERS SCOTT "ORIENTAL" BEETLE AND DARA "JAPANESE" BEETLE

**Maximum power for
season-long grub control.**

 Dow AgroSciences

MACH 2*
Specialty Insecticide

Tame the morning circus

Get your team off to a productive start with these simple-to-implement strategies

BY D. DOUGLAS GRAHAM



Time wasted represents lost opportunity in landscape and lawn service businesses. Every minute of wages paid to an employee not producing a service for a client is money forever lost. It's a double whammy

in that both the expense of the employee's wages and, more significantly, revenues that the employee could have been generating are lost.

Owners who build systems that reduce "unbillable" time run more efficient, profitable

operations. If you don't think your operation is as efficient as it should be, step back and take a critical look at it. Start by looking at the "morning circus," a notorious time waster for many operations.

A mess in the morning

This "circus" is generally defined as the madness that occurs when your office staff, managers and field employees all arrive at your business at the same time each morning.

Stop right there. Why does everybody have to arrive at the same time? A better idea — stagger the arrival times of your employees, including having your managers precede your production people by at least 15 minutes.

Another common and obvious time waster is inadequate or poorly planned vehicle parking areas, or the haphazard parking of trucks and trailers. Confusion reigns when trucks are being backed up, moved or rearranged before the day's work begins.

"The morning circus can kill you," says Joe Loyet of Loyet Landscape Maintenance, Inc.,



Joe Loyet

continued on page 40



If your guys are sitting around, it better be at 10 mph.

**When slowing down is not an option,
you run with the best. Nothing runs like a Deere:**

John Deere Mid Z-Trak™
10-mph speed, 4 models, 23-29 hp



Tight-trimming Front Z-Trak™
and affordable Mini Z-Trak™



Pro-Series™
Portable Power
Equipment

You barely stop for lunch. Why stop for service?

- Industry-best parts and service
- Hassle-free Single-Source 2-Year Warranty*
- 7-Iron™ decks, the world's deepest and strongest*
- **ZERO DOWN, ZERO INTEREST, ZERO PAYMENTS**
for 120 Days†

Time is money. Don't waste it—see your
John Deere dealer today.

*Standard on many John Deere models. †The Single-Source 2-Year Bumper-to-Bumper Warranty on all new John Deere Commercial Mowers covers the entire machine, except for normal wear items like batteries and tires. Offer valid March 1, 2003 through July 2, 2003 and is subject to approved credit on John Deere Credit Financing Plan, a service of FPG Financial SA. For consumer and commercial use, no down payment required. After promotional period, finance charges will begin to accrue at 9.9% APR. A \$0.50 per month minimum may be required. For qualified buyers only. Taxes, freight and setup may increase monthly payment. Other special rates and terms may be available, including installment financing. Available at participating dealers.



JOHN DEERE

continued from page 38

St. Charles, MO. "In this business, you're working against the clock, so when people are milling around the coffee machine while their supervisors are trying to get organized, it takes a big chunk out of the bottom line."

Loyet, like many maintenance operators, learned to marshal his troops through a process of trial and error. His staff of 120 is split between two branches that work almost exclusively with commercial properties in the St. Louis metro area.

"Preparation is just as important as punctuality," Loyet says. "All the day's work orders are posted when the guys come in. We fuel the trucks the previous evening and re-

pair all equipment in advance. We keep backup equipment available, too.

"The crews take responsibility for much of this," Loyet adds. "Each takes care of his own lawnmower blades at the end of each day."

Tight organizational focus

In Loyet's tightly run operation, all maintenance employees arrive at the office at 7 a.m. and depart for their jobs no later than 7:15. There are no exceptions save for mechanical difficulties, disaster or sudden death.

Lawnscaping production supervisors and mowing production supervisors marshal the troops and get them on the road promptly.

"The branch managers get involved when this isn't done, and they take that responsibility very seriously," says Loyet.

The company also maintains detailed job tracking reports that indicate how long it should take to perform each job profitably, which shows employees that the company is seeking efficiency throughout the workday.

All of this is part and parcel with Loyet's tight organizational focus. Every contingency is covered, every job carefully mapped out, every conceivable problem anticipated in advance. Everyone on staff knows what he or she has to do to make the wheels roll.

continued on page 42

Snow game's 'midnight madness'

ERIE, PA — The opposite of the "morning circus" is the "midnight madness." If you're in the snow removal business, perhaps you can appreciate Peggy Allin's winter schedule.

Peggy is Vice President of Information & Human Resources for the Allin Companies, based here, and wife of snow push king John Allin. She's also the dispatcher for the Allin Companies' snow services that will account for slightly more than half of the landscape firm's \$2.9 million revenues this season.

During snow season (which sometimes begins in October and stretches into April here), Peggy's "day" begins at midnight. That's when the decision is made, during a snow event, to mobilize a small army of contract snow pushers.

Here's a timeline of the rest of her night:

12:15 a.m. — Call the area supervisors

and alert them to get their teams ready.

1:00 a.m. — Peggy arrives at the Allin Companies' headquarters and gathers the necessary production and route sheets, which are neatly stored in their appropriate slots within arm's reach of her desk in the dispatch office. She

arranges the paperwork neatly on a work area behind her desk.

1:15 a.m. — She calls the area supervisors to find out if any crew members are missing.

1:30 a.m. — Calls are made to find (or awaken) missing drivers.

2:00 a.m. — She starts putting together sidewalk clearing crews. She has a

total of 272 people on her list, and she keeps calling until she fills out the crews. (Not everybody is enthusiastic about pushing a snow shovel in a pre-dawn storm.)

2:30 a.m. — Sidewalk clearers arrive at company offices to pick up equipment

and route sheets. They have to fill out paperwork — their hours and the materials they use — after they clear their areas.

2:45 a.m. — It's time to call out the salt trucks. Allin's four trucks aren't equipped with plows; they just spread salt.

3:00 a.m. — Check with the area supervisors and find out how their crews are doing.

4:00 a.m. — Contact the sidewalk crew supervisor for a progress report.

5:00 a.m. — A final check on everyone to determine who's ahead of schedule and who still needs help.

6:00 a.m. — The backup dispatcher arrives at the Allin Companies.

7:00 a.m. — The remainder of the office staff arrives.

7:30 a.m. — Area supervisors begin asking for permission to send drivers home as their routes are completed.

By mid-morning, all of the paperwork from the previous night's efforts has been tallied and entered into the company's records. Peggy is home and sound asleep.

"We keep incredibly good records. We track everything," says John Allin.

— Ron Hall / Editor-in-Chief



Peggy Allin gets ready for the night shift.

OPPORTUNITY



Opportunity is Knocking... Will You Answer?

Diversify your services, save time, save labor, expand to markets you could only have imagined. An Express Blower™ truck opens the door to Erosion Control, Turf & Terraseeding™, Building Construction, Golf Courses, Playgrounds, and much more. It's Opportunity. Don't let it pass you by. Call us today.

Express Blower™ and Terraseeding™ are trademarks, and the Express Blower design logo is a registered trademark of Express Blower, Inc.

New Markets
Full Year Applications
Commercial
Volume



800-285-7227
www.expressblower.com



Strategies to reduce confusion

Taming the morning circus is a matter of organization. While each operation has its own unique organizational wrinkles, strategies tend to be essentially the same from company to company. They include:

- ▶ Orienting the staff in advance about what's to be done each day, and making sure they understand and appreciate the cost of wasted time and effort.
- ▶ Coordinating the efforts of all departments so that they work together in the cause of improved efficiency
- ▶ Training people in equipment operation and productive labor methods
- ▶ Organizing the day's work and keeping all personnel up to speed on jobs by posting schedules, having meetings and communicating one-on-one
- ▶ Maintaining and repairing equipment, and fueling vehicles in advance so that both are ready for action when the day begins
- ▶ Establishing rules and consequences for tardiness and the inefficient use of time, and enforcing those penalties fairly and appropriately when necessary

— DG

continued from page 40

No one seriously objects to these measures, Loyet claims. "I've been doing this for 17 years," he says. "I learned about taming the morning circus the hard way, but now we have everything squared away. You have to be mindful of the cost of time in this business and any other business. Every wasted man-hour works against you, so when you have 60 guys screwing around for even an hour, it can kill you. We're talking about losing big bucks here. Fortunately, our people know that, and we make sure they also know that their job security depends greatly on the health of the company they work for."



Agri-Fab®

www.agri-fab.com

Agri-Fab
303 West Raymond Street
Sullivan, Illinois 61951
Phone: 217-728-8388
FAX: 217-728-2032
e-mail: info@agri-fab.com

Tractor Attachments

ATV Attachments

Push & Tow Products

Powered & Non-Powered

Your #1 source for Quality Lawn & Garden Products
Made in the U.S.A.

Circle 116



◀ Storing equipment in the proper place goes a long way in taming the morning circus.

Labor hours are the building blocks of profit in the lawn maintenance business, and labor is the

biggest production cost. Smart company owners spec their jobs with that in mind.

"We map out all the day's activities in advance," says Joe Munie, President of Munie Outdoor Services, Inc., Caseyville, IL, a company with 100 trucks and 170 employees. "We also do contingency planning. If rain cancels a sod or grassing job, we switch to mulching. We stagger start times as well, which really helps cut back on congestion. The idea is to get everyone out and about as quickly as possible. Right now, we try to get the trucks on the road within 10 minutes of their start time. We think that's pretty good, but we want to do better. Where efficiency's concerned, you can always do better."

Be the enforcer

Allan Davis, Executive Vice President of R.A.R. Landscaping Company, Baltimore, MD, believes that many companies are "lax" about enforcing strict morning policies because quality workers are hard to get. But in the long run, landscape companies can't afford to have employees who arrive late to work, show up out of uniform or miss days, says Davis, whose company employs about 130 workers during the season.

Davis says all employees have to know what's expected of them, and what they can expect when they fail to live up to their responsibilities. You've got to make sure all your ducks are in a row — the trucks gassed up and the equipment in good working order, for starters.

"We have a 22,000-square-foot facility with all departments under one roof," says Davis. "We bought the property with nothing on it so that we could build from scratch with efficiency in mind. That's how seriously we take the morning circus around here."

R.A.R. Landscaping, Loyet Landscape Maintenance and Munie Outdoor Services, along with a growing number of other companies, realize how lost minutes turn

into lost hours that, over the course of several months, turn into lost days of production. The solution starts first thing every morning at company headquarters. **L.M.**

Landscape Contractors:

Tame Your Morning Circus!

Our patented **Super Lawn Truck™ System** is a veritable business-in-a-box — an efficient system that pays for itself! Everything your crew needs to organize, store and transport your equipment is all in *one secure vehicle*. Plus...your **Super Lawn Truck™** is a customized rolling billboard that advertises your company everywhere you drive!

Save thousands of dollars when you use the **Super Lawn Truck™ System** over the outdated "truck-and-trailer" method of operating your business.



- ✓ Eliminate time-intensive loading and unloading every day
- ✓ Minimize stops at the gas station—the SLT System features a unique fuel storage system
- ✓ Free up valuable warehouse space by keeping everything organized and loaded inside the truck — tools, ladders, riding mowers, watercoolers ...whatever you use
- ✓ Save wear and tear on your tools and prevent theft
- ✓ Patented ramp folds neatly to a lock-able rear door, eliminating the need for trailers

CONTACT US NOW for your copy of the **Business Builder Plan and Video**

FREE

Use our toll-free number or visit our web site for information

Best Warranty in the Business!

The one. The only.
The Original!



PETER BILT & GMC TRUCK
(800)232-7383

SUPER LAWN TRUCKS™
866-787-3752 • (478) 923-0027 • (478) 923-9444 fax
info@superlawntrucks.com • www.superlawntrucks.com

Circle 117

Property at a glance

Location: College Station, TX
 Grounds Supervisor: Tommy Palmos
 Category: School or University Grounds
 Total budget: \$177,500
 Year site built: 1997
 Acres of turf: 75
 Acres of woody ornamentals: 22
 Acres of display beds: 19,600 sq. ft.
 Total paved area: 15 acres
 Total man-hours/week: 320

Maintenance challenges

- ▶ Zoysiagrass panels
- ▶ Alternanthera bed preparation & maintenance
- ▶ Tree & shrub maintenance

Project checklist

- Completed in last two years:
- ▶ Presidential gravesite
 - ▶ Star-shaped design for fountain bed
 - ▶ Restructuring of lakeside beds

On the job

- ▶ 8 full-time staff, 0 seasonal employees, 2 licensed pesticide applicators

George Bush Presidential Library

2002 PGMS Grand Award Winner for School or University Grounds

"George and Barb were out here the other day," says Tommy Palmos, Superintendent for Landscape & Pavements Maintenance.

He's referring of course to the President and his wife, who Palmos is on a first-name basis with. And why not? He sees them often enough when they visit their apartment at the library named after George's father at Texas A & M University.

But being that close to the President isn't all it's cracked up to be. Palmos says there are foreign dignitaries and former Presidents passing through all the time, which means the grounds can never have an off day.

A section leader, a crew leader, and a six-person crew work together to handle mowing, woody ornamental and shrub



Over 19,600 sq. ft. of color display beds — now that's a lot of deadheading for Tommy Palmos (left) and crew to do.

maintenance, and color bed preparation and upkeep. Special events frequently take place on the grounds, so the crew has to work around that schedule. Palmos empowers crew members to make their own decisions on that end.

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

Over 8,000 plants in the circle beds on the grounds demand constant attention from the crew.



More than 22 acres of woody ornamentals that tend to give crews maintenance headaches please the dignitaries who pass through the site.

Drought

prepare a plan

Colorado's worst drought in decades taught its Green Industry valuable lessons

BY RON HALL / EDITOR-IN-CHIEF

S muddy clouds tumbled onto Colorado's Front Range and dumped four feet of snow on Denver and its surrounding area this past March 17. The storm crippled the region for several days but gave landscape and lawn service operators reason to smile again — if only cautiously.

The Green Industry there, suffering through the region's worst drought in 50 years, blessed the moisture and prayed that it signaled the beginning of the end to a bewildering array of water restrictions stunting their operations. So far it hasn't.

"Mother Nature is finally starting to take very good care of us, but the water districts are

still beating the @#%X! out of us," says Eric Schultz of Schultz Industries, Golden, CO. That, in fact, was the message he recently delivered to members of the Denver Water Board. The outdoor water use restrictions had already caused his firm to lay off 30 workers. The restrictions were damaging the regional economy, affecting over one million residents. They limited outdoor watering to a maximum of eight irrigation zones per property, 15 minutes per zone and just twice weekly.

Patchwork of regs

Denver has the most clout in water use laws on the Front Range. But there are at least 50

other water authorities in the region, and almost as many with different watering regulations. Property owner confusion over outdoor water use there is widespread. The harm it has done to the Green Industry has been significant.

"We had people who lived across the street from each other, and one homeowner could water every day of the week and the other could only water two days a week for two hours," says John Gibson of Swingle Tree & Lawn Care, Denver.

A wet and cool spring is helping the region recover, but authorities remain cautious

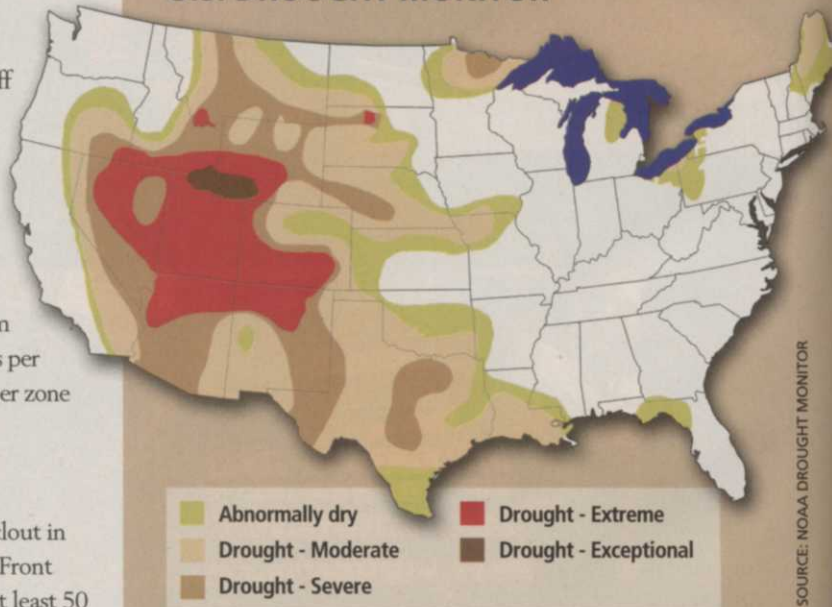
about relaxing watering restrictions, at least until the region's reservoirs are back to pre-drought levels.

"I was more concerned about the drought in January and February of this year than I am now," admits David Tollefson of the Urban Farmer, Inc., Thornton, CO. He says that his firm's construction business took a 10% hit from the double whammy of drought and stagnant economy, but maintenance operations picked up. "Now it's a matter of getting in front of customers and knocking on doors," he says.

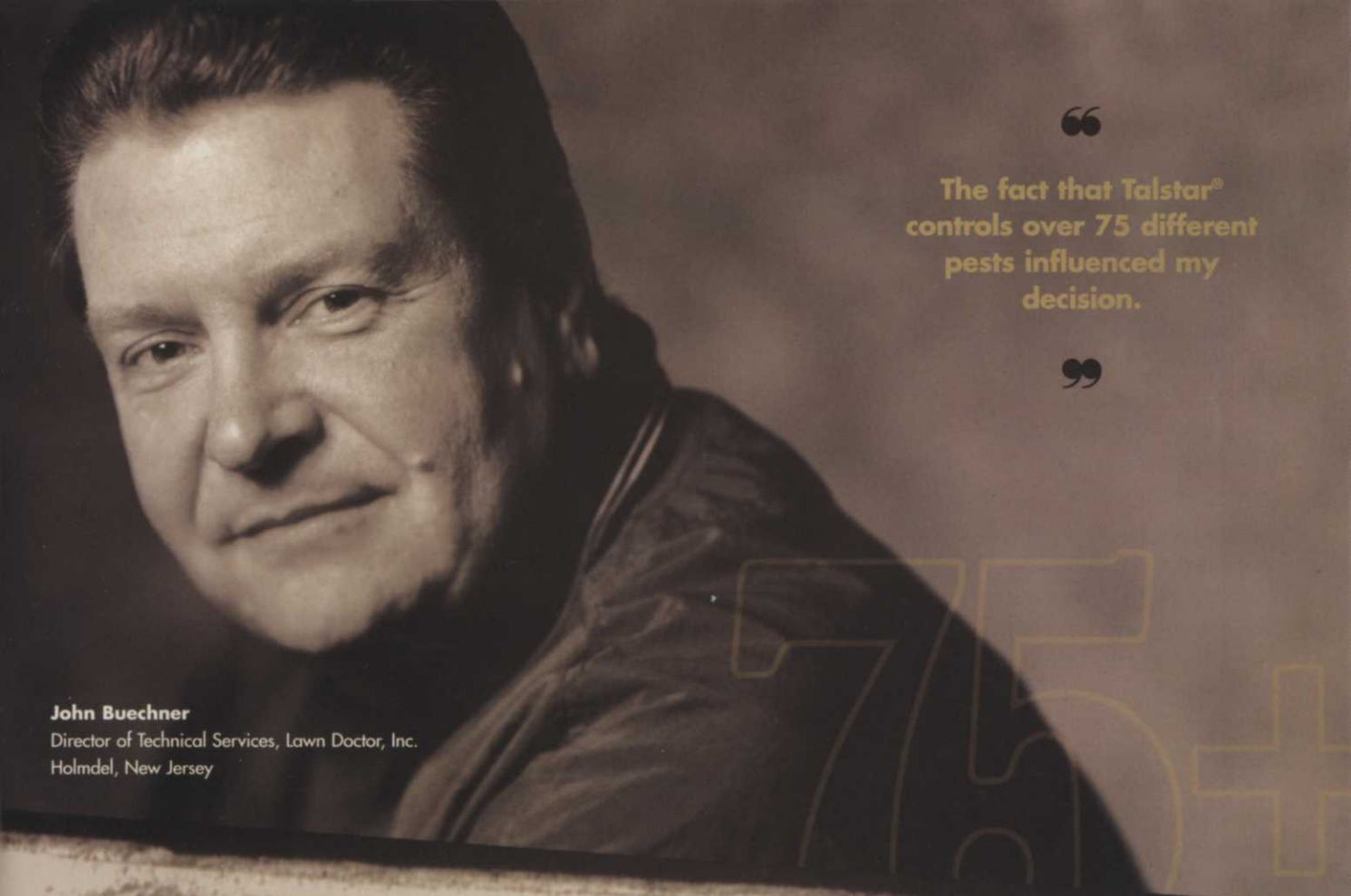
Tollefson and most other

continued on page 48

U.S. DROUGHT MONITOR



SOURCE: NOAA DROUGHT MONITOR



John Buechner

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

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

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

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

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

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

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

For more information, contact your FMC authorized distributor. Call 800-321-1FMC, or visit us at www.fmc-apgspec.com.

TALSTAR. Lasts longer. Guaranteed.



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

Circle No. 119

10 profit-saving drought-response strategies

Which of the 10 strategies do you feel are most important in planning for the next drought in your market area?

- 1. Step up customer education and communication.** Provide clients with authoritative and easy-to-understand literature concerning the sound basis for your programs. Expect to do a lot more customer handholding. If you do it right, you'll have clients for life.
- 2. Stress the value of clients' landscapes, and how your services can protect their landscape investments.** The money spent on maintenance is money well spent compared to the cost of renovating or re-establishing a landscape.
- 3. Strengthen your service**

capabilities, and especially your irrigation management/maintenance/repair expertise. Customers need these services most when water districts mandate substantial cutbacks in outdoor water use.

- 4. Cite the economic importance of your industry to your region.** Numbers matter when it comes to political decisions, especially those preceded by dollar signs. If your state or regional association hasn't developed or updated a study showing the economic clout of your industry, maybe it's time to start considering one.
- 5. Support the efforts of your local and/or regional professional association.** There's strength in numbers, and

when watering restrictions hit they generally affect all segments of the Green Industry.

- 6. Involve yourself in your region's water decision-making process.** Obviously, it's better to do this before a drought emergency arises. You need to be heard before.
- 7. Improve your operation's technical skills in regard to "water wise" landscape design and installation.** Does your staff include personnel knowledgeable about installing drip irrigation and/or selecting/using native plants?
- 8. Promote add-on services that help clients maintain their landscapes in spite of a scarcity of water.** These may include a tanker-truck water-

ing service for their trees and shrubs, tree ring mulching, the use of technology such as surfactants to improve irrigation efficiency, to name a few.

- 9. Promote, sell and provide landscape renovation and restoration.** Have you checked on the availability and price of turfseed, other plant material and chemicals that will be required to repair properties?
- 10. Budget smartly and seek efficiencies.** Some companies that we interviewed on the Front Range developed two budgets going into this season — one reflecting growth they would normally expect, the other a "worst case" scenario. Regardless of the course of the water restrictions, they scrutinized their operations for efficiencies.

continued from page 46
landscape and lawn service companies stepped up customer education efforts as the drought settled in.

"We started seeing the

drought restrictions come out in June last year, and we mailed out thousands of pieces to customers and their neighbors telling them what to expect from the drought and

how it would impact their services with us," says Gibson at Swingle.

"We kept telling people not to abandon sound science when it comes to taking care of their landscapes," Gibson adds. "Maintaining a property is a lot less expensive than resodding."

Companies coming out of the drought in the best shape have kept in close contact with clients and, in many cases, offered additional or alternative service options. They've also stepped up client education.

"We've done a better job of promoting landscaping's value and lifestyle values, and it's paying off," adds Eric Schultz.

While many landscapers and lawn service companies there feel that they've turned the corner on the drought, they don't minimize its economic impact.

Sharon Harris, the Executive Director of Greenco, a coalition of regional Green Industry associations, says a recent Colorado State University survey pegged the loss to the region's growers and landscapers at \$200 million from the end of 2001 to the end of 2002. This is taking into account a slump in the region's technology sector, too. Even so, she says, "the water restrictions that were put in place have had a huge impact." **LM**

Jrco Heavy-duty Attachments For Commercial Mowers

Blower Buggy Carrier

- Carrier for walk-behind blowers
- Low profile
- Easy maneuverability



Call for dealer 800.966.8442 www.jrcoinc.com

Circle 135

The latest landscape industry news is at your fingertips—

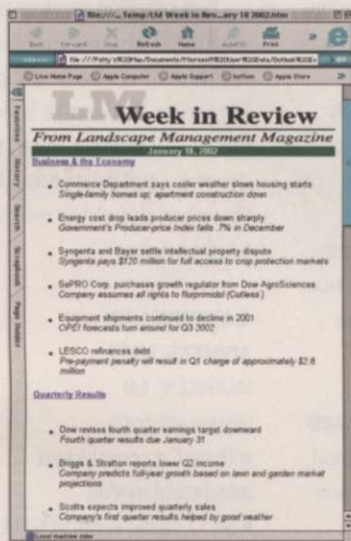
FREE

LM Week in Review

From Landscape Management Magazine

IS FOR YOU!

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



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

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

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

Landscape
MANAGEMENT
★ ADVANTAR LANDSCAPE GROUP

Put some pull in your plow

BY CURT HARLER

The two-plow concept — that two plows are better than one — is catching on in some heavy snow markets.

Charlie Nemeth, owner of Nemeth Landscaping, Johnstown, PA, got into snow removal to service his landscaping accounts.

"I was cutting my snow removal time in half, especially on

driveways," Nemeth says of using two plows. "I can back in to clear a driveway after my competitor has already started on an adjacent drive and finish my drive before he's half done with his."

Tom Kuhn, owner of Collision Experts, Clifton Park, NY, has been snowplowing residen-

tial areas for a decade. "I was tired of turning around, back-dragging, and waiting on cars to get out of the way," he says. He tried out a Snowman back plow on a Dodge 2500 and was able to cut his snow removal time by five hours per snowfall.

Back plows, also called pull plows, work best when an operator has a lot of driveways on the route. Some operators combine a front and a back blade on parking lot jobs, allowing them to operate in both directions like a ferry boat.

Kuhn says there's a safety factor involved, too. "It's more dangerous to back into the street," he notes.

Sell plowing like insurance

Charging by the job is a good way to go broke in the snowplowing business.

Most contractors require either a flat contract price for snowplowing or a minimum guarantee against a contract.

That way, whether it snows twice a season or twice a week, the plow contractor gets paid. Since it's imperative to have equipment serviced and ready, and to have workers on hand, it's only fair that the plow man be treated like a fireman on call.

Sell plowing services like insurance. The customer buys a contract. If it snows, the plowing service's coverage kicks into effect. If it doesn't snow, the coverage and protection are still there but there's no refund for a light winter.

CATERPILLAR ▲
309/675-1000

WARREN, MI
www.cat.com

- Three Cat snow blower attachment models
 - SR 17 intake width of 67 in.;
 - SR 18, 73 in.; SR 21, 85 in.
 - Throwing distances from 30 to 40 ft.
- Circle #256

Service tips

What should a plow service do now to get ready for this winter? Greg Daniels, President of Daniels Plow, East Dundee, IL, offers the following tips:

- ▶ Get equipment up and running
- ▶ Be prepared for anything
- ▶ Follow the weather
- ▶ Inform clients that someone will be first served and someone will be last
- ▶ Change the order of plowing so one customer isn't always last (or first)
- ▶ Give clients a cell phone number so they can contact a driver if they're off their drive in a ditch
- ▶ Plan to start work at 2 a.m. or 4 a.m., depending on weather
- ▶ After a three-inch snowfall, all customers' properties should be finished in eight hours; a big snow may take 24 hours or more to clear

MASSEY FERGUSON

262/284-8669

DULUTH, GA

www.masseyferguson.com

agcocorp.com

- 42-in. two-stage snowthrower fits Massey 2600 lawn tractor
- 42-, 46-in. single-stage snowthrower offered for 2600
- 36-, 42-in single-stage unit for the 2500 tractors
- Soft-sided snow cab available for all models.

Circle #257

AGCO ALLIS

262/284-8669

PORT WASHINGTON, WI

www.agcolawn.com

- Snowthrower mounts to front of any Agco tractor
- 42-, 46-in single-stage units or 47-in. 2-stage
- Add vinyl soft snow cab with shatterproof, non-fogging Lexan windows
- 42- or 60-in. snow blades also available

Circle #258

THOMAS EQUIPMENT ▲

866/238-6844

MARS HILL, ME

www.thomasloaders.com

- Hydraulically driven snow blowers for skid-steer loaders



- Size, performance requirements vary with loaders' hydraulic pump capacity
 - Blowers range from 55- to 85-in. cut width
- Circle #259

BOBCAT

701/241-8740

WEST FARGO, ND

www.bobcat.com

- Spreader attachment for skid-steers, track loaders, pickups
 - 10-in. spreader wheel
 - Spreads sand, salt 4-40 ft.
 - 5.75 cu. ft. hopper of high-density polymer
- Circle #260

BOSS SNOWPLOW ▲

906/774-8000

IRON MOUNTAIN, MI

www.bossplo.com

- New plow light package puts lights up front
 - Increases visibility 2.5 times normal
 - High-Intensity Discharge option gives six times output
 - White light for night use
 - Antiglare shields
- Circle #261

FISHER ENGINEERING

207/594-4446

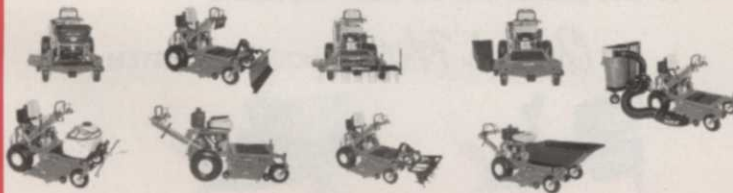
ROCKLAND, ME

www.fisherplows.com



Convertible Mowers

Offered with the following attachments:



Walk the Hill with the Convertible mower. For steep hills, roadside ditches and low limb trees. The Convertible can be utilized as a hydro walk behind. Then as easy as flipping a lever, the Convertible transforms into a rugged dependable "L" so you can Ride the Distance!

New Foot Assist Deck Lift

Distributors:

New England States	Beta Power Products	508-393-1924
PA-NJ-DE	Canns Bilco	800-811-0285
VA-WV-MD-NC	UTEKO	888-368-8326
TX-OK-	Kretchmar	580-395-2606
NY	Stiefvater Distributor	315-853-5581
KS-MO- S.I.L	AES	800-843-3546
GA-SC-AL-FL	Southeast Equipment	800-241-4384
TN	Southern Lawn	877-204-6873
LA-NE	Scott-Hourigan Co.	402-362-7711

Distributor inquiries welcome for open areas.

Rich Mfg., Inc. • P.O. Box 145 • Thorntown, Indiana 46071
www.convertiblemower.com • 765-436-2744

Circle 120



- Plow attaches to truck with Minute-Mount 2
 - Built-in handle disengages both connecting pins simultaneously
 - Lower gear flared for easy drive-in alignment
- Circle #262

DOW CHEMICAL ▲

800/447-4369

LUDINGTON, MI

www.dow.com

- Two commercial de-icers for walks, drives, parking areas
- Peladow is 90% calcium chloride
- Available in bags to bulk rail

- No dress precautions are needed during normal use
 - Combotherm contains calcium and potassium, and is 70% calcium chloride
 - Has colorant to mark application, speed of melting
- Circle #263

CURTIS PLOWS

800/343-7676

WORCESTER, MA

www.curtiscab.com

- Snow-Pro Hitch-and-Run system is 4-ft. wide
- Hide-away hydraulics with no belts, pulleys under hood

- Pinless snap-lock system to pickup hitch
 - All power, controls, lights integrated into plug harness
- Circle #264

DANIELS PULL PLOW

800/386-2932

BARRINGTON, IL

www.danielsplows.com

- Double-wing folding snow plows in 12- to 24-ft. widths
- Made of 10-gauge steel

- One unit both pushes and stacks snow
 - Fold-back wing design
 - Quick disconnect available
- Circle #265

WIKCO INDUSTRIES

402/464-2070

LINCOLN, NB

www.wikco.biz

- Full line of twin stage, rear 3-pt. hitch pto snow blowers
- Model 6200 is 62-in. wide requires 25-35 hp
- 7400 is 74-in. wide, requires 30-45 hp
- Both models have 14-in. augers

HINIKER PLOWS

Professional Snow and Ice Control



▲ V-Plow



Available in conventional, V-Plow and the NEW C-Plow configurations, all Hiniker snowplows feature the fast and easy Hiniker Quick Hitch Mounting system. Plus you get the rugged construction and high-performance design that commercial plowers need!

◀ C-Plow

Dramatically increase backdrag performance with the revolutionary Hiniker C-Plow. Go from forward to reverse position with the touch of a button!

Quick Hitch MOUNTING SYSTEM



FAST • SIMPLE • RELIABLE



HINIKER COMPANY

Mankato, MN

1-800-433-5620 • FAX 1-507-625-5883

www.hiniker.com



- Cut height is 26 in.
 - Number 50 auger drive chain on both models
 - High-efficiency 22-in., three-paddle fan with cupped blade
- Circle #266

SNO-WAY INTERNATIONAL ▲
800/662-1453

HARTFORD, WI
www.snowway.com

- V-plows up to 110 hp
 - 99- and 109-in. widths
 - 28-in. blade height
 - Multi-position wings scoop to V and intermediate positions
- Circle #267

SNOWMAN SNOWPLOW
888/766-6267

BLOOMFIELD, IA
www.snowmanplows.com

- Model RS heavy duty commercial plow
- High Lift reaches over drifts,



- eliminates scooping
 - 23-in. tall blade in 7- or 8-ft. widths
 - Four trip springs, standard box wings
- Circle #268

JOHN DEERE
800/537-8233

RESEARCH TRIANGLE PK, NC
www.deere.com

- Two-stage design features

- auger, high-speed blower
 - Chute rotates 90 degrees each side
 - Attaches to Deere 4100 4WD compacts
 - Optional drift knives cut through snow banks with ease
- Circle #269

WESTERN PRODUCTS
414/354-2310

MILWAUKEE, WI
www.westernplows.com

- V-box spreaders mount on pickup, dump or platform trucks
 - Available in 7-, 8- and 10-ft. body lengths
 - Stainless steel or powder-coated steel
 - 10-hp Tecumseh, 11-hp Honda or hydraulic motors
- Circle #270

EARTHWAY PRODUCTS
800/678-0671

BRISTOL, IN
www.earthway.com

- Spreads up to 100 lbs. of salt
 - Model 2170 or 2170T spreaders have 3350-cu. in. capacity
 - Optional three-sided salt deflector kit
 - 13-in. diameter tires on rustproof rims
 - Height-adjustable three-position handles
- Circle #272

ERSKINE ATTACHMENTS
218/687-4045

- ERSKINE, MN
- Seven front-mounted, pto-driven snow blowers
 - 54- to 108-in. wide
 - All have standard Qwik-A-



- Tach system
 - Trouble-free chute rotation
 - Fit 18- to 150-hp tractors
- Circle #273

THE GRASSHOPPER COMPANY
620/345-8621

MOUNDRIDGE, KS
www.grasshoppermower.com

- Rotary Brooms clear up to eight in. of snow
- Fixed angle 48- and 60-in. models
- 60-in bidirectional has hydraulic lift

- PTO-driven rotary brooms for all front mount zero-turns
- Circle #274

HERD SEEDER ▲
574/753-6311

LOGANSPORT, IN
www.herdseeder.com

- GT-77 spreader mounts on four-wheel ATVs
 - Stainless steel pivot plate centers spread pattern regardless of material density
 - Larger models work with tractor pto or pickup trucks
 - Low-draw motor
- Circle #271

ADVERTISEMENT

Free Report Reveals... How To Double Your Income In Six Months Or Less!

WICHITA, KS - Are you frustrated by the amount of money you're making? Would you like to keep more of every dollar you bring in - and increase your bottom line profits?

If so, a free report has just been released that reveals 15 key strategies any landscaper or lawn care service can use to immediately - and easily - rip the lid off their income!

Here is what you'll discover in this startling 32-page report:

- The simple 'trick' you can use to beat "lowest price" competition - and boost your profits on every job (p. 21).
- How to find, recruit and keep good quality help (Yes! those 'dream employees' are out there - you just need the proper System

to attract them! p. 19).

- How to handle that sudden "flood" of business - without losing your mind! Discover how to put your business on "auto-pilot" and finally have a life again!
- The "dirty little secret" top-earning landscapers know that allows them to charge the highest prices in town with little or NO resistance! (P. 17)
- The insider's way to attract the most loyal customers - and why you should think about focusing your business on this ONE profitable 'niche'.

This eye-opening report is sure to "shake up" our industry - it explodes many of the most common business 'myths' we've been fed for years. Here is how to get your free copy. Just call:

800-291-4501

For A 24 Hr. Free Recorded Message and Report!

Call NOW!

© 2003 RPC, Inc.



MARUYAMA US ▲
253/735-7368
 AUBURN, WA
www.maruyama-us.com

- MD155DX handles ice melt applications
- 40.2cc Kawasaki Engine
- Weighs 24.3 lbs.
- Transported by backpack

- Evenly covers ice melt over walks, parking lots, steps, street
 - Even, controlled spray saves time
- Circle #277

READING PLATFORM BODIES

● Quality and durability
 ● from

● **START...**



TO **FINISH.**

No matter which configuration you choose, all platform bodies feature traditional Reading quality for optimum durability and protection. What makes Reading bodies so tough? It all starts with a rugged understructure. Add to that the protection of Lectro-Life® immersion priming and powder coated platform sides, and you've got a winning combination.



Stake Body



Platform-Toolbox combination



Landscape Body



Contractor Body



Redi-Dek™

EXPECT MORE. CHOOSE READING.

Reading

800-458-2226
www.readingbody.com

ARIENS
800/678-5443

BRILLION, WI
www.arienscorp.com

- 1024 Professional Sno-Thro blower
 - Features 12-in., three-blade impeller system
 - Serrated augers cut snow and ice to clear two-ft. path
- Circle #275

HONDA
800/426-7701

ALPHARETTA, GA
www.hondapower-equipment.com

- HS928WAS snow blower powered by Honda 8.9 hp OHV engine
 - Electric start, self-propelled wheel drive
 - 28-in. width, 20-in. clearing height
 - 210-degree adjustable discharge chute
- Circle #276

JRCO, INC.
800/966-8442

MINNEAPOLIS, MN
www.jrcoinc.com

- Zero-turn for light snow
 - V-Broom sweeper wings adjust with two clevis pins
 - Clear 60-in. path or angle wings for narrower areas
 - Three rows of 8-in. polypropylene bristles
- Circle #278

KASCO MANUFACTURING
317/398-7973

SHELBYVILLE, IN
info@kascomfg.com

- Front-mounted, spring trip blades
- Skid shoes standard
- Reversible/replaceable cutting edges
- Mountings for most late-model tractors

Circle 122



available

- Loader and skid-steer models for 60-, 72-, 90-in. widths

Circle #279

▲ TRYNEX INTERNATIONAL

800/725-8377

WARREN, MI

- New VeePro-6000 V-box is designed to spread salt, sand
- Heavy-duty polyethylene hopper
- Twin 12-volt DC direct drive motor power
- Spreads 5-35 ft.
- Cab-mounted controller

Circle #285

KOYKER MANUFACTURING

800/456-1107

LENNOX, SD

www.koykermfg.com

- Snowblade for Raptor UV
- Attaches to base unit to handle moderate snow
- Use with optional tire choices

Circle #280

LAND PRIDE

888/987-7433

SALINA, KS

www.landpride.com

- Rear blades, 05 through 35 Series, fit compact tractors
- Available in 48- to 96-in. widths
- Optional skid shoes, side plates for grading, blading snow
- Also available: 40, 45, 55 Series rear blades up to 120 in. wide.

Circle #281

SHINDAIWA

503/692-3070

TUALATIN, OR

www.shindaiwa.com

- Power Broom alternative to snow blower
 - PB230, PB270 have sweep width of 22 in.
 - Units clear powdery snow up to 3 in. deep
- Circle #283

**NEED A DECK
THE SIZE OF
AN AIRCRAFT
CARRIER?**

**NO
PROBLEM**

A range of heavy-duty deck sizes – up to 72" – is just one of the many options you can choose from on your Yazoo/Kees mower. Featuring an engine with up to 34 HP, zero turning radius, built-in comfort, and much more, every Yazoo/Kees is built to last. Need a mower to help your productivity take off? No problem! Yazoo/Kees.

YAZOO/KEES

Contact your local YAZOO/KEES dealer
or call 1-877-368-TURF
www.yazookees.com

Circle 123

solutions center

PEST MANAGEMENT

Tipping the scales

Stiles Landscape veteran shows what to do when you encounter a "new" destructive landscape pest

BY STACEY HIMES

John Cannon, Manager of Stiles Landscape Company's lawn and ornamental pest control division, stopped a potentially devastating pest to trees and shrubs in several areas of Broward County, FL.

But lobate lac scale, a native of South Asia, isn't likely to go away, especially in Florida.

Cannon, an ISA Certified Arborist as well as a Certified Pest Control Operator, first noticed the "unbelievable devastation" of the scale in January 2002 in Palm Beach, FL. Overnight, the pest coated the stems and small branches of several of his wax myrtles, silver and green buttonwoods, coco plums and ficus trees.

The problem: How to control it?

Cannon sent a sample to the Florida Department of Agriculture and Consumer Services. Two weeks later, lobate lac scale was confirmed.

"This scale was different than anything I had seen before, not only in terms of the sheer number covering the plants but that it was feeding on stems, not leaves," says

Cannon, a 16-year industry veteran. "I was hesitant to invest in a treatment that I wasn't sure would work."

Cannon reached out to Dr. Avas Hamon, an entomologist with the Florida Department of Agriculture and Consumer Services, Division of Plant Industry, and Jorge Moreno, a field sales representative with Bayer Environmental Science. They decided to try using imidacloprid (Bayer's Merit WP 75 insecticide).

The team started with a test on eight medium-sized (12-ft. high) wax myrtles. They sprayed a Merit solution at labeled rates directly on the leaves, and allowed runoff to soak the roots. Three weeks later, the black sooty mold seemed less prominent.

The solution: soil drenching, root injections

Cannon and Moreno moved on to six 40-ft. ficus trees, now almost encased in black soot, with only 50% remaining leaf cover.

The height of the trees meant they wouldn't be able to spray. They decided to test both soil drenching and deep root injections (6-in. deep in a grid pattern). On



It took a sharp eye to detect the tiny lobate lac scale (top). The difference between the treated and untreated trees (below) is dramatic.

April 11, 2002, they deep root injected three trees, soil drenched three others and left one per treatment as the control. The labeled amounts applied to each tree were based on the diameter of the trees at breast height (DBH).

The application was made two feet away from the trunk and extended out to the dripline. A pound of 20-20-20 fertilizer per tree was also added to the mix to help with solution uptake.

Cannon and Moreno checked back on the trees every 30 days. On their first return visit, they saw a reduction in scale.

Without reapplying, Cannon reports that all six of the treated trees are "clean as a whistle" 12 months later. The untreated control tree continues to be plagued with sooty mold. All treated trees have regained their lush growth. He continues to use imidacloprid on other accounts when any sign of the scale is present.

For more information on the trials explained in this story, contact John Cannon at 954/781-0247 or Brian Mac-Currach, Bayer Environmental Science, at 863/678-3100. **LMI**

Gain The Ultimate Competitive Advantage



Productivity SYMPOSIUM

ATLANTA, GEORGIA ■ HYATT REGENCY ■ AUGUST 8-10, 2003

Work smarter, not harder
Perform faster, better, cheaper
Grow market share
Increase profits

MEDIA SPONSORS:

Landscape
MANAGEMENT

Landscape
Design/Build

EVENT SPONSORS:

GRAVELY

Weed Man
TRUST THE PROFESSIONALS

For more details call (800) 395-2522 or visit www.alca.org

products

TECH CENTER

One wide cut

The Toro Company's Groundsmaster 4100-D out-front rotary mower offers superior operator visibility with a 10.5-ft. width of cut. Other features include a 60-hp turbo-charged Kubota diesel engine, 54-, 89- or 124-in. cutting widths, full-time bidirectional four-wheel drive,



Mow like a pro

Swisher's zero-turn mower is available in 36-, 42- and 50-in. mowing deck widths, making it perfect for a variety of jobs. Three Briggs & Stratton OHV engines are available: 14-hp for 36-in., 17.5-hp for 42-in., and 20-hp for 50-in. Other features include infinite cutting height adjustment from 1 to 3 in., electric clutch, mid-mount mowing deck, twin comfort grip control levers, and twin hydrostatic transmission.

For more information contact Swisher at 800/222/8183 or visit www.swisherinc.com / circle no. 251



and the ability to cut a 0-in. uncut circle without the use of wheel brakes.

For more information contact Toro at 800/803-8676 or visit www.toro.com / circle no. 250

Slow and steady

Lebanon Turf announces a patented slow-release fertilizer technology. The new products, marketed under the brand names MESA and

The "ORIGINAL" **Back Saver**™
Tailgate Assist System US Patent 6,126,223



Thanks to this revolutionary and patented design, your heavy tailgate can be raised and lowered with virtually no effort, keeping your back and your bank account healthy.

The BackSaver Tailgate Assist . . .

- Helps reduce injuries, worker's comp. claims & property damages.
- Takes 100% of the weight off most tailgates. (2-sided assist)
- Will not allow most tailgates to fall down. (2-sided assist)
- Is easy to install & will work on most utility trailers and tailgates.

Dealer Inquiries are Welcome!

PRICES
START AT
\$139⁹⁵

877.388.8895 - www.thebacksaver.com

Circle 124

EXPO, extend the benefits of ammonium and potassium sulfates in a slowly available form without the need for coatings, says the company. "This proprietary technology delivers the turfgrass management professional all the benefits of ammonium sulfate and potassium sulfate in an affordable, long-lasting, granular form," says Paul Grosh, Professional Division Business Manager.

For more information contact Lebanon at 800/233-0628 or visit www.lebanonturf.com / circle no. 252

Quite a body

Land King's truck bodies look like ordinary dove-tail beds to other maintenance crews. The difference is that these truck bodies are

also powerful dump beds. The dove-tail hydraulically lifts out of the way, creating a fully functional dump body. Other fea-

tures include an attached tarp system, fold down sides, and removable gates that enclose the load area.

For more information contact Land King at 706/213-9102 / circle no. 253

Punch it

Jrco's hooker aerator attachment for zero-turn mowers can aerate 11/2 acres of turf per hour at a speed of five miles per hour. Plus, there are no messy cores to deal with, only loose plugs of soil. The aerator attachment punches six holes per sq. ft. and features an electric lift.

For more information contact Jrco at 800/966-8422 or www.jrcoinc.com / circle no. 254

Stellar storage

Havener Enterprises says its Pro-Box portable storage container is the perfect solution to a landscape professional's need for extra storage space. It's water resistant, rust resistant and easy to tear down. Assembly takes less than 30 minutes. The Pro-Box is made of six 26-gauge galvanized steel panels with a 3/16-in. diamond plate floor, has

300 cu. ft. of storage space, and can hold 2,000 lbs. Built-in fork lift pockets make it easy to move on site.



For more information contact Havener at 407/380-8839 or visit www.db-group.net / circle no. 255

Font'N-Aire® Fountains

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

Font'N-Aire Fountains include:

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

Available in
1/2 horsepower through
5 horsepower models



8100-04 Paseo,
Kansas City, Missouri 64131 U.S.A.
1-800-821-3177
www.airolator.com
e-mail: sales@airolator.com

Circle 125

New Fall Dates

**EXPO is changing dates so
your suppliers can show you
their entire new product lines!**

**You and your colleagues
wanted the opportunity to
bring more people.
Now you can!**

**EXPO and Louisville in
October – It's ALL New.**

EXPO2003

INTERNATIONAL LAWN, GARDEN & POWER EQUIPMENT EXPOSITION

**Saturday – Monday
October 18 – 20, 2003
Kentucky Exposition Center
800-558-8767 or 812-949-9200**

Pre-register at www.expo.mow.org

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

Landscape MANAGEMENT

June 2003

This card is void after August 15, 2003

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

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

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 866-527-7006 between the hours of 7:30 a.m. and 5:00 p.m. and follow the instructions to remove your name from Advanstar's lists, or indicate so below.

1. My primary business at this location is: (fill in ONE only)
CONTRACTORS/SERVICE COMPANIES
 02 255 Landscape Contractors (Installation & Maintenance)
 03 260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
 04 285 Irrigation Contractors & Consultants
 Other Contractors/Service Companies (please specify) _____

LANDSCAPING/GROUNDS CARE FACILITIES
 05 290 Sports Complexes
 06 295 Parks
 07 305 Schools, Colleges & Universities
 Other Grounds Care Facilities (specify) _____

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

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

3. Which of the following services does your company provide? (fill in ALL that apply)
 17 A Mowing
 18 B Turf Insect Control
 19 C Tree Care
 20 D Turf Aeration
 21 E Irrigation Services
 22 F Turf Fertilization
 23 G Turf Disease Control
 24 H Ornamental Care
 25 I Landscape Design
 26 J Turf Weed Control
 27 K Paving, Deck & Patio Installation
 28 L Pond/Lake Care
 29 M Landscape Installation
 30 N Snow Removal
 31 O Other (please specify) _____

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

4b. If yes, indicate which products you buy or specify: (fill in ALL that apply)
 32 A Aerators
 33 B Blowers
 34 C Chain Saws
 35 D Chipper-Shredders
 36 E De-icers
 37 F Fertilizers
 38 G Fungicides
 39 H Herbicides
 40 I Insecticides
 41 J Line Trimmers
 42 K Mowers
 43 L Snow Removal Equipment
 44 M Sprayers
 45 N Spreaders
 46 O Sweepers
 47 P Tractors
 48 Q Truck Trailers/Attachments
 49 R Trucks
 50 S Turfseed
 51 T Utility Vehicles

5. Do you have internet access? 52 Yes 53 No
 5a. If so, how often do you use it?
 54 A Daily 55 B Weekly 56 C Monthly 57 D Occasionally

																												LMINET		
54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84
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.



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





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**

June 2003

This card is void after August 15, 2003

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

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

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

- 1. My primary business at this location is: (fill in ONE only)**
- CONTRACTORS/SERVICE COMPANIES**
- 02 255 Landscape Contractors (Installation & Maintenance)
 - 03 260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
 - 04 285 Irrigation Contractors & Consultants
 - Other Contractors/Service Companies (please specify) _____
- LANDSCAPING/GROUNDS CARE FACILITIES**
- 05 290 Sports Complexes
 - 06 295 Parks
 - 07 305 Schools, Colleges & Universities
 - Other Grounds Care Facilities (specify) _____
- SUPPLIERS AND CONSULTANTS**
- 08 355 Extension Agents/Consultants for Horticulture
 - 09 360 Sod Growers, Turf Seed Growers & Nurseries
 - 10 365 Dealers, Distributors, Formulators & Brokers
 - 11 370 Manufacturers
 - Other (please specify) _____
- 2. Which of the following best describes your title? (fill in ONE only)**
- 12 10 Executive/Administrator - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
 - 13 20 Manager/Superintendent - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
 - 14 30 Government Official - Government Commissioner, Agent, Other Government Official
 - 15 40 Specialist - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
 - 16 50 Other Titled and Non-Titled Personnel (please specify) _____

- 3. Which of the following services does your company provide? (fill in ALL that apply)**
- | | | |
|--|--|---|
| 17 <input type="radio"/> A Mowing | 23 <input type="radio"/> G Turf Disease Control | 28 <input type="radio"/> L Pond/Lake Care |
| 18 <input type="radio"/> B Turf Insect Control | 24 <input type="radio"/> H Ornamental Care | 29 <input type="radio"/> M Landscape Installation |
| 19 <input type="radio"/> C Tree Care | 25 <input type="radio"/> I Landscape Design | 30 <input type="radio"/> N Snow Removal |
| 20 <input type="radio"/> D Turf Aeration | 26 <input type="radio"/> J Turf Weed Control | 31 <input type="radio"/> O Other (please specify) _____ |
| 21 <input type="radio"/> E Irrigation Services | 27 <input type="radio"/> K Paving, Deck & Patio Installation | |
| 22 <input type="radio"/> F Turf Fertilization | | |
- 4a. Do you specify, purchase or influence the selection of landscape products?**
58 Yes 59 No
- 4b. If yes, indicate which products you buy or specify: (fill in ALL that apply)**
- | | | |
|--|---|---|
| 32 <input type="radio"/> A Aerators | 39 <input type="radio"/> H Herbicides | 46 <input type="radio"/> O Sweepers |
| 33 <input type="radio"/> B Blowers | 40 <input type="radio"/> I Insecticides | 47 <input type="radio"/> P Tractors |
| 34 <input type="radio"/> C Chain Saws | 41 <input type="radio"/> J Line Trimmers | 48 <input type="radio"/> Q Truck Trailers/Attachments |
| 35 <input type="radio"/> D Chipper-Shredders | 42 <input type="radio"/> K Mowers | 49 <input type="radio"/> R Trucks |
| 36 <input type="radio"/> E De-icers | 43 <input type="radio"/> L Snow Removal Equipment | 50 <input type="radio"/> S Turfseed |
| 37 <input type="radio"/> F Fertilizers | 44 <input type="radio"/> M Sprayers | 51 <input type="radio"/> T Utility Vehicles |
| 38 <input type="radio"/> G Fungicides | 45 <input type="radio"/> N Spreaders | |

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

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

54 <input type="radio"/> A Daily	55 <input type="radio"/> B Weekly	56 <input type="radio"/> C Monthly	57 <input type="radio"/> 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.

ask the expert

BY BALAKRISHNA RAO

2, 4-D alternatives

Some of our customers would like to have a weed control program free of 2, 4-D. What can we use to manage broadleaf weeds in residential and commercial lawns?

— IL

For broadleaf weed control on residential and commercial lawns, there aren't many herbicides in the market that are free of 2, 4-D. Consider using herbicides such as PBI Gordon's Power Zone or LESCO's Eliminate.

Power Zone contains carfentrazone-ethyl, MCPA, 2-ethylhexylester, mecoprop-p acid and dicamba acid. It has broad-spectrum weed control in the label and can be tank mixed with other herbicides. Delay mowing one to two days before and after applying the herbicide.

Eliminate contains MCPA, trichlopy and dicamba. It can be used without a problem on grass that's sensitive to 2, 4-D. However, its activity may be lower than a herbicide containing 2, 4-D. A LESCO rep mentioned that even though it's slower-acting than a 2, 4-D product, the results would be similar within two weeks. After application, there won't be immediate twisting or curling of target weeds. The Eliminate label covers a spectrum of weeds similar to what a 2, 4-D product covers. Also, Eliminate can be applied in two to 2-3 pint/A versus 3-4 pint/A of a 2, 4-D herbicide.

Sycamores at risk

How do you control sycamore anthracnose on California and American sycamore trees? Are there resistant plants we can plant in the future?

— CA

The fungus *Apiognomonia platani* (perfect stage *Discula plantani*) causes sycamore anthracnose, which is an early spring disease that favors cool and moist conditions. It can kill buds, leaves and tender twigs in the spring, causing respective blights in severe cases. While in the twig blight condition, the fungus can produce cankers that are sunken, discolored areas on twigs and branches. The fungus overwinters in the cankers and reappears again in spring. If the disease is severe enough, it can defoliate trees or cause dieback.

Anthracnose is most severe on the California sycamore, *Platanus racemosa*, and the American sycamore, *Plantanus occidentalis*. To a lesser degree, it can infect London plane tree, *P. xacerifolia*. The cultivar "Blood Good" is reportedly resistant to the disease in California, so consider planting these in the future but avoid establishing a monoculture. The varieties Columbia and Liberty are known to be resistant to anthracnose in the eastern United States but are susceptible to the disease in California.

As far as managing anthracnose disease, selectively prune infected areas during dry periods. Remember to disinfect between cuts to minimize the spread of disease.

Extensive defoliation during early spring and dieback can weaken a tree, and since the season isn't over, the tree may produce a second set of leaves using stored carbohydrates, further contributing to the decline. Reduce stress to the tree and fertilize as needed to improve its health.

Also, consider treating with a fungicide such as Cleary's 3336 or Banner Maxx, starting with emerging leaves. Repeat the treatment two to three times at 10- to 14-day intervals. This disease can also be managed using trunk injection of Arbotect fungicide.

Nematodes one possibility

We have a few Scotch or Austrian pines showing needle discoloration that eventually decline. Could this be pine wilt and pine wood nematode?

—MI

Browning and decline of pine trees may be associated with many abiotic and biotic disorders. Abiotic factors such as cultural and/or environmental stress can also contribute to tree decline. Exposure to moisture and temperature extremes can often stress the plants too. The effect of drought can carry over many seasons. Examine the base of affected trees for wire or natural girdling and any activity by insects or fungi. Check for soil disturbance and root damage.

To diagnose for pine wilt and pine wood nematodes, look at the brownish needle discoloration that begins at the base of the needle and moves upward with reduced or no resin flow in the twigs and trunk. Affected plants will decline in two to three months.

The first symptom of the disease is a drop in resin levels. This occurs within five to nine days after nematodes enter the tree. The nematodes can complete a generation in four days and each female can lay up to 80 eggs. As the population increases, it causes pine wilt symptoms within three to four weeks.

To manage the problem, promptly remove and destroy infested trees. There are no nematocides for these pests. Another option is to treat the trunk and branches with borer control materials such as Astro to manage the longhorned sawyer beetles.



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: jstahl@advanstar.com. Please allow two to three months for an answer to appear.

events

WHAT, WHEN & WHERE

June

17 Cornell University Field Day / Ithaca, NY; Sponsored by the New York State Turfgrass Association; 800/873-8873; www.nysta.org

19-21 OPEI Annual Meeting / Colorado Springs, CO; Sponsored by the Outdoor Power Equipment Institute; 703/549-7600; www.opei.org

26 Northeast Ohio Lawn Care Seminar / Wooster, OH; 800/510-5296

July

14-15 PLCAA's Legislative Day on the Hill & Arlington Renewal Project / Washington, DC; 800/458-3466; www.plcaa.org

14-15 Summer Express Short Course / Collegedale, TN; Sponsored by Chattanooga Association of Landscape Professionals; 423/855-6113

16 Michigan Turfgrass Field Day / Lansing, MI; 517/321-1660; www.michiganturfgrass.org

16-20 ANLA Convention & Executive Learning Retreat / Boston, MA; 202/789-2900

23-25 TPI Summer Convention & Field Days / Dayton, OH; 800/405-8873

26-30 Soil and Water Conservation Society Annual Conference / Spokane, WA; 515/289-2331; www.swcs.org

27-3 Perennial Plant Symposium / Sacramento, CA; 614/771-8431

29-31 Penn Allied Nursery Trade Show / Fort Washington, PA; 610/544-5775

August

8-10 ALCA Productivity Symposium / Atlanta, GA; 800/395-2522; www.alca.org

13 VNLA Field Day / Ashland, VA; 540/382-0943

13 OSU/OTF Turfgrass Research Field Day / Columbus, OH; 888/683-3445

The MEYER MATE

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

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

Meyer
SPREADER

Cleveland, Ohio 44112 • www.meyerproducts.com

Division of The Louis Berkman Company
Meyer * Diamond * Swenson

Circle 138

20-24 ANLA Landscape Operations Tour / Southern
Ohio; 202/789-2900

24-27 2003 APWA International Public Works Congress and Exposition /
San Diego, CA; 816/472-6100;
www.apwa.net

September

11-13 Landscape Distribution Tour / New York;
202/789-2900

18-19 Southwest Horticultural Trade Show & Conference / Phoenix, AZ;
480/966-1610

18-21 ANLA Grower Tour /
Virginia & Maryland; 202/789-2900

21-24 ANLA Legislative Conference / Washington DC;
202/789-2900

23-24 Virginia Turf Council Field Day / Blacksburg, VA;
540/942-8873

29-1 Building With Trees National Conference /
Nebraska City, NE; 402/474-5655

October

8-9 Turfgrass, Landscape and Equipment Expo /
Pomona, CA; Sponsored by the Southern California Turfgrass Council; 800/500-7282

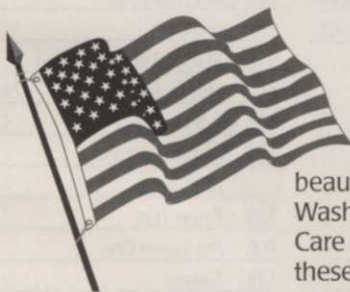
17-18 Xeriscape Conference / Albuquerque, NM;
505/822-8222

18-20 International Lawn, Garden & Power Equipment Expo / Louisville, KY; 800/558-8767

22-23 Garden Expo /
Toronto, Canada; Sponsored by the Landscape Ontario Horticultural Trade Association; 905/875-1805

24-26 New Jersey Shade Tree Federation's 78th Annual Meeting / Pleasantville, NJ; 732/246-3210

PLCAA Salutes... Green Industry Community Service Volunteers



"Getting up to push a spreader around a cemetery becomes an honor, not a chore. And we get a chance to make the lawn care industry shine in a way that you couldn't in any other way. It isn't about regulatory issues anymore, it's about how much value a piece of lawn can bring to the meaning of life for everybody."

—Phil Fogarty, Coordinator of PLCAA's
Renewal and Remembrance Program
at Arlington National Cemetery

Each year lawn and landscape companies and industry suppliers from across the country dedicate their time, expertise and equipment to beautify Arlington National Cemetery in Washington, D.C. The Professional Lawn Care Association of America salutes these volunteers and sponsors for their commitment to honoring the men and women who fought for our country. For a list of past volunteer companies, contact PLCAA at 800-458-3466 or by e-mail at plcaa@plcaa.org.

**PLCAA's
"Renewal & Remembrance" Project
at Arlington National Cemetery
& Old Congressional Cemetery
in conjunction with
Legislative Day on the Hill
July 14-15, 2003 Washington, D.C.**

"RENEWAL & REMEMBRANCE" SPONSORS

Co-Sponsors

BASF
Bayer
Dow AgroSciences
FMC
RISE
Syngenta

Contributors

Lesco, Inc.
The Andersons
IMERYS
Riverdale Chemical
The Scotts Company



Legislative Day on the Hill



**Volunteers needed for "Renewal & Remembrance 2003"
...call PLCAA today at 800-458-3466 or e-mail us at plcaa@plcaa.org!**

Editorial Index

Company	Page #	Company	Page #
Agco-Allis	51	Koyker Mfg.	54
Agro-Lawn Systems	26	LESCO	63
All-American Turf Beauty	27	Land Pride	54
Allin Companies	13, 40	Lely	55
Ariens	54	Loyet Landscape Maintenance	38
Atwood Lawn care	28	Maruyama	54
Bayer Environmental Science	56	Massey Ferguson	51
Bobcat	51	Munie Outdoor Services	43
Boss Snowplow	51	Natorp Companies	22
Caterpillar	50	Nemeth Landscaping	50
Collision Experts	50	RAR Landscaping Co.	43
Curtis Plows	52	Schultz Industries	46
Daniels Plow	50, 52	Shindaiwa	55
Davey Tree Expert Company	63	Sno-Way International	53
Dow Chemical	52	Snowman Snowplow	53
Earthway Products	54	Sportex	14
Erskine Attachments	54	Stiles Landscape Company	56
Fisher Engineering	51	Swingle Tree & Lawn Care	46
Focal Point Communications	22	Thomas Equipment	51
Girard Environmental Services	14	Truck Craft	55
The Grasshopper Company	54	Trynex International	55
Green Turf Landscapes	26	Urban Farmer, Inc.	46
Herd Seeder	54	Western Products	53
Honda	54	Wikco Industries	52
Husqvarna	12	Wilson-Oyler Group	74
JP Horizons	12		
JRCO	54		
John Deere	53		
Kasco Mfg.	54		
KehoeGuido	11		

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

www.landscapemanagement.net

WHAT'S NEW ON-LINE

- Participate in our monthly on-line poll that asks you a question about your biz
- The latest Green Industry news
- New! Help us with our State of the Industry report by filling out an on-line survey...and win a prize!
- Have a question about grounds management or other topics? Click on "Reference Shelf" for an answer
- LM Week in Review
- Place a classified ad

Ad Index

Circle #	Company	Page #	Company	Page #
	A L C A	57	Express Blower Inc	41
116	Agri Fab Inc	42	Express Blower Inc	68
125	Air O Lator	59	F M C Corp	49
104	Amigos Inc	6	G M C Truck	CV2-1.
114	Andersons The	35	Hiniker	52
127	Ariens Stens Gravelly	67	Horizon (reg)	10
	B A S F Corp	5	Hunter Ind	2
124	Back Saver Inc	58	Husqvarna Turf Care	55
	Bayer Corp	24-25	Intl Lawn Garden Power Equip	60
134	Dig Corp	69	J P Horizons	28
	Dow Agrosience	21	J R C O Inc	48
	Dow Agrosience	36-37	John Deere and Co	39
102	Exaktime	CV4	King Innovation	15
130	Exaktime	68	Lesco Inc	23
			Marsan Turf & Irrigation	22
			Monsanto	29-32
101	O S I Sealants	CV3	O S I Sealants	CV3
126	Obsidian Ent Inc	67	Obsidian Ent Inc	67
	P L C A A	65	P L C A A	65
129	Power Trac	67	Power Trac	67
106	Pro Source One	8	Pro Source One	8
128	Protero	67	Protero	67
131	Quality Diamond Tools	68	Quality Diamond Tools	68
132	Quick Attach Attachments	69	Quick Attach Attachments	69
105	Rain Bird Sales Inc	7	Rain Bird Sales Inc	7
122	Reading Body Works Inc	54	Reading Body Works Inc	54
120	Rich Mfg	51	Rich Mfg	51
	Ridge Publ	53	Ridge Publ	53
117	Super Lawn Trucks	43	Super Lawn Trucks	43
108	Synqenta	13	Synqenta	13
109	Turf Feeding Systems Inc	14	Turf Feeding Systems Inc	14
111	Uniroyal Chemical Co	17	Uniroyal Chemical Co	17
133	Weed Man	69	Weed Man	69

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

Landscape Management Sales Staff

Tony D'Avino

Group Publisher
7500 Old Oak Blvd.
Cleveland, OH 44130

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

Kevin Stoltman

Midwest Manager
7500 Old Oak Blvd.
Cleveland, OH 44130

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

Pat Roberts

Western Manager
7500 Old Oak Blvd.
Cleveland, OH 44130

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

Michael Harris

Account Executive
7500 Old Oak Blvd.
Cleveland, OH 44130

P: 440/891-3118
F: 440/891-2735
mharris@advanstar.com

Joe Sosnowski

Eastern Manager
150 Stratford Avenue, Ste.210
Wayne, PA 19087

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

Laura Cieker

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

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



Bathroom on Board



Call for a dealer near you:

866-848-1815

United TRAILERS

Circle No. 126

Commercial Grade Vacuum System from Protero Inc.



NEW PRO VAC 230/232
The Pro Vac 230/232 will fit both walk-behind and zero-turn mowers. Will provide affordable option to commercial vacuum systems. Features: two 30-gallon plastic containers or optional cloth bags.

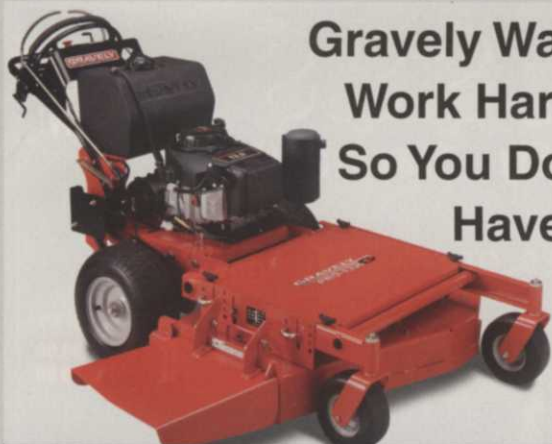
Pro Vac Model 15 and 12 features:
-Belt-driven, heavy duty steel blower housing and fan. Aluminum catcher. Model 12 has optional 2-30 gallon removable containers for easy dumping. Both units dump from the seat. Dump and Go! Easy and quick attach/detach for blower and catcher (no tools!). Fits most commercial zero-turn mowers with custom mounting brackets.

Toll Free 1-866-476-8376

www.proteroinc.com

Circle No. 128

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.

GRAVELY™

WE KEEP YOU CUTTING™

AN ARIENS COMPANY

800.GRAVELY

www.gravely.com

Circle No. 127

The **Trac** of All Trades



Prices Start at Just \$8500

12 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

Circle No. 129

L.M. MART

THIS IS JUST A TIMECLOCK.



THE ONLY DIFFERENCE IS THAT:

- » IT'S WEATHERPROOF
- » IT'S BATTERY-POWERED
- » IT TOTALS WORKER HOURS
- » IT LOCKS DOWN ANYWHERE
- » IT TRACKS TRAVEL BETWEEN JOBSITES AND IT STAYS ON THE JOB 24/7.

BUT OUTSIDE OF THAT, IT'S JUST A TIMECLOCK.

The Joblock. The Landscaper's Timeclock.

GIVE US A CALL OR VISIT US ON THE WEB.
888-788-TIME (8463) www.exaktime.com
 SEE OUR AD ON THE BACK COVER

Circle No. 130

SEEDING IS BELIEVING



Seeding with Soil.
Sensational Results.

800-285-7227
 www.expressblower.com



SAVE BIG \$\$\$\$



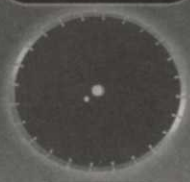
*Biggest Selection *Highest Quality *Lowest Prices

SUPER TURBO



4"	\$ 9.00
4.5"	\$10.00
5"	\$12.00
7"	\$15.00
8"	\$40.00
10"	\$45.00
12"	\$69.00
14"	\$79.00

SUPER SEG



4"	\$ 9.00
4.5"	\$10.00
5"	\$12.00
7"	\$15.00
8"	\$40.00
10"	\$45.00
12"	\$69.00
14"	\$79.00

SUPER T-SEG



4"	\$19.00
4.5"	\$25.00
5"	\$29.00
7"	\$35.00
8"	\$45.00
10"	\$55.00
12"	\$89.00
14"	\$99.00

WIDE SLOT



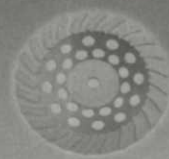
4"	\$19.00
4.5"	\$25.00
5"	\$29.00
7"	\$35.00
8"	\$45.00
10"	\$55.00
12"	\$89.00
14"	\$99.00

SILENT GRANITE



12"	\$189.00
14"	\$199.00

SEG SWIRL CUP



4"	\$49.00
4.5"	\$59.00
7"	\$69.00



Guaranteed to be the BEST BLADES for all your cutting needs
 Family Owned and Operated

1-800-285-0163 OPEN 7 DAYS A WEEK

QUALITY DIAMOND TOOLS



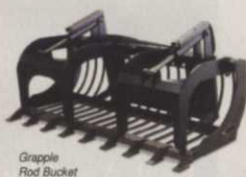
"NAME SAYS IT ALL"
 www.qualitydiamondtools.com

Circle No. 131

BUY DIRECT



BUY PRODUCTS DIRECT
and Save \$\$\$!...



Grapple Rod Bucket



Land Leveler Planer with Hydraulic Scarifier



Quick Bite Low Profile Material Bucket



Brush Buster Brush Mower



Quick Scrape-n-Grab Industrial Material Bucket

OTHER AVAILABLE ATTACHMENTS

- Rod Bucket
- Snow / Light Material Buckets
- Industrial Material Buckets
- Low Profile Buckets
- Tooth Bars
- Quick-A-tach Plates
- Industrial Tine Bucket

COMING SOON...

- Auger
- Angle Broom
- Box Blade
- Digger
- Roto Tiller
- Power Landscape Rake
- Power Landscape Planer
- Snow Blade
- Snow Blower
- Utility Fork w/Grapple

DISCOUNTED PRE-SEASON PRICING!



Call for your **FREE Catalog!**

1-866-759-7295

Phones open 24 hours/day, 7 days/week

P.O. Box 128
Alexandria, MN 56308

Fast Shipping
Easy Credit!



Circle No. 132

Ranked #1

Weed Man®

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

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



2001-2002 projected sales

1-888-321-9333 • www.weed-man.com

Circle No. 133

LEIT Light Energized Irrigation Technology

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

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

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



IRRIGATION PRODUCTS
1210 Activity Drive • Vista, CA 92083, USA
Phone 760-727-0914 • Fax 760-727-0282



Circle No. 134

CLASSIFIED SHOWCASE



Advertising information:

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

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

Bilingual Training

Profit Building Training Products
Quality Products – Proven Results!
Lower Prices!

For More Info and to Order, Visit Us Today!
www.infoexchangeonline.com

Business For Sale

LANDSCAPE CONSTRUCTION COMPANY

Well Established

20-year Landscape Company
Boston, Massachusetts Area.

Annual volume \$3.5 million PLUS!

Company breakdown:

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

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

The 2003 backlog to date is over \$1.5 million
Contact GLOBAL BUSINESS EXCHANGE
Mr. John Doyle: 1-781-380-4100
Fax: 1-781-380-1420

RETAIL GARDEN CENTER & COMMERCIAL NURSERY!

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

◆ \$1,800,000 ◆

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

**Use Color to
Enhance Your Ad!**

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

For rates and schedules, contact
Laura Cieker: 800-225-4569 x2670
Email: lcieker@advanstar.com

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



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



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

check us out online @
www.landscapemanagement.net

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:

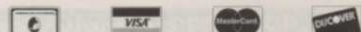
- Bidding & Contracts \$47.95
- Marketing & Advertising \$39.95
- 20 Letters For Success \$29.95
- Contracts & Goals \$39.95
- De-Icing & Snow Removal \$39.95
- Estimating Guide:
Residential & Commercial \$34.95
- Selling & Referrals \$44.95
- Telephone Techniques
(Not a Telemarketing Manual) \$24.95

Profits Unlimited

"Your Key to Success"

800-845-0499

www.profitsareus.com



Business Opp's (Cont'd)

Attention: Landscape Professionals

Own an exclusive dealership. Established pet containment & wireless detection products. 603-352-3333 Made in USA by Miltronics Mfg.

CONKLIN PRODUCTS OPPORTUNITY!

Use/market, new technology liquid slow-release fertilizer and micro-nutrients.

Buy Direct from Manufacturer
FREE Catalog: 1-800-832-9635
 Email: kmfranke@hutchtel.net
www.frankemarketing.com

HEALTHY PONDS

Do you design, build, or maintain water features, ponds or lakes?

Healthy Ponds is a water/management program that improves water clarity without using chemicals.

Coming Soon, a commercial larvicide that will help your clients prevent mosquitoes.

Our product is proven and patented.

We're looking for dealers throughout the U.S.A.

314-725-2340

info@cmibiological.com
www.cmibiological.com

**FREE APPRAISAL • NO BROKER FEES
 SELLING YOUR BUSINESS?**

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

CALL: 708-744-6715

Fax: 630-910-8100

Put the Power of
**DIRECT
 MARKETING**
to Work for You!

Mail, phone or fax to over 50,000 highly responsive decision makers in the landscape industry!

Target your message according to your needs... demographic selects are available—our data is also available for database enhancement or overlay.

For counts and pricing contact:

→ Tamara Phillips
 440-891-2773 or 888-RENTLIST

**Landscape
 MANAGEMENT**

For Sale

Discount Sprayer Parts

REPLACEMENT PARTS & PUMPS FOR:

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

Call TOLL FREE: 888-SPRAYER for a free catalog.
 Email: spraypts@bellsouth.net
 Website: SprayerPartsDepot.com



40' x 50' x 14'
\$6,941

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

PHYSAN 20

**ALGAE AND ODOR CONTROL
 FOUNTAINS, STATUARY,
 BIRDBATHS AND WALKWAYS.**
 Cost effective and biodegradable.

Ordering and Dealer information: Maril Products
 320 West 6th Street, Tustin, CA 92780
800-546-7711 www.physan.com

**FINN BARK BLOWER
 1998 CHEVROLET C7500**

30,583 miles
 3126 B Caterpillar Diesel
 6 spd. Allison Manual Transmission
 Air Ride Seat
 Air Brakes
 Tilt Steering
 Air Conditioning
 Split Bench Seat
 Side Tool Box

Finn Bark Blower Model 808
 4.5 L John Deere Diesel w/1,712 hours
 Water Feed System (Dust Suppression)
 Electric Load Tarp
 150' Discharge Hose

Asking Price \$65,000
 Call: 301-414-0007

— Classified Advertising Works! —

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

**MOWER
 REPLACEMENT PARTS**
 FREE 200 Page Catalog—Save \$\$\$

MOW MORE SUPPLIES
 1-800-866-9667
www.mowmore.com
 Order FREE Catalog LM03

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



LANDSCAPE DESIGN KIT 3
 48 rubber stamp symbols of trees, shrubs, plants & more. 1/8" scale. Stamp sizes from 1/4" to 1 3/4".

\$93 + \$6.75 s/h VISA, MasterCard, or MO's shipped next day. Checks delay shipment 3 weeks. CA add 7.75% Tax.

AMERICAN STAMP CO.
 12290 Rising Rd. LM3, Wilton, CA 95693
 Free Brochure
 Prices subject to change
 without notice. 916-687-7102 or Toll Free (877) 687-7102

1995 Ford F350
 351 engine, overdrive, a/c, automatic.
 85,505 miles, rust proofed. Tuflex 10' fiberglass bed, 600 gallon split tank with 8 hp Honda, Bean pump. 400 ft and 300 ft 1/2" hose/reel.
 Excellent shape and ready to work.
\$17,000

1994 C&S Turf Tracker
 SS8030 zero turn ride-on sprayer/spreader.
 20 hp Kohler engine. 1431 hours.
 30-gallon SS tank, 12' boom, 150 lb. Hopper.
 Excellent shape and ready to work.
\$4,000

2000 Perma-Green Ride-on
 461.5 hours, 100 lb. Hopper. Upgraded to 3/4" axle.
 Extremely well maintained and ready to work.
\$2,200

Call: 260-337-5300
 E-mail: greengrow@fwi.com

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

Place your ad in *Landscape Management!*

For rates and schedules, contact **Laura Cieker-**
 800-225-4569 x2670 or 440-891-2670
 email: lcieker@advanstar.com



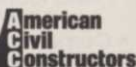
Help Wanted

Excellent Opportunity in the Rocky Mountains!

Colorado Landscape Construction Division Manager

Send resume to Todd Williams at twilliams@acconstructors.com

We offer a wide range of benefits including medical, dental, 401(k), 125 cafeteria plan and education. Visit us at www.acconstructors.com or call 303.795.2582



Join the WORKFORCE of NATURE!

ValleyCrest Companies has managerial and field opportunities in branch operations, account management, project management, sales, field supervision, golf maintenance, nursery and more, across all levels.

Founded in 1949, ValleyCrest Companies is a leading nationwide provider of landscape development and maintenance services. Come work with the best. Bilingual a plus.

Please send your resume to the attention of Ms. Castillo at opportunities@valleycrest.com or fax to 818-225-2334



ValleyCrest
COMPANIES

www.valleycrest.com

Come Grow Better with Us!

Take advantage of this opportunity to join one of the most dynamic landscape companies in the beautiful southwest.

Our exciting and vibrant company is looking for an energetic and talented individual to join our growing maintenance division.

We seek an experienced candidate to manage a book of business profitability, ensure customer satisfaction, and maintain high quality of standards.

We offer outstanding compensation and benefits package, relocation allowance, and an excellent family-working environment.

If you are interested in a career opportunity please send, fax or e-mail resume to:

Heads Up Landscape
PO Box 10597, Albuquerque, NM 87184
E-mail: jdelarosa@hulc.com
Phone 505-898-5510 • Fax 505-898-2105

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

CemCare™
CEMCARE INC. has
OPERATIONS MANAGERS
positions available **Nationwide!**

Looking for responsible, self-starter, hands-on, dedicated **Operations Managers** to manage landscape contracts to ensure quality assurance and to work with general superintendent to ensure production goals are being met.

- **Three Years Supervisor Experience in the Green Industry**
- **College Degree Preferred in Agriculture, Horticulture or Related Discipline**
- **Licensed Irrigator Status**
- **Chemical Applications License**
- **Certified Arborist or Horticulturist Preferred**

We offer an excellent benefit package including: medical, dental, vision, 401(k), company vehicle PLUS a bonus program based on production goals. Paid training salary of \$39,000. After completion of training program, salary range of low to mid forties.

E-mail resumes to:
greynolds99@earthlink.net
or Call: 832-435-2555

THE BRICKMAN GROUP, LTD.

Careers in landscape management available in:

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

Fax: 301-987-1565

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

Join the Company That Changed the Industry!

Are you tired of big company rhetoric and hollow promises of future opportunities? Then take the test:

True or False?

1. Your ability to train and motivate others is one of your strongest points
2. You have 3-5 years real life experience in how to market and grow a business
3. You understand that a service company is all about helping solve a problem – not finding a fault.
4. You have 3-5 years of experience in the Green Industry

3 or More True Answers? We want to speak with you.

Our continued growth has created a need for people with marketing, operational and technical backgrounds to help manage operation centers and regional franchise support areas.

If you are a professional with proven skills, you owe it to yourself to check out this opportunity.

NaturaLawn of America is a privately held 15-year-old company with 55 operations in 24 states. We expect to have 150 locations in 35 states within the next 4-5 years.

We offer a complete benefit package including:

- Major Medical Benefits
- 401(k) Plan
- Paid Vacations
- Paid Sick Leave
- Ownership Options

Salary is commensurate with experience, which may include a company vehicle. Relocation to the Maryland area is required.

Fax your resume in strict confidence to NaturaLawn of America at 301-846-0320 or e-mail us at resume@nl-amer.com

Visit us at www.nl-amer.com

JOBS IN HORTICULTURE, INC.

www.hortjobs.com

Phone: 1-800-428-2474

Fax: 1-800-884-5198

LOOKING TO HIRE SOMEONE?

Place Your
Recruitment Ad in
Landscape Management!

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

E-mail:

lcieker@

advanstar.com



Help Wanted

LANDSCAPE MANAGEMENT

Wheat's Lawn & Custom Landscape, a premiere residential landscape firm in Northern Virginia since 1978, has positions available for management and sales. Interested candidates should want to surpass own personal expectations and have a desire to work with a motivated and successful team.

Wheat's offers:

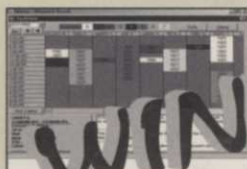
- Health insurance
- Advancement opportunities
- 401(k) and profit sharing
- Excellent salaries
- Great work environment

For confidential consideration, please mail, fax or email your resume:

Wheat's Lawn & Custom Landscape, Inc.
8620 Park St., Vienna, VA 22180

Fax: 703-641-4792 • Email: wheatslcl@aol.com

Software



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

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.turftree.com for a free demo presentation.

check us out online @ www.landscapemanagement.net

GROUNDSKEEPER PRO
BUSINESS SOFTWARE
Invoicing
Scheduling
Routing
Estimating
FREE Trial
www.adkad.com/LM.htm • 1-800-586-4683

FLORAPERSONNEL, INC.

In our third decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide.

Retained basis only.

Candidate contact welcome, confidential and always FREE.

1740 Lake Markham Road
Sanford, FL 32771

407-320-8177 ♦ Fax: 407-320-8083

E-mail: hortsearch@aol.com

www.florapersonnel.com

INFORM ♦ INTRODUCE ♦ INFLUENCE ♦ INSTRUCT

REPRINTS

Reprints of *Landscape Management* articles, advertisements, news items or special announcements are available through Advanstar Marketing Services. Customized to meet your specific needs, reprints are highly effective when you use them to:

- ♦ Develop direct-mail campaigns
- ♦ Provide product/service literature
- ♦ Create trade show distribution materials
- ♦ Present information at conferences & seminars

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

ARTICLES
NEWS ITEMS
ADVERTISEMENTS

Landscape
MANAGEMENT

MARCIE NAGY ADVANSTAR MARKETING SERVICES

1-800-225-4569 EXT. 2744 ♦ 440-891-2744 ♦ Email: mnagy@advanstar.com

best practices

GUIDELINES TO HELP AN INDUSTRY GROW

Consistency is the name of the game

BY BRUCE WILSON

Quality control is one of the many difficult issues that landscape contractors deal with on an ongoing basis. Most companies today can do quality work, but doing it consistently is another story. There are some tried and true best practices that can make this easier to manage.

► **Build a quality culture.** All of the individuals on your management team must keep their focus on quality by recognizing and supporting your quality initiative on an ongoing basis. You all must "walk the walk" and "talk the talk."

► **Develop a system to inspect your properties regularly.** Do this with your crew leaders. Use an inspection form that makes your review of the quality aspects of the work consistent. Establish a standard, and set a minimum acceptable score.

► **Reward quality work.** If you have an incentive plan that rewards production, balance it with a quality component. After all, if the work

done isn't of high quality, who cares if it was done in an efficient manner?

► **Use pictures to highlight your quality standards.** For example, take a picture of turf mowing showing the finished job looking the way you want it to be on all jobs. You



Bruce Wilson

can also contrast it by showing a poor job and labeling it as the "wrong way" to do a job. A picture is the easiest way to overcome the language barrier present in most of our workforces.

Maintaining a high quality standard is the key to success in this business.

can also contrast it by showing a poor job and labeling it as the "wrong way" to do a job. A picture is the easiest way to overcome the language barrier present in most of our workforces.

► **Make sure that your jobs are sequenced properly.** Proper job sequencing assures that the entire job gets serviced each time. Have a final

checklist that's filled out on completion of each visit.

► **Establish best practices for common tasks.** Take out the variability. "This is the way we do it

every time."

► **Make sure that your quality focus is aligned with client expectations.** Keep it simple. If you keep your focus on the big important tasks (green grass, no weeds, beautiful flowers), your clients will probably be happy. If you miss some other things, they are less likely to be a big issue.

There's one concept that I have believed throughout my career: maintaining a high quality standard is the key to success in this business. Quality is a key to contract retention, referrals and employee retention. Most employees in this industry are loyal to companies that have high quality standards. They take pride in their work and are motivated by recognition.

So, make sure to reward a job well done.

Sound off

As Bruce Wilson says, quality is a key to contract retention, referrals and employee retention. Often, it's what can separate you from your competition. How do you ensure that your company does quality work? Has it made a difference in your business? We'd like to know. Send your own personal tale of quality conquest to Managing Editor Jason Stahl at jstahl@advanstar.com, and we'll consider it for a future issue of LM.

To comment on this month's "Best Practices" column by Bruce Wilson, contact him at bwilson@wilson-oyler.com. Bruce spent 30 years with Environmental Care, Inc., before partnering with Thomas L. Oyler to form the Wilson-Oyler Group, which offers consulting services (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-124213133RT001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.

Copyright ©2003 Advanstar Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including by photocopy, recording, or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Advanstar Communications Inc. for libraries and other users registered with the Copyright Clearance

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

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



EXQUISITE CUT-FACED
SANDSTONE GETS ALL THE GLORY.

PL ADHESIVES HOLD IT ALL TOGETHER.

With all the work and skill you put into a job, you want it to last forever. That's why you should secure your block walls and capstones with the best line of defense there is - PL adhesive. It's field-proven for superior strength and endurance to withstand whatever Mother Nature throws at you.

888-445-0208, www.stickwithpl.com



Stick with the best.™

PL UNSEEN, BUT NOT UNNOTICED.

©2003 OSI Sealants, Inc. Sovereign Specialty Chemicals Construction Division

Circle No. 101

TIRED OF SECOND-GUESSING HANDWRITTEN TIMECARDS?

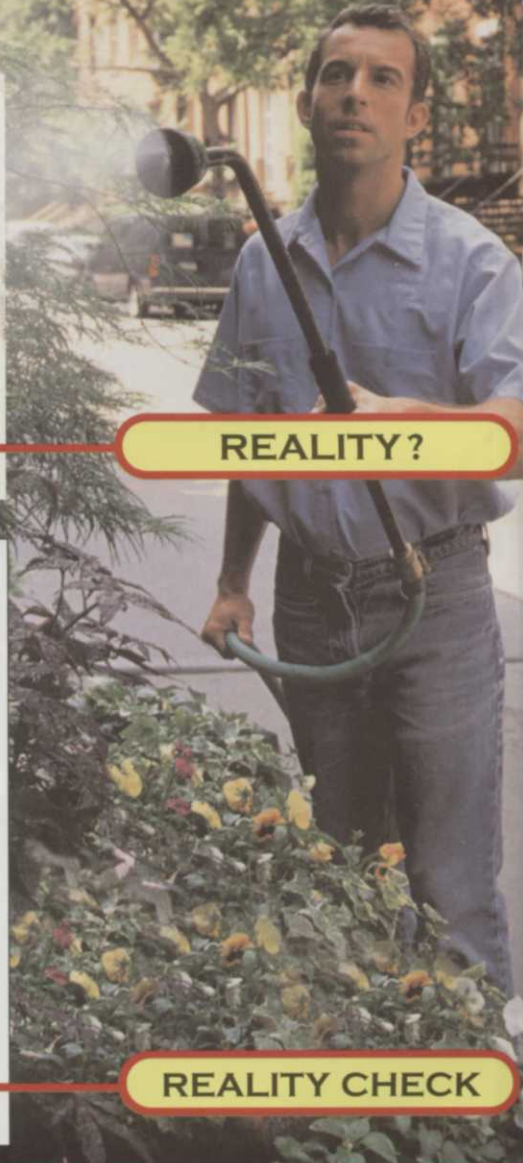
WEEKLY TIME SHEET

WORKER: Tony WEEK: _____

DATE	DAY	START TIME	LUNCH	END TIME	WORK DONE	JOB	TOTAL HOURS
	Monday	7:30	No	4	Ret Trim Spray	Crestview	8 1/2
	Tuesday	7:30	No	4		Crestview	8 1/2
	Wednesday	7:30	No	4		Larchmont Roxest Valley	8 1/2
	Thursday	7:30	No	4		Larchmont	8 1/2
	Friday	7:30	No	4		Larchmont	8 1/2
	Saturday						
	Sunday						

SIGNATURE: Tony TOTAL HOURS: 42 1/2

REALITY?



Created 6/20/2003 5:48 PM **Employee Report**

Tony Peterson

Jobclock Name: Crestview Apartments **Date Range:** 6/16/2003 through 6/20/2003

Start	End	Activity	
6/16/2003 7:13 AM	6/16/2003 12:02 PM	Irrigation	4:49 hours
6/16/2003 12:50 PM	6/16/2003 3:17 PM	Irrigation	2:27 hours 7:16 hours
6/17/2003 7:20 AM	6/17/2003 12:06 PM	Irrigation	4:46 hours
6/17/2003 12:57 PM	6/17/2003 3:31 PM	Plant	2:34 hours 7:20 hours
Jobclock subtotal			14:36 hours

Jobclock Name: Larchmont Property

Start	End	Activity	
6/18/2003 7:08 AM	6/18/2003 12:01 PM	Plant	4:53 hours
6/18/2003 12:41 PM	6/18/2003 3:07 PM	Plant	2:26 hours 7:19 hours
6/19/2003 7:16 AM	6/19/2003 12:15 PM	Erosion control	4:59 hours
6/19/2003 1:05 PM	6/19/2003 3:16 PM	Erosion control	2:11 hours 7:10 hours
6/20/2003 7:21 AM	6/20/2003 11:50 AM	Concrete	4:29 hours
6/20/2003 12:40 PM	6/20/2003 3:39 PM	Concrete	2:39 hours 7:28 hours
Jobclock subtotal			21:57 hours

Signature: Tony **Employee subtotal** 36:33 hours

REALITY CHECK

The Jobclock Attendance System tracks your workers' arrival and departure times easily and accurately. Whether you have 3 employees or 300, the Jobclock easily grows with your business. Discover why hundreds of landscaping companies have said "goodbye" to handwritten timecards forever. Easy to set up, rugged, weatherproof, battery-powered.



The Jobclock.
The Landscaper's Timeclock.

www.exaktime.com
888-788-TIME (8463)