

Central  
control systems

HANDHELD EQUIPMENT

Seed  
availability

SOLUTIONS FOR A GROWING INDUSTRY

# Landscape MANAGEMENT

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

## State of the Industry 2003





**NO INTEREST\***

If paid by March 1, 2004

**9.75% A.P.R.\***

with

**NO PAYMENTS\***

until April 1, 2004

Available 8/20/03 thru 12/31/03

# FEEL THE

— A TOTAL LINE OF SUPERIOR LANDSCAPER EQUIPMENT —



### BAM MOWERS

Available with a 27 or 34 HP TURBO diesel engine, in 61" or 72" cutting widths.



### GEAR & HYDRO DRIVE WALKS

Available with a 13 to 18 HP Kawasaki or Kohler engine, in 32" to 52" cutting widths



### SMALL, INTERMEDIATE & LARGE ZTH MOWERS

Available with Kawasaki or Kohler engines from 18 to 27 HP, in 42", 48", 52", 61" and 72" cutting widths.



### AERATORS

Available with a 3.5 or 4 HP B&S or Honda engine, in 19", 25.5" or 36" aerating widths, and a variable aerating depth up to 3".



### SOD CUTTER

Available with a 5.5 HP Honda engine, in an 18" cutting width, and a variable cutting depth up to 2.5".



### DETHATCHERS

Multi-function bagger, seeder and dethatchers, available with a 5.5 HP B&S or Honda engine.

\* Subject to credit approval. Financing available through Advantage Finance Inc. on minimum purchase of \$2000.00 of Husqvarna equipment. If amount financed is paid in full by March 1, 2004, no interest will be charged. If amount financed is NOT paid in full by March 1, 2004, interest at 9.75% A.P.R. will be charged from the date of purchase, with first payment due April 1, 2004.

**S P E E D . P O W E R . H A N D L I N G**

varna

THE FOREST, LAWN & GARDEN  
EQUIPMENT OF



# POWER.

## HEDGE & POLE TRIMMERS

Seven models available in blade lengths of 21.5", 24", 28.5", 30" and 39" with reaches up to 13' and articulating, adjustable cutting blades.

## CHAIN SAWS

17 models with HP ranging from 2.1 to 8.4, bar lengths from 12" to 72", and truly superior Husqvarna features and engineering.

## TRIMMERS AND EDGERS

Seven pro models with powerful 1.2 to 1.5 HP engines. Select models feature E-Tech® high-torque engines.

## HAND-HELD AND BACKPACK BLOWERS

Available in four models with air velocities from 128 to 190 mph, with cylinder displacement cu. in. ranging from 1.5 (25.4) to 3.6 (59.2).

Husqvarna leads the way as the Total Source Solution for outdoor power equipment. To see for yourself, locate the Husqvarna servicing retailer nearest you by calling 1-800-HUSKY 62 or visit [www.husqvarna.com](http://www.husqvarna.com)

 **Husqvarna**

PERFORMANCE.

© 2003 Husqvarna

Circle No. 120



## your business



JERRY MANN

### **20 State of the Industry 2003 ▲**

We polled you, our readers, to capture an insightful look at the Green Industry today. The results may surprise you

BY RON HALL, JASON STAHL AND SUE GUARD

### **31 From laborers to leaders**

The tale of three Hispanic workers who rose to leadership by working hard and taking on responsibility

BY JASON STAHL

### **44 Clients' 10 biggest lawn care gripes ▼**

... and a sure fire plan to calm client concerns about turf diseases, and keep them on your program

BY MILA J. PEARCE



### **52 Seed availability chart**

Expect stable prices and adequate availability for most turfgrass species and varieties

BY SUE GUARD





## grounds success

### 38 Greening the Alamo ▲

In-house irrigation installation key to major grounds improvements

BY RON HALL

## technology that works

### 48 Amazing control

Irrigating multiple landscaped properties with a single central control system saves water and labor

BY RON HALL

### 54 LM Reports: Handheld power equipment ▶

BY CURT HARLER



COVER PHOTO: BETH LECORCHICK OF LIFESTYLE LANDSCAPING, INC.  
THE PHOTO WAS TAKEN BY JERRY MANN

## commentary & trends

### 7 On the Record

Hey, quit your whining. Things aren't so bad

BY RON HALL

### 8 Business Ideas

Know how to run a meeting? Read this

BY ED LAFLAMME

### 10 Inside the Owner's Head

What's a little hypertension? 30-year landscape vet Bruce Moore has no regrets

BY JASON STAHL

### 14 In the Know

Check out Ed Castro Landscape's facility, FMI acquires Good Earth, ValleyCrest gets new digs

### 18 Statistics ▶



## resources

### 58 Products ▶

### 60 Events

### 62 Advertiser Index

### 72 Best Practices

Explain desired performances

BY BRUCE WILSON





# next month

WHAT'S COMING UP IN OCTOBER

## ■ Cover story:

### Train for success

Practical strategies that produce employees that make a difference in a company's bottom line

## ■ Strategic planning

Tips for landscape cos. that want a surefire long-term growth plan

## ■ Tips for taming your maintenance shop

Successful grounds managers reveal what works for them

## ■ Synthetic turf care

Iowa State's Mike Andresen tells how to maintain "infill" systems.

## ■ Time to winterize

Step-by-step program to prepare irrigation systems for the cold

## ■ LM Reports: Mulch and product blowers

Machines that take the labor out of what was once a tough job

## ■ Growth regulators

When and where to use them...and, most importantly, why

■ **Plus:** Rick Winnestaffer shares his proven snow-fighting strategies; Face-to-Face with another owner; Bruce Wilson offers a new "Best Practice"

## 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 102

# Landscape MANAGEMENT

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

## Editorial staff

Editor-in-Chief	RON HALL / 440/891-2636 / 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
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
MILTON HALLMAN III	Sylvan Abbey Memorial Park / Clearwater, FL
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DR. BARRY TROUTMAN	ValleyCrest Companies / Sanford, FL
GEORGE VAN HAASTEREN	Dwight-Englewood School / Englewood, NJ
BRIAN VINCHESI	Irrigation Consulting / Pepperell, MA

## Business staff

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

## Advertising staff

Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Western Manager	PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675 proberts@advanstar.com
Midwest Manager	KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675 kstoltman@advanstar.com
Account Manager	MICHAEL HARRIS / 440/891-3118 Fax: 440/891-2675 mharris@advanstar.com
Account Manager Display / Directory	TOM CERMAK / 440/891-3170 Fax: 440/891-2675
Classified Showcase / Account Executive	NICOLE HIMSEL / 440/891-2670; 800/225-4569 x2670 nhimsel@advanstar.com

## Marketing/magazine services

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



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



# Landscape MANAGEMENT

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

Proud supporter of these green industry professional organizations:



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



**American Nursery & Landscape Association**  
1000 Vermont Ave., NW, Suite 300  
Washington, DC 20005-4914  
202/789-2900  
[www.anla.org](http://www.anla.org)



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



THE OFFICIAL PUBLICATION OF  
**American Society of Irrigation Consultants**  
111 East Wacker Dr. 18th Floor • Chicago, IL 60601  
Voice: 312/372-7090 / Fax: 312/372-6160  
[www.asic.org](http://www.asic.org)



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



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



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



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



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



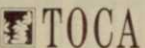
**Professional Lawn Care Association of America**  
1000 Johnson Ferry Rd., NE, Suite C-135  
Marietta, GA 30068-2112  
770/977-5222  
[www.plcaa.org](http://www.plcaa.org)



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



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

# IT'S OFFICIAL... WATER & LABOR SAVINGS CONFIRMED!

TEST RESULTS FROM  
**THE CENTER FOR IRRIGATION TECHNOLOGY  
ARE NOW IN!**



**ON/OFF CONTROL AT EACH HEAD DECREASES  
LABOR AND WATER USE WHEN SERVICING  
SPRINKLERS AND HEADING UP NEW JOBS**

- Service sprinkler heads while the system is running. No more trips back and forth to the valve or controller.
- Pop-up risers stay up with the nozzle removed. Toss your vice grips.
- No more getting blasted when removing nozzles.
- Flow control even if the screen is gone. Never touch that tiny screw on top of the head.
- Flush out lines and heads with just 2 or 3 cups of water instead of gallons. Your jobs stay drier.
- Keep just one size radius nozzle on your truck and forget pressure compensating screens. LittleValve parts adjust 15' nozzles down to 3' radius without closing down and no distortion.



BY VALVETTE SYSTEMS CORPORATION

CALL US FOR FREE SAMPLES AND A COPY OF THE C.I.T. REPORT

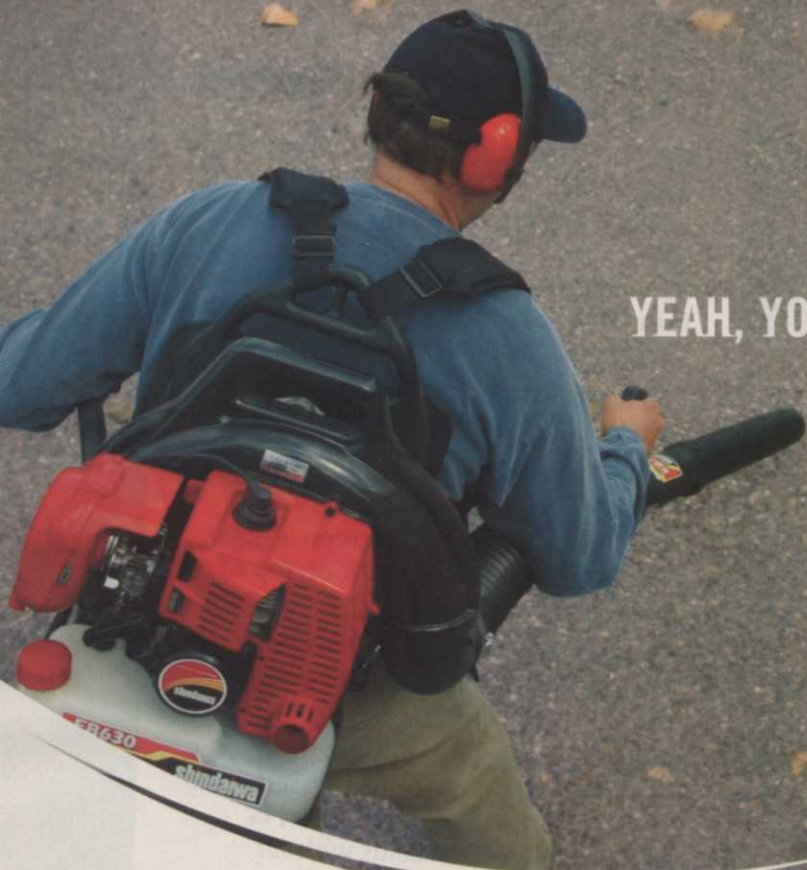
ASK YOUR DISTRIBUTOR FOR **LITTLEVALVE** PRODUCTS  
VALVETTE SYSTEMS CORPORATION  
**(866) 200-8590**  
[www.valvettesystems.com](http://www.valvettesystems.com)

© & TM 2003 VALVETTE SYSTEMS CORPORATION



IT OUTPUTS AIR AT OVER

# 200 M.P.H.



YEAH, YOU COULD SAY IT BLOWS LEAVES.

With power like this, leaves will wish they stayed on the tree. It all starts with Shindaiwa's high-torque, 3.9 horsepower engine – an engine that helps make short work of even the most challenging clean up jobs.

Wet, matted leaves? Don't insult us: the EB630 is so powerful, it can actually move a brick across pavement. Of course, all this power doesn't come at the expense of user comfort. Like all Shindaiwa products, our blowers offer the best power-to-weight ratio in the business.



BUY ANY SHINDAIWA BACKPACK BLOWER

BEFORE OCTOBER 31,  
GET A FREE CASE  
OF SHINDAIWA OIL.



A \$48 value. See your dealer for details.

To see the EB630 in action, visit your local Shindaiwa dealer today. Find him at [www.shindaiwa.com](http://www.shindaiwa.com) or call us toll free: 800-521-7733.

Then stand back. And hold on.

Circle No. 131

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



BY RON HALL / EDITOR-IN-CHIEF

## No whining from this corner

**T**hings could be better, you say? They could be a whole lot worse. Just look around. Compared to many other businesses in the United States, I'd say the professional landscape/turf care industry is weathering these uncertain economic times pretty well.

You think I'm just a woofin'?

When 376 of you, our readers, responded to our latest "State of the Industry" survey this summer, many of you told us you feel pretty much the same way.

That goes for industry suppliers, too.

That's the new wrinkle on our annual late-summer report. We've included observations from some of these key decision makers. We wanted to contact more of them but we finally had to cut and run. Sometimes *we* had to catch these people on the run.

### Commercial biz growing

For example, in a recent interview in an open field near Atlanta, GA, Jim Wier, president and CEO of Simplicity Manufacturing, Inc., and I spent a few minutes together. The opportunity arose during an equipment dealers event hosted by Simplicity, and all of us got a chance to demo all the shiny new mowers and tractors. (More on that later.)

"I continue to see the commercial side of the landscape business growing," Wier tells me, a statement consistent with his company's recent activity.

In 1999, Simplicity purchased mower manufacturer Ferris Industries, and this past November acquired Snapper. That acquisition gave Simplicity, already well established in the Midwest and North-

east, access to an established network of about 3,900 lawn and garden dealers throughout the South and Southeast.

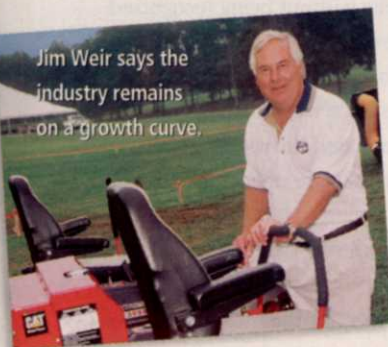
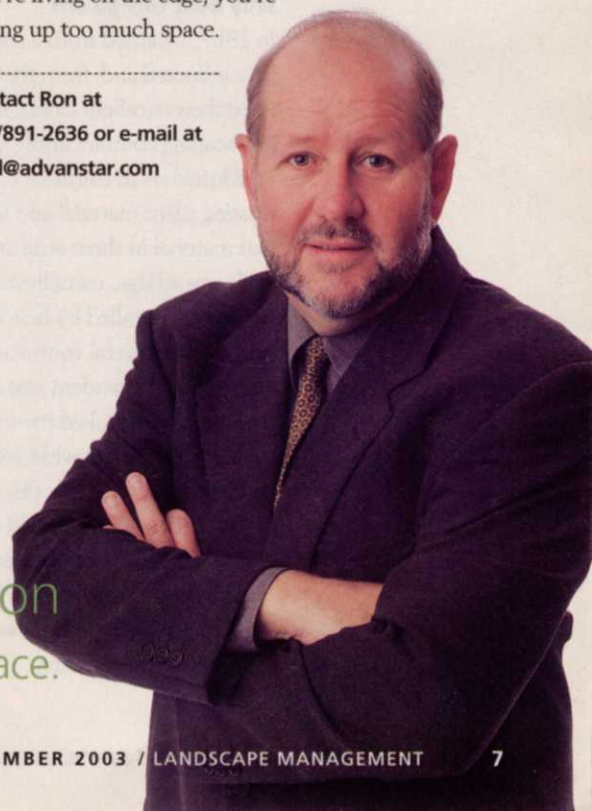
Wier sees several factors combining to keep the professional landscape and turf markets growing, including: 1. the aging of the Baby Boom generation, 2. the growing number of families with bigger properties and/or families owning two homes, and 3. municipal or HOA mandates for landscapes and green areas, which he refers to as the "regreening of America."

As Wier and I talked, several dealers interrupted with this question or that, and all professed to being pleased with the direction that Simplicity is pointing the Snapper brand. And with the sales season, too.

In fact, about the only critical comments that I heard (actually overheard) that morning seemed to be directed at my mowing skills as I put a new joystick-operated 52-in. cutter through its paces, promptly flattening a row of orange traffic cones and, finally, draping the front of the unit over the lip of an old tire.

Did I whine? Heck no. Like I always say — unless you're living on the edge, you're taking up too much space.

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



Jim Wier says the industry remains on a growth curve.

Hey, as I always say — if you're not living on the edge, you're taking up too much space.



Meetings are a time to resolve problems and make decisions. The actions decided on from these meetings move the company forward.



## GE taught us how to meet

**M**eetings cost money. A lot of money. When you calculate the cost of the people in the meeting and time away from the work at hand, meetings are expensive. So why do companies have so many meetings?

Have you ever heard any of these comments?

"They're nothing but gripe sessions."

"They're just a waste of time."

"The owner dominates the meeting."

"No one listens. Everyone has their own agenda."

"They're just talk-talk-talk and no decisions."

### Why does this go on?

In 1987, I learned from a client how meetings should be conducted and, from that point forward, we emulated their excellent example. We were awarded a landscaping contract at the General Electric World Headquarters in Fairfield, CT. We had to remove the existing plant material and soil, and reinstall new soil and material in three atria at the two GE buildings.

It was a large, complicated job with 36 white pine trees to be installed by helicopter. Each week, the GE people, the general contractor and all the subs met. My job superintendent was so impressed with the meeting that he asked me to attend and see for myself.

The following is what we learned, and I encourage all companies to follow this example:

1. The meetings started on time.
2. Minutes from the past meeting were provided within a day or so for our review.
3. A written agenda was distributed in advance of the meeting.

4. The chairperson kept everyone on the agenda points.
5. Everyone had the chance to speak and no one interrupted.
6. Problems could be brought to the floor but not without potential solutions.
7. No one spoke without being recognized by the chairperson.
8. Distractions, i.e. cell phones, pagers, were not allowed unless it was an emergency.
9. No one dominated the meeting.
10. The meetings were upbeat, positive and businesslike.
11. No one was at the meeting who didn't need to be.
12. The meetings, for the most part, ended on time.

I credit these excellent weekly meetings for helping this project to be completed to the satisfaction of all.

Your weekly staff meetings can be just as productive. Do much of the discussion and thinking in advance. Meetings are a time to resolve problems and make decisions. The actions decided on from these meetings moves the company forward. Also, be sure to take accurate notes that will include who will do what and by when.

Don't take your valuable time for granted. After all, meetings cost money. Put this article on your agenda for your next meeting, review the points and make your time together as productive as possible.

— The author built and operated the largest landscape company in Connecticut before selling it in 1999. He now operates Grass Roots Consulting, Inc. He can be reached at [ed@grassrootsconsulting.com](mailto:ed@grassrootsconsulting.com).



# Take that job and push it!

The new T250 has all the tractive muscle you need for the most demanding worksites. Plenty of power. Lots of lift. And 18-inch tracks that keep you rolling, rain or shine, hardpack or mud. Go get 'em.



More power



Easy entry and exit



Better visibility



## T250 Compact Track Loader

<b>2,500</b> lb.	<b>122.4</b> in.	<b>81</b> hp	<b>4.1</b> psi
Rated Operating Capacity	Lift Height	Turbo-Charged Kubota Diesel Engine	Ground Pressure



Call toll-free 1-866-823-7898 ext. 0264  
for a FREE Video Catalog and 2003 Buyer's Guide.  
Or visit our website [www.bobcat.com/0264](http://www.bobcat.com/0264)

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

Bobcat Company • P.O. Box 6000 • West Fargo, ND 58078  
Circle No. 103

An **IR** Ingersoll-Rand business



## inside the owner's head

BY JASON STAHL / MANAGING EDITOR

# Bruce Moore

► Eastern Land Management, Inc.

Bruce Moore owns Eastern Land Management, Inc., a \$2 million full-service landscape company located in Stamford, CT. He is a member of the Associated Landscape Contractors of America and JP Horizons' Owners' Network.

### You've been in the landscape industry for nearly 30 years. What's the most unique job you've ever had to do?

It was back 15 years ago or so. This rich person who shall remain nameless wanted us to build a mini golf course in his backyard. We built two tee boxes and two greens. The holes were only 100 feet apart from each other but he wanted a cart anyway. He asked that we model one of the holes after the 13th at Augusta National Golf Club. The project was worth over \$100,000.

### You've come a long way since your "one mower and a truck" days, haven't you?

Yes. I started doing mowing because I had no horticultural training. I had a 21-in. mower, then I moved up to a Locke wheel mower, the Cadillac of mowers at the time. It was a bear to maintain, though. I ended up buying a larger rotary mower. I was probably the first guy to do that in my area. Rotary mowers eventually became the preferred mowing machines.

### How has business treated you this year?

The poor economy has finally affected us

this year. Our area tends to ride those storms out better than other areas because we have one of the highest incomes per capita in the country. We're still trying to determine whether our problems are weather-related or if it's simply a matter of the economy catching up to us.

### What do you do to escape your business headaches?

I play golf (handicap: 20), and I also enjoy cooking and entertaining.

### Do you plan on retiring soon?

I still enjoy the business and the challenges we face every day, so no. Plus, nobody wants me, and I can't play golf every day. I'd like to start slowing down, but I'm not ready to stop. My 20-year-old son is currently in business school, and the hope is that he becomes the successor to this business. Up til now, he's worked summers at our company, but next summer he'll work for a company outside our area to get more experience. I think it will be at least another 10 years before my son is ready to take over.

### To what do you attribute your growth over the years?

Right about the time I started the company, our area experienced a growth spurt in the business sector. At the time, I'd been more accustomed to working in business-to-business relationships from my years at



Bartlett Tree Experts, so residential was more frustrating. I noticed no one was caring for the commercial properties, so I put on a suit and tie and visited the property managers. They had never been approached that way before. My company got pretty popular after that, but now the growth has leveled off. A few years ago, we branched out to high-end residential work to diversify our portfolio, and we plan to pursue that sector aggressively over the next two years. There's a good market for that here.

### Where do you see the landscape industry in 10 years?

I never thought it would get this competitive. I don't think it can too much more competitive. The future depends on technology, although it's still a labor intensive business even with robotics and other things. But people who are getting into the business today are more astute. That's a credit to the industry.

### Do you have any physical scars from working so hard?

I've been out of the physical end for 15 years. Because of my business background, I might have moved along faster than other people. But there are some people my age who still go out and do the work. I just chose to take a different route. So I got a little hypertension instead of bad knees.

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



So many mowers...

# Only one HydroCut™



Reliable Hydrostatic  
Transmission



Precision thumb  
controls adjust  
range of speed  
and direction  
(ICC™)



Powerful  
13-hp Kawasaki  
V-Twin engine



Easy to use height-of-cut  
adjustment lever



Large 16"  
turf-friendly drive tires

## Introducing the HydroCut™ - An Affordable Alternative to Belt-Drive

There is no single-drive mower on the market that can match the performance, productivity and price of the new Ferris HydroCut™. Available in your choice of 32-inch or 36-inch cutting widths. We dare you to compare its awesome features.

From the inventors of  
IS® Independent Suspension

Visit us at EXPO, booth # 4050.



Commercial Mower Specialist

Learn more at [www.FerrisIndustries.com](http://www.FerrisIndustries.com) or 1.800.933.6175

Circle No. 116



# WHAT IF

YOUR TRUCKS COULD PUT YOUR CREW



**COMMERCIAL  
LENDING  
SERVICES**

SALES SERVICE FINANCE

**Business Preferred Network**

*Ford Motor Company*



AT THE TOP OF THEIR GAME?



## FORD F-SERIES SUPER DUTY

Up to 21,500 lbs. of towing power (F-350 – F-550)

New available Power Stroke<sup>®</sup> diesel and 5-speed automatic TorqShift<sup>™</sup> transmission

Highest available torque and diesel horsepower in its class\*

Available in Regular Cab, SuperCab or Crew Cab

## E-SERIES

E-Series is the full size van sales leader 24 years running

Only full-range van to offer diesel power

Widest range of bodystyles and GVWRs up to 14,050 lbs.

Wheelbases up to 176"

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

or 800-301-7430

\*On 6.0L Power Stroke<sup>®</sup> diesel engines with automatic transmission.



# in the know

TRENDS AND NEWS

## Industry's hot trend: site tours

BY RON HALL

**ROSWELL, GA** — Opening your facility, including your operations, to a group of other landscape business owners and managers takes a lot of preparation — not to mention courage. But it's one of the most popular ideas to hit the industry in years, judging by the guests they attract.

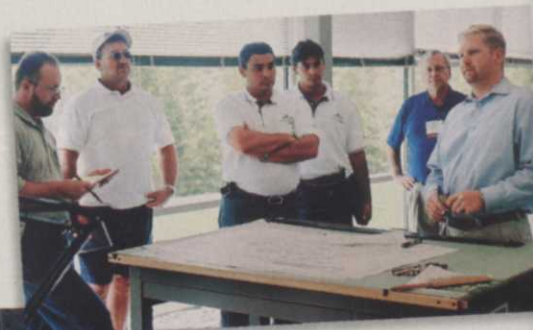
More than 175 landscapers spent a recent sunny afternoon at Ed Castro Landscapes here. They had gathered in Atlanta to attend the ALCA Productivity Symposium.

"We started planning about 30 days out," says owner Castro of the event. "We spent several crew days spritzing up the site, and lots of administrative time understanding and spelling out the logistics."



How do you start such a project, we asked Castro?

"We looked at our existing flow charts and profit centers and used those as a basis to present our facility," says Castro, who started the company 11 years ago. "Additionally, we developed a flow diagram that would accommodate the attendants in a logical pattern."



Jeff Domenick (above, far right) explains the design process. Left, landscapers were divided into seven groups. Below, tools for 2-man maintenance crews.



Castro and his team met the three busloads of landscapers at the entrance to his 12-acre site and split them into seven groups. The groups rotated from station to station every 10 minutes.

The company, with revenues of about \$5 million this year, targets metro Atlanta's high-end residential market, and offers four main services: design, construction, maintenance and horticultural.

Facility tours give guests ideas that they can use at their own facilities. It also benefits the company that opens its doors.

"The biggest benefit to us was sitting down with our teams and team leaders and organizing a lot of what we already knew," says Castro.

## FMI Services acquires Good Earth, Inc.

**CHARLESTON, SC** — With more capital and access to national accounts, management at The Good Earth, Inc. says that being acquired by FMI Services Group, Inc., Frederick, MD, is a good thing.

David Schwartz, branch manager of the landscape company which is about 70% maintenance and 30% construction, says that plans are already in place to build a new facility sometime next year. It will house both the nearby janitorial business of FMI Services and The Good Earth, Inc., which employs 52 full-timers and has been in business for 28 years. Former owner and president Jerry Gaeta

will remain with the company as a consultant. Thom Hood, vice president, will remain as a senior designer.

This is the first landscape company acquired by FMI Services, a janitorial, housekeeping, route maintenance and now landscape company. FMI Services has offices in Pennsylvania, Maryland, Virginia, North Carolina and South Carolina.

"This acquisition will continue to move FMI in the direction of being a fully integrated facility service provider," says Don Pottieger, executive vice president of FMI Services.

Read More [www.landscapemanagement.net](http://www.landscapemanagement.net)  
To read more about facility tours, visit our Web site at [www.landscapemanagement.net](http://www.landscapemanagement.net)



## How about this view?

**CALABASAS, CA** — How would you like a new three-acre corporate campus with a 360-degree view overlooking the Santa Monica Mountains and San Fernando Valley? Better get to work building a \$620 million landscape company.

After 24 years in its current location, ValleyCrest Companies has started construction of a new corporate campus located on adjacent property. The project broke ground this past June and is to be completed in summer 2004, coinciding with the company's 55th anniversary.

"This building is a milestone for our company," says CEO Burton S. Sperber,

who founded the company in 1949. "Consolidating our administrative operations into one facility, from the two buildings we currently occupy, will significantly enhance our ability to serve our customers and employees, and grow our business nationwide."

The 80,000-sq.-ft. building features a specialized skylight system that highlights a central three-story, 3,500-sq.-ft. atrium. The facility will include a conference center, training facility, executive and administrative offices, and media and technology center.

A goal of the campus is to provide company employees and guests with a

beautiful campus they can enjoy in a variety of ways. The park-like setting is designed to capture sunlight and features a front garden and landscaped courtyard to accent the entry. A variety of plant material will add color and texture to the property. There will be no cars or parking in the front of the building; automobile traffic will follow a landscaped drive to the rear of the building where a three-story, 273-car parking structure is being built.



IMAGE COURTESY: VALLEYCREST (ARTIST'S RENDERING)

## Reorganization at Jensen Corp.

**CUPERTINO, CA** — On Aug. 1, Jensen Corporation Landscape Contractors became two separate wholly owned divisions: Jensen Construction and Jensen Landscape Services.

"We want to better service our customers. We believe we can accomplish this with better organization and defined processes," said President and CEO Scott McGilvray. "We are empowering our people to make critical decisions; helping to deliver faster, better and more efficient services to our clients."

Both divisions will report to McGilvray, while John Vlay was named president of Jensen Construction and Don De Fever president of Jensen Landscape Services.

Jensen provides landscape services throughout the San Francisco Bay area, with branch operations in Novato and Monterey. Learn more about the company at [www.jensen-corp.com](http://www.jensen-corp.com).

## 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 137



# People & companies



**Dow Agro-Sciences LLC** appointed **Beth Whitehouse** sales specialist for turf and ornamental accounts in Minnesota, Wisconsin, Illinois and the western half of Indiana.

**Syngenta Professional Products** strengthens its turf and ornamentals (T&O) sales force with the addition of **Tom Halvorson**, Midwest district sales manager; **Howard Jaekle**, Northeast district sales manager; and **Pablo Perez**, sales specialist in South Florida. Filling these open positions rounds out the Syngenta T&O sales team.

**Jay Bentivegna** joined **The Toro Company's** National Support Network (NSN) as field trainer.

**Ferris Industries** appointed **Bill Baltzer** southeast regional manager, **Bob McLaughlin** northeast regional manager, and **Paul Levett** western regional manager. The company also named **Steve Demick** Salesperson of the Year.

**Excel Garden** appointed **Michael Schupp** manager of its newly created Professional Turfgrass Group.



**Wayne Water Systems** named **Terry Atwater** president of the company

**Tanaka** promoted **Douglas Hellbuyck** to national sales manager.

**Grunder Landscaping Co.** received an Eclipse Integrity

Award in the annual awards program presented by the Better Business Bureau at the Dayton Convention Center.

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

**PBI/Gordon Corporation** promoted **Mark Miller** to vice president of sales, Professional and Agricultural Products Group. Miller has been with PBI/Gordon for 14 years.

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

**RedMax** promoted **Phill McCallon** to field sales manager for Distributing.

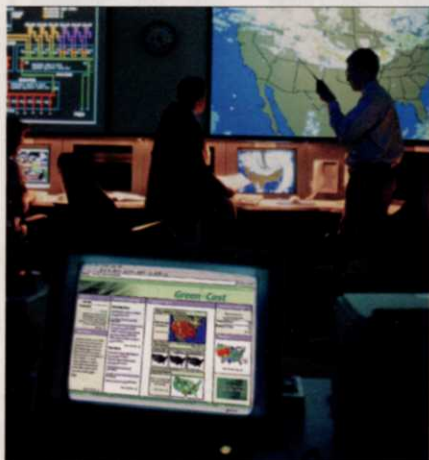


**The American Nursery & Landscape Association** named **Peter Orum** (above, left) vice president, **Dwight Hughes, Jr.** (above, center) Region III director, and **Dale Bachman** (above, right) president. The Association also awarded **Alfred Hicks** its Hall of Fame award.

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

**The Toro Company** appointed **Terry Ormrod** residential & commercial irrigation sales manager in Western Canada.

**Kubota Manufacturing of America** was named "Georgia Manufacturer of the Year" in the large size company category.



Think of us as Mission Control.

Your online information source, working 24/7 to provide the innovative services and technologies to help you manage the health and beauty of your customers' lawns. Sign up online today for your free membership.

syngenta

**GreenCast**

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

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



## Employees own Gardeners' Guild

SAN RAFAEL, CA — Gardeners' Guild, Inc., became employee owned in mid-summer. Linda Novy began transitioning the ownership and leadership of the company to its employees in 1988. She says that she'll remain active with the company and serve on its board. President John Ossa, Vice President Kevin Davis and CFO Mike Davidson comprise the executive leadership team at the company. Gardeners' Guild, founded 31 years ago, offers a full range of landscape management and construction services to the Bay Area.

## ASIC honors the Sarsfields

ASHVILLE, NC — The American Society of Irrigation Consultants (ASIC) honored Chet and the late Wanda Sarsfield with its Sam Tobey Lifetime Achievement Award. The couple launched Irrigation Technical Services, and the two produced and published texts and reference manuals, including the "Irrigation Technical Manual," which is still used today. The couple remained active in industry associations up to Wanda's death earlier this year. Chet Sarsfield, a co-founder of ASIC, continues to operate Irrigation Technical Services.

## Deere 3rd quarter up 68%

MOLINE, IL — Deere & Company recently reported worldwide net income of \$247.5 million for the third quarter, a 68% increase over last year. For the first nine months, net income was \$572.4 million compared with \$251.2 last year.

[CLIPPINGS]



# TURF TIME

CUT TIME. CUT COSTS.

## Landscape Service Bodies



Landscaper



Vanscaper



Stake Body



Dump Body

1-800-642-4889

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

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

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

Circle 134



# statistics

INDUSTRY TRENDS BY THE NUMBERS



## SI'S BEST MLB PLAYING FIELDS

Dodger Stadium	23.2%
Edison Field (Angels)	11.2%
Safeco Field (Mariners)	9.5%
Oriole Park at Camden Yards	5.7%
Kaufman Stadium (Royals)	5.1%
Bank One Ballpark (Diamondbacks)	5.0%

\*525 player votes



## SI'S WORST MLB PLAYING FIELDS

Wrigley Field (Cubs)	17.5%
Fenway Park (Red Sox)	17.1%
Olympic Stadium (Expos)	13.0%
Shea Stadium (Mets)	9.7%
Metrodome (Twins)	9.3%
Veterans Stadium (Phillies)	6.6%

\* 525 player votes

SPORTS ILLUSTRATED 2003 PLAYER SURVEY, JULY 7 ISSUE,  
VISIT [HTTP://SPORTSILLUSTRATED.CNN.COM/SI\\_ONLINE/NEWS/2003/07/01/SURVEY/](http://sportsillustrated.cnn.com/si_online/news/2003/07/01/survey/)

## EQUIPMENT: 8 TIMES TURNOVER

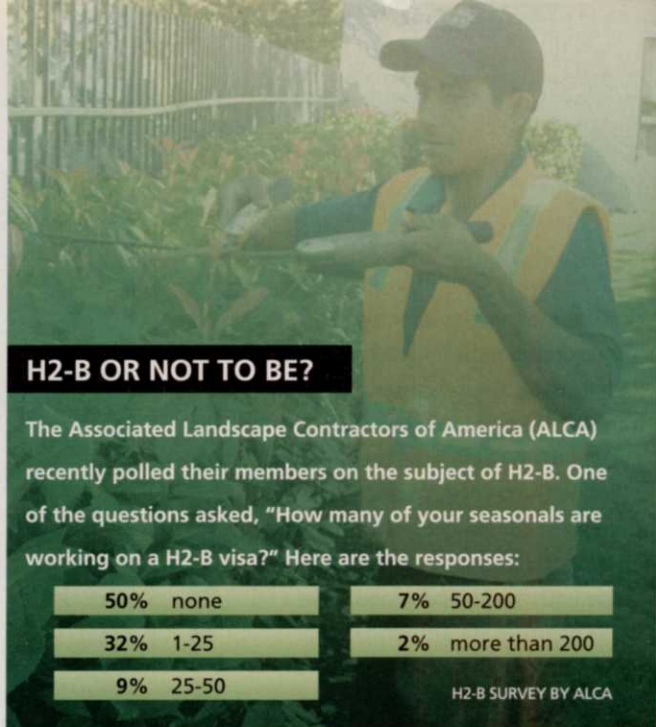
High-profit companies turn their equipment investment at least eight times annually. The turn ratio is easy to calculate. Locate the net equipment value (total cost less depreciation) on your balance sheet, then divide this into your annual revenues. Example:

$$\frac{\$2,000,000 \text{ in revenues}}{\$250,000 \text{ equipment value}} = 8 \text{ times turnover}$$

This means that every dollar invested in equipment produces \$8 of revenue. This ratio again proves that equipment earns more than labor, which typically has only a 3-4 times turnover on average wage rate.



SOURCE: KEHOEGUIDO



## H2-B OR NOT TO BE?

The Associated Landscape Contractors of America (ALCA) recently polled their members on the subject of H2-B. One of the questions asked, "How many of your seasonals are working on a H2-B visa?" Here are the responses:

50%	none	7%	50-200
32%	1-25	2%	more than 200
9%	25-50		

H2-B SURVEY BY ALCA

## Survey says...

**Q** The National Do Not Call Registry collected millions of registrations in just a few days. The regulations go into effect October 1. Recalling that you'll still be allowed to telemarket to existing clients, what's your opinion about the new rules? We asked visitors to our Web site, and here are the results:

- 71%  I couldn't wait to get my own home phone number into the registry
- 19%  They really won't affect my business
- 6%  Registry? What registry?
- 3%  They'll hurt, but I'll survive
- 1%  They're a disaster for my marketing plan

Percentages based on 78 responses

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







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

Granular GRASS AND BROADLEAF PREEMERGENT Herbicide

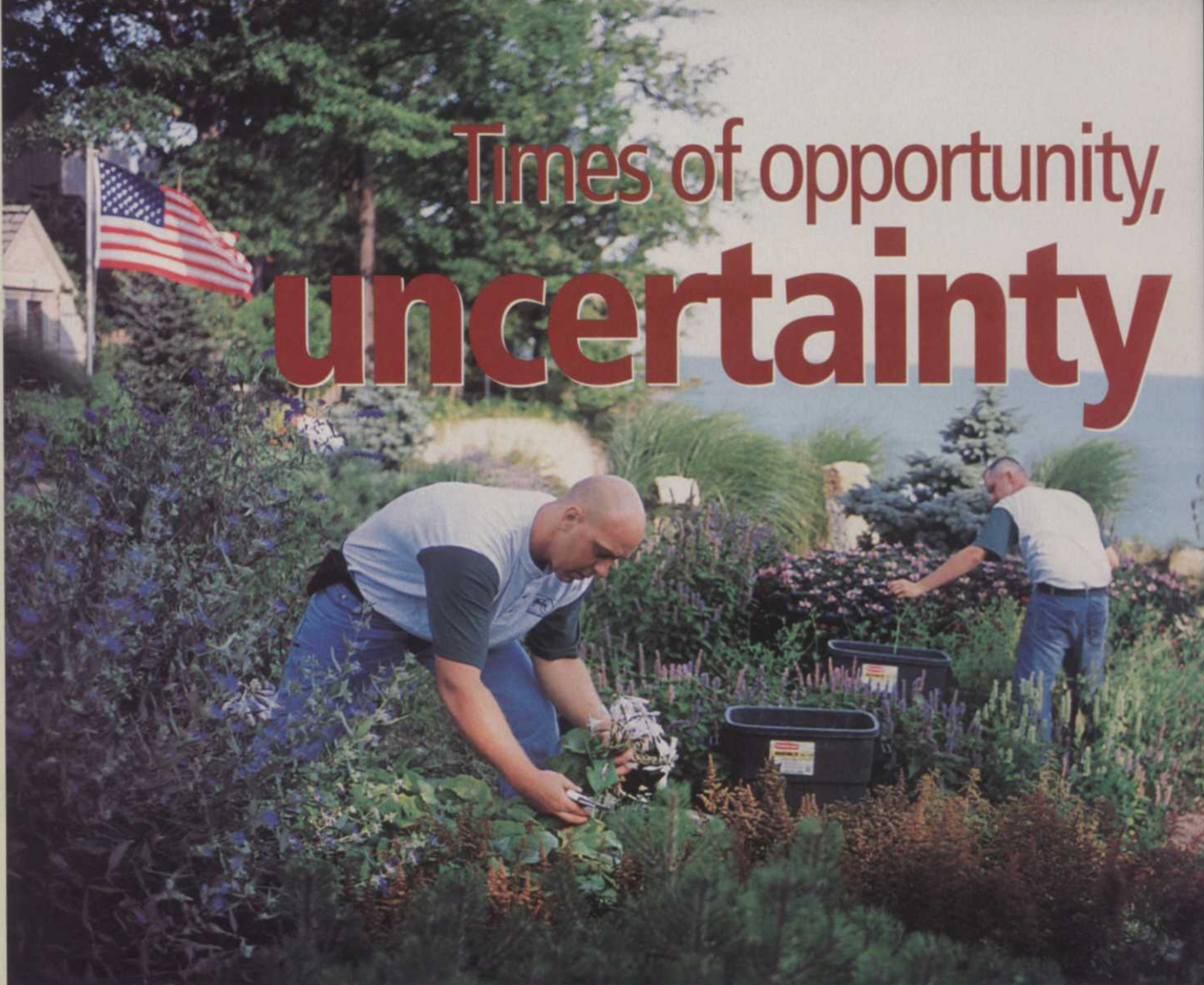
It won't do your bottom line any good, either. Research shows that hand-weeding can knock your profits for a loop in no time. Maybe that's why so many nursery operators and landscapers are choosing the superior control of Snapshot\* specialty herbicide. Snapshot can be used over-the-top of more than 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. **Snapshot**<sup>®</sup>  
Specialty Herbicide

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



# Times of opportunity, uncertainty



## Readers remain optimistic despite yo-yo economy and erratic weather

BY RON HALL / EDITOR-IN-CHIEF

**T**hen the rains came... That's the biggest difference between this season and 2002 for many of our readers, particularly for those working east of the Mississippi. Not just rain — snow, too.

Winter grabbed the Midwest and Northeast by the neck and wouldn't let go until April. For good measure it delivered some nasty wallops to the Mid-Atlantic region. While the long winter meant cash for readers offering snow services, it (and the rains in the South) played havoc with spring service schedules.

For this reason, and because 304 of the 374 (81%) survey respondents are located in the Midwest, Northeast and Southeast, our results are admittedly and unintentionally weighted toward readers in the East.

"We had already started our

spring schedule and had broken down our snow equipment, and we got slammed with snow," recalls Rob Santo of Garrick-Santo Landscape Co., Malden, MA. Not just once, but several times. Santo and his partner, Richard Gottschalk,

Jr., have been going full tilt since last fall's property cleanups... and they don't expect the pace to slow until this winter.

"We're actually hoping for a normal winter," says Santo



Rob Santo and Richard Gottschalk, Jr.



healthy. Almost three of every four respondents (276 of 374) reported having more work than in 2002. And 253 (68%) said their revenue is greater, while 74 (20%) predicted flat sales and 41 (11%) less revenue.

"Right now, our grounds maintenance business is looking good," says Steve Goodson, Green Grass, Inc., San Antonio, TX. "We're finding that businesses still want to keep their properties looking good,

afford their landscapes by financing them through the John Deere program.

Although U.S. home building activity slowed late this summer, more than 1,165,000 new home sales are predicted this year, reports the National Home Builders Association.

### No profits?

But this year's yo-yo economy has more than a few clouds. Our survey suggests that our readers aren't reaping the profits they'd like to have. This confirms reports we've been receiving about fierce price-cutting, particularly for commercial and, in many regions, institutional and multi-family accounts.

"Jobs that are worth \$150,000 are going for about \$65,000 to \$70,000. These people need to be put on public display and mocked for this kind of nonsense," says Steve Middleton, Mississippi Lawns, Brandon, MS.

We've also been told that the plentiful rain in much of the East, and particularly the Southeast, caused the grass to grow fast and denser, too, requiring more frequent cuts and obviously requiring more time and labor.

"It's costing so much to mow that one of my clients is going to surcharge their customers because of the labor. They were forced to," says Ed Laflamme, Grass Roots Consulting. "But they're not going to do it with their A-1 best

## United Green Industry a reality?

Like a train that's gaining speed and power as it rumbles along, the first-ever industry-wide effort to unite the various related segments of the Green Industry into a single voice gains steam.

Den Gardner, the executive director of the recently formed Evergreen Foundation Advocacy Council (EFAC), reports that this new group (formed this past June) has met its initial fund-raising goal of \$200,000. As of late August, 16 associations and industry companies had pledged money, and more were expected to add their support. This "seed money" allows the Foundation to begin building the framework of a national public relations campaign.

"I'm thrilled with how everyone is coming through," says Gardner, adding that EFAC will be making a "major announcement" at the Green Industry Expo in November. The EFAC board is hoping to raise as much as \$5 million annually to fund a broad-reaching public relations campaign to spread the Green Industry's positive messages.

— RH

### WHAT IS YOUR BIGGEST BUSINESS MANAGEMENT CHALLENGE THIS YEAR?

Labor availability	19%
Managing growth	18%
Developing supervisors/foremen	17%
Cash flow	16%
Competition	11%
Employee retention	6%
Financing	5%
Government regulation	3%
Energy costs	2%
Supplies	2%
No answer	1%

with a crooked grin. "We need a break."

This year, we gathered readers' comments and opinions in person, by telephone, mail and online. Readers completed half of the 374 surveys online.

### What did we learn?

We learned that the industry is, comparatively speaking,

and homeowners feel their time is too valuable to maintain their landscapes."

Goodson says his market is experiencing a residential building boom. "When interest rates dropped, those people who thought they couldn't afford a home decided they could," says Goodson, adding that he's helped many of them



## 10 strategies for '04

- 1 Prepare a budget.** Build a realistic financial plan of where you want to be for each fiscal year. You won't get it perfect, but it's invaluable because it allows you to make necessary adjustments as each season progresses.
- 2 Know thyself; know thy competitors.** Identify and sharpen your unique selling points. Identify your competitors and their marketing message as well. Track any changes in their plans.
- 3 Play to your strengths.** Identify and focus efforts on services that you do best and that are most profitable. Fix or get rid of others. The marketplace rewards operations that have a particular skill or proficiency that others can't match.
- 4 Touch your customers.** Have a policy to promptly return calls. Consider a company newsletter. Never underestimate the goodwill of short handwritten notes and reminders. Retaining good clients is less expensive than finding new ones.
- 5 Network.** Network. Network. Join industry associations. Your competitors are. Don't overlook local and regional service clubs (the Rotary, etc.), either. Meeting related professionals in business organizations (real estate, property managers, builders' associations) expands your opportunities.
- 6 Embrace labor saving technologies.** Labor is your biggest expense; efficiency that leads to increased productivity is your best friend.
- 7 Hire slowly, and fire or move the misemployed promptly.** Some operations now use pre-employment personality testing to help them select supervisors and managers. They say it works.
- 8 Train everybody.** Most companies focus on crew training, but don't neglect managers.
- 9 Explain your operations.** Educate employees as to the importance of their day-to-day responsibilities to your organization...and to their own livelihood.
- 10 Stop to appreciate the opportunities that our freedom allows.** We do immeasurable good work and improve people's lives. Be thankful and be proud of your work.

— RH

## OF THESE SERVICES, WHICH IS YOUR FASTEST GROWING SEGMENT?

Mowing	147
Landscape installation	129
Landscape design	42
Turf fertilization	35
Irrigation installation	30
Paving, deck & patio installation	30
Other	28
Tree care	25
Ornamental care	23
Irrigation maintenance	21
Turf weed control	20
Turf insect control	19
Snow removal	19
Pond/lake care	16
Turf disease control	12
Turf aeration	11
Landscape lighting	11

Total responding: 374 with several choosing more than one category

customers. They're applying the charge to customers who just take basic services. They feel it's worth a try." And that's not all.

### Weather woes

Scott Brown, Lawncare Lawn Care, Atlanta, says the wet weather "rapidly degraded the preventative benefits of any sort of pre-emergent we applied . . . Weeds are flourishing faster than they can be stomped out."

This, and other reasons, caused only 135 (36%) readers to report that "it is easier to be profitable this year," while 235 (63%) said not.

Planning to raise prices for 2004? Readers were split down the middle with 181 (49%) saying they will, 178 (48%) re-

sponding they won't, and seven (2%) saying they'll be dropping prices. Even so, readers continue to grow with 122 respondents adding at least one new service this season and 66 buying another business, acquiring a franchise operation and/or opening a new branch. Just 22 reported dropping a service and 13 to selling all or part of their businesses.

### Big challenges

Industry's biggest business challenges in 2003?

Readers again fingered the availability of labor (77 responses) as tops on their list, although "managing growth" (68), "developing supervisors" (62) and "cash flow" (58) narrowed the gap compared to previous years' surveys.





While readers stuck almost exclusively to business issues in our survey (likely a fault of the survey since it didn't ask weather-specific questions), the readers we interviewed in person or over the telephone came back again and again to the weather's overriding importance to landscape, lawn service and grounds management. Erratic weather, as it always does, creates both havoc and opportunity for the Green Industry . . . sometimes both simultaneously.

### Wetter is better?

"Last year, the drought was killing us. This year, we had

great snow, a great grounds maintenance season and we've done well with enhancements, but the overtime just hasn't cut us loose," says Brian Akehurst, head of Akehurst Landscape Service, Inc., Joppa, MD.



**Brian Akehurst**

The good news/bad news trend is likely to continue into the fall because of strong customer demand, he says.

Akehurst, whose 120-year-old company has experienced and

adapted to every manner of economic curveball, credits new construction and commercial activity within his metro Baltimore market area that continues to expand. **LJM**

## WHICH IS YOUR MOST PROFITABLE SERVICE OFFERING?

Landscape installation	92
No answer	78
Mowing	66
Snow removal	22
Turf fertilization	19
Irrigation installation	14
Paving, deck & patio installation	13
Tree care	11
Irrigation maintenance	9
Ornamental care	9
Landscape design	7
Turf weed control	5
Turf aeration	4
Landscape lighting	3
Turf insect control	2
Pond/lake care	1
Turf disease control	0

Total responding: 355



# Suppliers see growth continuing

Green Industry  
struts from behind  
agriculture's shadow

BY RON HALL /  
EDITOR-IN-CHIEF

**P**rofessional landscaping, lawn service and grounds maintenance are pieces of a much larger Green Industry that has, within only the past generation or two, emerged as a dynamic and definable part of the U.S. economy.

Nowhere is this more evident than in its manufacturer/supplier community that includes names recognized worldwide: BASF, John Deere, Hunter, Bayer, Textron, Syngenta, Dow Agrosciences, Monsanto, Toro. You can probably name more. The presence of these international companies is a reflection of our industry's two biggest long-term trends:

**1.** Growing recognition as an important market that has emerged from agriculture's shadow and, in many regions of the country, is now more

economically important than agriculture.

**2.** Continuing growth and maturation as reflected in the ongoing march of consolidation, mergers and acquisitions by contractor/service companies, manufacturer/suppliers and distribution.

With that in mind, we contacted leaders of some well-known industry suppliers for their thoughts on the direction of professional landscape and grounds care.

We asked them several basic questions, including:

**Where do you see the industry heading in 3 to 5 years?**

► **Daniel H. Carrothers**, head of U.S. Green Industry Business for Bayer Environmental Science — "We're bullish on the lawn care segment. The market looks very favorable. Just look at the demographics. We have a population that is aging but is focusing on outdoor activities

such as gardening. Even so, these people still want professionals to take care of many aspects of their landscapes."

► **Doug Page**, Director of Commercial Marketing, Briggs & Stratton Commercial Power — "We see continued industry growth overall, though labor challenges will continue to be an issue for the foreseeable future. The push for more powerful and, thus, more productive equipment will help owners cope."

► **Ron Wolfarth**, Director, Rain Bird Corporation, Commercial Division — "The landscape industry is still young and vibrant

and presents great opportunities. However, there will be much change in the coming years. The availability of water, and how different locales deal with that, presents significant implications for our industry."

► **Greg Embury**, Kubota Tractor Corp., VP of Sales & Marketing — "Driven by the housing surge these past years, the demand for supplies and services will maintain the growth trend for the short term."

**What significant changes have occurred with industry suppliers in the past five years?**

► **Chuck Buffington**, Market Manager for Lawn and Ornamentals, Syngenta — "A significant change that has impacted Syngenta and the overall Green Industry is consolidation. As this occurs, we'll continue to see fewer



Daniel Carrothers



Doug Page



Ron Wolfarth





Greg Embury

Chuck Buffington

Scott Kinkead

companies, resulting in fewer overall priority slots at the Environmental Protection Agency (EPA) for any given group of pipeline products. For example, as Novartis and Zeneca merged, their 10 combined slots became five with the formation of Syngenta. The end result will likely be the need for stricter rationalization of new products, as well as an overall decline in new chemistries coming to market."

► **Scott Kinkead**, *Vice President, Turfco* — "People in the industry are taking a long-term view of the products that they're buying. They're definitely more sophisticated. There is less of the 'I can afford this' mentality and more attention being paid to the kind of service and support they can get. They're also becoming more sophisticated in how they're operating their businesses."

► **Ron Wolfarth**, *Rain Bird* — "Consolidation of the distribution channel is one of the most significant changes to impact our industry . . . Another recent change is the increased focus by water agencies on outdoor water conservation efforts. We feel this increased attention is an opportunity to

build the awareness that we can still have beautiful landscapes and use less water."

**What do you feel the industry must do to continue to grow?**

► **Greg Embury**, *KTC* — "Service. Service. Service. The customer is demanding more full-time, full-line property management with a peace-of-mind guarantee."

► **Doug Page**, *Briggs & Stratton* — "The industry must get involved in helping to further the education and business savvy of the entire channel; distributors, dealers and landscape professionals. The distribution channel is extremely important in this industry. "Equipment must continue to evolve to be more productive, powerful and cost-efficient in order to help mitigate the labor issue."

► **Dan Carrothers**, *Bayer* — "We're going to have to spend more time from a political perspective to make sure our industry is staying in front of legislators and talking about the value of this industry — the value it brings in terms of employment and the value it adds to properties. This industry employs a lot of people and provides a lot of income." **LJM**

# Look out below: falling budgets

Grounds pros say they like what they do and can adapt to smaller staffs — at least for now

BY JASON STAHL & SUE GUARD

**I**t's nice to know that grounds managers can still keep the smiles on their faces through tough times.

Despite the fact that many of you have been subjected to deep budget cuts over the last couple of years, the majority of you who participated in our annual survey said that you were mostly satisfied and well rewarded in your profession.

Perhaps it's the job itself that keeps your outlook positive. Even though your staff has been cut and you've been continually forced to do more with less, you still don't have to choke yourself with a tie and push a pencil behind a desk in a stale office building all day. Or maybe it means your financial picture is getting a little better, or that at least you can see the light at the end of the tunnel.

Our survey doesn't indicate that, though. One of the most telling stats was that 64% of you indicated that your financial picture has not gotten any better since last year. That has been particularly the case with city- and state-funded organizations.

"We've had a real depressed season as far as funding has gone, since the Iowa State Senate passed a mandatory 10% budget cut for all city- and state-funded organizations for the 2003-04 fiscal year," says Matthew Purdy, Director of Parks





**WHAT IS YOUR BIGGEST CHALLENGE THIS YEAR?**

Labor availability	26%
Cash flow/financing	23%
Developing supervisors	23%
Government regulation	14%
Employee retention	11%
Supplies	2%
Energy costs	1%

and Recreation, City of Oelwein, IA.

It's so bad that a sports complex Oelwein has spent \$400,000 to build sits 3/4 unfinished thanks to the unavailability of certain grants needed to pay for the remaining \$800,000 of work.

Dusty Hallman is grounds manager for Sylvan Abbey Memorial Park, Clearwater, FL, and also president of the Professional Grounds Management Society. He's well-connected with many grounds professionals across the country, and says while times may still be tight, there's reason for optimism.

"It seems like everyone has had to tighten their belts and lose some staff positions over the last two years, but everyone is looking forward to getting back to full-staff," Hallman says. "The economy is turning

some, and so are corporations. The optimism has turned, too, in parks and school districts."

Hallman says Stewart Enterprises, which owns Sylvan Abbey and is the third largest cemetery and funeral service provider in the U.S., is finally regaining a vision of the future after a brief period of recession.

"I got a heads up from my superiors prior to doing my capital budget that there was going to be an emphasis placed on the grounds departments and their budgets," he says. "We might actually be able to do some things we've been putting off over the last couple of years."

**Differing situations**

Again, though, the situations of state-owned and privately-owned institutions vary greatly. In our survey, financial problems listed second (23%) only to



**Ken Stanton**



**Thomas Knowles**

State University, and Randy Wolf, Horticulture Curator for Folsom Children's Zoo and Botanical Gardens, Lincoln, NE, both stated that they have been hurt by budget reductions as well.

Thomas Knowles,

labor availability (26%) as your number-one challenge in 2003.

Tommy Palmos, Superintendent for Landscape & Pavements Maintenance for the George Bush Presidential Library, Texas A & M University, has experienced numerous cuts this year. "Everyone's had to tighten up," he remarks.

Ken Stanton, who heads the Grand Valley State University grounds department in Allendale, MI, has never experienced anything like this in 25 years. "These dramatic budget cuts over the last five years are the biggest change I've ever encountered," he says. "It's like having to slam on the brakes."

Steve Frank, Landscape Services Coordinator for Michigan

assistant director for the Facility Services Department, University of South Carolina, Columbia, states his situation clearly. "Increased workloads coupled with smaller operating budgets is affecting employee morale."

On the other hand, Daryl Constanzo, head of grounds at the private Case Western Reserve University, Cleveland, OH, says things have hardly changed in his job. The university continues to expand its campus without any sign of strain.

"The administration realizes that when you add buildings, you have to add grounds," Costanzo says. "The first thing you see at the new building is the beautiful landscaping."

*continued on page 28*





# The Intelligent Use of Water™



Water. It's what keeps the world alive. As the world's largest manufacturer of irrigation products, we believe it is our responsibility to develop technologies that use water efficiently. Over the past seven decades, our pioneering efforts have resulted in more than 130 patents. From central control systems and automatic shut-off devices to pressure regulating components and low volume drip irrigation, Rain Bird designs products that use water wisely. And our commitment extends beyond products to education, training and services for our industry and our communities.

The need to conserve water has never been greater. We want to do even more, and with your help, we can. Visit [www.rainbird.com](http://www.rainbird.com) for more information about The Intelligent Use of Water.™

# RAIN BIRD®

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

Circle No. 128



continued from page 26

### The labor situation

Budget cuts are one thing, but let's face it — if that was the only problem grounds managers had, no one would ever go prematurely gray, right?

Through our survey, you told us the biggest challenge you faced within the last year was acquiring good workers. Even though the poor economy has boosted the pool of potential grounds staffers, the feeling you gave us is that the workers out there aren't quality ones.

"It used to be when the unemployment rate was around 3%, you figured it was the lowest it was going to go, and you started seeing good candidates," Hallman says. "Now it's up to 6% to 8% and you're still not seeing good, qualified candidates."

"My biggest challenge continues to be a staffing shortage," says Thomas Knowles. "We have a difficult time attracting quality applicants in our current labor market, and our campus acreage continues to grow while our staff has been shrinking."

Cornelius Tarver, grounds manager at the Georgia Institute of Technology, believes the industry needs to be more selective when it comes to hiring — even if it means passing up candidates who can do the job.

"The industry could benefit from recruiting employees with

a real interest in landscaping," he says. "We depend a lot on people who just want a job and who may not possess any skill or training in the field. They can get the job done, but if they're interested in the work, the quality might improve. Higher wages and better working conditions might help improve recruiting efforts."

The second biggest challenge you face that the survey indicated is closely tied with "labor availability" — developing supervisors/foremen. And the statistics indicate that this challenge was on a par with budget woes.



Mickey Romero

"This industry is suffering from a leadership crisis," says Mickey Romero, Senior Parks and Landscape Inspector, City of Mission Viejo, CA. "Too many managers and not enough leaders."

### Into the future

The poor economy has forced grounds managers, especially in the public sector, to take a hard look at trends that will probably reappear in the future — specifically those tied to the economy.

"Many government budgets are being hit hard on the state and county levels, and service levels are being studied to increase efficiency and productivity," says the University of South Carolina's Knowles. "Because of this, I think agencies are taking a good look at devel-

### FINANCING/CASH FLOW IS BETTER THIS YEAR.

**True** 36%  
**False** 64%

oping standards and maintenance levels that reflect the level of funding that's available. Public agencies may be pushed to come up with additional funding sources other than traditional appropriated funds."

MSU's Frank agrees that the present economy has scared institutions enough to make efficiency their number one priority in the future. "A trend I see is continued downsizing and privatization of services. I see this trend continuing for the next 10 years, but I think the trend will eventually reverse itself."

Why will it reverse itself? Frank, after having been in private industry for 18 years, admits he's new to the university scene, but already believes he's picked up on a trend.

"A new vice president will come in to a university, and the easy way to make a name for himself is to cut staff and contract services out," Frank says. "It looks good on paper, and that person will get promoted and move on to another university. The aftermath is that the grounds suffer and the

quality of lawn care goes downhill. Another vice president then comes in and wants to upgrade services."

Our survey also indicated that many of you have many environmental concerns for the future as well, namely with governmental regulations.

"The future of the Green Industry will be one of great change and new enforceable environmental laws," the City of Mission Viejo's Romero says. "In our lifetime, we may see the use of fertilizers greatly reduced or eliminated."

"I believe that water/irrigation will become the number one issue in our industry in the next 10 years," says Wolf of Folsom's Zoo.

Many of you also believe you'll have to continue battling budget cuts and diminished staffs, which means having to do more with less. That means doing things better and smarter. In order to do that, grounds professionals will have to continue their certification and education process, which many of you predict will occur within the next 10 years. **LM**

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

View our SOI report online at [www.landscapemanagement.net](http://www.landscapemanagement.net).



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



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

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

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

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

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

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

Ohio Turfgrass Foundation Research and Educational Center - 2000

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

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

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

For more information, contact your local UHS representative

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



**United**  
Horticultural Supply



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

YOUR NAME

YOUR NAME

YOUR NAME

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

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

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



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

For more information, contact your local UHS sales representative

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







# From laborers to leaders

## The tale of three Hispanic workers who reaped the rewards of hard work and a willingness to accept responsibility

BY JASON STAHL / MANAGING EDITOR

**J**esus "Chuy" Medrano is in his truck, heading toward one of his crews still toiling away at a job site as dusk approaches. The setting Colorado sun is a deep red, red as the blood some of his workers shed from minor cuts they're too busy to pay attention to. With the sun as a backdrop, some of the guys look like teapots, their arms pointed out at the elbow as their hands rest on their hips.

"Jarritos," Chuy says with a broad grin as white as his cowboy hat is black. That's the Spanish term for "little

teapots," which is what he says those workers with their hands on their hips look like.

Chuy doesn't like jarritos. Nor does he like the guys who lean on shovels all day. Raymond Cervantes is not one of those guys. Cervantes is the supervisor of the Landscape Ren-

ovation Division of CoCal Landscape, the company that Chuy co-owns.

Seven years ago, he was hired by CoCal as a laborer at \$6.50 per hour. Today, he makes \$17.50 per hour and is gaining more responsibility by the day.

### A Tasmanian devil

He's one of those special individuals in the landscape industry who took full advantage of a great opportunity handed to him and went from a laborer to a leader. Cervantes, 33, came to the United States in 1988

*continued on page 32*



*continued from page 31*

from Chiuchuachua, Mexico. He came for the reason that most Mexicans immigrate to the U.S. — for a better life.

The details of how he got here are a bit sketchy, but he remembers walking two hours to the border and then hitching a ride with two cousins. As he says, "There wasn't much trouble. It wasn't difficult then like it is now."

Cervantes's parents had already been in the United States for 20 years, so they helped him find a home in New Mexico and a construction job. Two years later, he moved to Denver, got a landscaping job, and eventually joined CoCal.

Cervantes was like a Tasmanian devil on job sites, whirling from one task to another and hardly ever stopping for breaks. Within six months, he was promoted to foreman.



**Raymundo Cervantes**  
**Age:** 33  
**Company:** CoCal Landscape  
**Title:** Supervisor, Landscape Renovation Division

other and hardly ever stopping for breaks. Within six months, he was promoted to foreman.

"Maybe because they had been watching me and liked the way I worked," Cervantes says when pressed

for a reason why he received his first promotion. "They say I worked hard. People didn't want to work with me because I worked so fast and hard."

Chuy doesn't deny that Cervantes is one tough worker. Part of the reason he has put so much responsibility in Cervantes's hands is that he has no fear. "He's not afraid of sending someone home if things fall into the cracks," Chuy says. "Some guys just want to put in their eight hours and get off his crew. But Raymundo's not in it for the eight hours — he's in it to produce."

*Cervantes was like a Tasmanian devil on job sites, whirling from task to task.*

Chuy figured that out on Cervantes's first day. The story goes that Chuy had proposed to a local apartment complex to replace the grass around one of the complex's low-sitting buildings with beds. Water had been leaking into the basement, and the beds would alleviate the problem, he told them.

"They didn't listen," Chuy says. "That night, we had torrential rain, and they got three feet of water in their basement."

*continued on page 34*

www.westernexpo.com • phone (800) 748.6214

october 22-23, 2003  
**LAS VEGAS**  
 CONVENTION CENTER

AFFORDABLE TRAVEL  
 CUTTING-EDGE PRODUCTS  
 NEW VENDORS  
 PROGRESSIVE IDEAS

expect it all

western  
**EXPO**  
 2003





**IF YOU WORK IN ONE OF THESE**



(1/64 scale)

**GET THIS FREE**



**PLUS A CHANCE TO RENT ONE OF THESE FREE FOR A WEEK**  
(5 days)

Landscapers and contractors, get a FREE special-edition Ward Burton model race car, plus the chance to win one of 50 free week-long rentals of a Cat® skid steer. It's simple. Just stop by your local Cat Rental Store to register. For a store near you, call **1-800-RENT-CAT**.



©2003 Caterpillar Inc. NO PURCHASE NECESSARY. Sweepstakes is open only to professional landscapers and contractors who are legal U.S. residents of the 50 United States and District of Columbia, 21 years of age or older. This sweepstakes is not open to the General Public. Ends 10/31/03. See participating Cat Rental Store location for official rules. Void where prohibited.



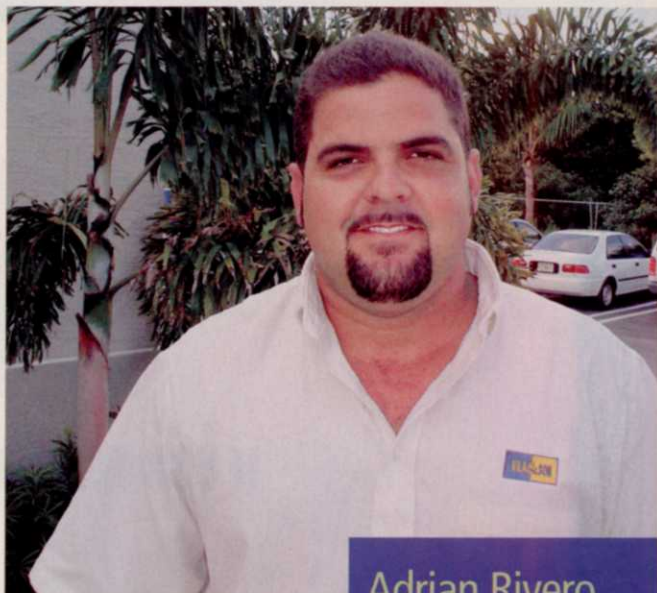
*continued from page 32*

The manager of the apartment complex called CoCal in a panic, asking them to do what they had originally proposed before his boss got wise to the water problem.

"That was the day Raymundo showed up," Chuy says. "He was breathing, so we hired him. I was running the job, and right away I could tell he knew a little about tractors. By three or four o'clock, we were laying cobblestone and beds, and everyone was tiring out. Raymundo, however, was just getting going."

Today, Cervantes is a supervisor over three foremen. He watches his crews to make sure the job is being done right — and that they finish the job on time. The projects he oversees are mostly residential irrigation installations, and he makes sure his crews have the equipment and materials necessary to do the projects with ease.

"He's the type of guy who stays on a job until it's done," Chuy says. "He also shows good leadership, and trains people to work like him. He works hard but also works with his head to find better ways to do things."



### Adrian Rivero

**Age:** 31

**Company:** Vila & Son Landscaping

**Title:** Superintendent, Miami branch

Cervantes acknowledges that he works hard and provides solid leadership, but he also says he has drive and ambition to keep moving upward.

"When I started I told them I wanted to be somebody else," Cervantes says. "You have to prove yourself. I help my guys learn everything I know, and, if they catch on quickly, they move up faster. If they don't catch on quickly, they won't move up that fast."

#### Battling the bureaucracy

Like Raymundo Cervantes, Adrian Rivero can also take pride in successfully completing two journeys in his life: one from Cuba to the United States, and the other from laborer to superintendent at Vila & Son Landscaping Corporation, Miami, FL.

Rivero finally arrived in Miami in 1993 at the age of 21 after many years battling the bureaucracy to see his father, who'd arrived in the United States in 1980. Even though he took a commercial flight and not a raft like some of his country-

men, the trip was still trying. He left his mother and siblings behind after finally being granted a special permit under the laws of "family reunification."

"No one can imagine, unless they have lived through it, what it's like to leave your family behind, not knowing if you'll ever see them again," Rivero says.

Rivero got married in 1994 and learned about Vila & Son through his father-in-law, who worked there. Even though it was a good opportunity, he resisted it and worked in building maintenance for the next five years.

"I had studied construction in Cuba," Rivero says. "Plus, I never felt that working with family was such a good idea."

But after five years of hard work, Rivero realized his

*continued on page 36*



## SISIS MAXISLIT

- Deep slicer with 63in working width at 7in or 9in depth.
- Optional floating rear roller.
- Minimal surface disturbance.
- Fast work rate.

# sisis

**SISIS INC**

PO Box 537, Sandy Springs, SC 29677

Tel: 864 843 5972 Fax: 864 843 5974

e-mail: [idc@sisis.com](mailto:idc@sisis.com)

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

Circle 132



# GET REAL

## GRASSHOPPER

### Versatility



PowerVac™ Collection System,  
Sunshade Canopy and Dethatcher



AERA-vator™  
Aeration



BedShaper



Rotary Broom



Dozer Blade

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

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



Shielded Sprayer



Turbine Blower



Snowthrower



ROPS



Remote Vac™



PowerVac™  
Collection System

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

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

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



*continued from page 34*  
 building maintenance job was going nowhere, so he accepted Juan Vila's offer of a job. He admits he knew nothing about landscaping, but because of his construction background, he read plans well. Still, he started doing only menial tasks such as digging holes and planting trees.

**Persistence pays**

Right away, however, Rivero was recognized as a rising star. People were so impressed with him that he was promoted two rungs up the ladder to superin-

tendent, skipping over the "foreman" designation. He credits persistence for his lightning fast climb.

"Never giving up no matter what the circumstances, and always doing my very best no matter what I'm working on," Rivero says.

"Luck had something to do with it because I met the Vilas through my father-in-law, but I know this had nothing to do with how far I've gone because we work in totally different areas and for different people."

As the general superintendent for the Miami branch,

Rivero supervises four superintendents who each have their foremen and crews, making sure they do quality work. He also oversees the budgets for projects, as well as equipment.

One project Rivero supervised that he probably wished he'd taken the day off for involved moving a giant ficus tree in the upscale, high-maintenance city of Weston. The tree was so big that, when they finally got it onto the trailer, it completely covered the truck. Because of that, it looked like it was resting on its side in the street.

"We'd been diverting traffic in the area where we were working, and people that were driving by started calling city hall to complain that we had left a tree lying in the street," Rivero recalls. "The city called Mr. Vila directly, who then called me, and it was basically a comedy of errors that kept getting worse."

Rivero and his crew finally resolved the problem by turning the truck around and going against traffic until the next wide intersection. The key is that they handled the situation as a team, which is the way Rivero prefers to deal with all scenarios he encounters. This philosophy helps him deal with difficult employees as well.



**Jose Ortega**

**Age:** 57

**Company:** ValleyCrest Companies

**Title:** Superintendent, Valley Crest Landscape Development, Las Vegas

"I work along with them," Rivero says. "After awhile, if they're slacking, they feel bad that I'm working harder or faster than they are, so they pick up the pace. I've never had to verbally express to anyone that they should be doing something faster or different, because I prefer to lead by example."

Needless to say, Rivero has made a nice life for he and his wife and their two young children. They own a house and reside in Homestead, and Rivero says he and his wife spend a good portion of their income on private education for their kids. "Wee want them to have a good educational start," he says. Still, it's hard for him to view himself as a role model.

"I'm no exception, and I certainly don't feel like I had much of a choice," Rivero says of leaving Cuba. "I was never in agreement with Cuba's current government, and I knew I would never have an opportunity to grow professionally

## Temporary Labor Visas

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



**Foley Enterprises**  
*Processors With Integrity*

**Call Toll Free: 888-623-7285**  
*Still the Leader in Service, Quality and Reputation*  
[www.FoleyEnterprises.net](http://www.FoleyEnterprises.net)

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

Circle 117



there. But there are thousands and thousands of young people who felt the same as I did and did what I did."

#### **You know you're old when...**

It's the old joke that starts, "You know you're old when..." For Jose Ortega, the joke ends with, "you can remember digging irrigation trenches by hand." That's how his first job with ValleyCrest Companies began in 1963. "We only had a couple of little bitty tractors, and everything else was done by hand," Ortega says.

In those days, moving trees was all but impossible, Ortega says. "The largest you could move was five feet wide," he says. But thanks to the fact that he's remained with ValleyCrest for the last 40 years, Ortega's now moved trees as large as 18 feet wide.

"We only had a couple of itty bitty tractors, and everything else was done by hand."

Lots may have changed in landscape technology world since 1963, but Ortega hasn't changed at all. He's still the same hard-working, unassuming guy he was when he was hired at 17 years old by former ValleyCrest vice president and chief operating officer Gene Giannulli. Only now he's got a different title: Valley Crest Landscape Development Las Vegas Area Superintendent.

His contributions can be seen on many of ValleyCrest's high profile projects, including Sherwood Country Club, Atlantis Resort in the Bahamas, Bellagio Hotel, the McCarran International Airport, Las Vegas

Strip, Disney's Splendid China, and North Beverly Park.

The Splendid China project completed in 1994 is one that Ortega especially looks back on with pride. "We had over 100 laborers there for over a year," he remembers. "We went from California to Florida, but had to come up with trees like the ones in California. We transplanted trees from all over the United States to the theme park, and had to get rocks from China."

Even though his title doesn't reflect it, Ortega's also been a part-time employment recruiter for ValleyCrest. After years of recommending the company to family members seeking a job, he now finds himself the patriarch to three generations —

and more than 35 Ortegas employed by ValleyCrest.

"I'm very proud to work with my family," Ortega says. He recounts one job where he was working with his dad, brothers and brothers-in-law that earned 50% profit. "We only spent half of what was budgeted for labor on that job," he says. Obviously, hard work runs in the family.

Ortega says the key to his success has been, simply, hard work. "I never wanted to stay a laborer," he says. "I wanted to push up and work hard. People who don't rise don't want responsibility. The most important thing is to be willing to be responsible for your actions." **LM**

## Debris Handling System — from **Little Wonder**



With the **NEW** Shredding Truckler and SHO Blower, Little Wonder is once again re-defining the landscape market.

### **Shredding TruckLoader:**

- The Most Efficient Loading Performance
- Unique Talon™ Shredding Features
- Heavy Duty Construction
- Lowest Noise

### **SHO Blower:**

- Patented Adjustable Air Deflector
- High Performance Design
- Lighter Weight
- Pneumatic Tires

To find a dealer near you, call us toll-free at  
**1-877-LWONDER (596-6337)**  
or visit [www.littlewonder.com](http://www.littlewonder.com)

**Professionals Demand Little Wonder. Shouldn't You?®**

© 2003 Little Wonder Division of Schiller-Pfeiffer, Inc.

Circle 130





# Greening *the* Alamo

**S**ometimes you roll up your sleeves and tackle the tough job yourself. Maybe you want to make sure it's done right, or maybe you like to challenge yourself. Or, maybe you're trying to stretch your budget.

Mark Nauschutz says that when he and two employees installed a new irrigation system at the Alamo, it was all three. The new 24-station system, installed over a period of two years, includes sprinklers for the site's zoysiagrass and drip for its beds.

"The original irrigation was put in about 1954," says Nauschutz. "There was only two automatic zones. The rest we had to water by manual valves."

Nauschutz manages the grounds at the Alamo. A thin, quietly friendly man, the gray in his moustache and thick brown hair attest to his 40-plus years. He's a proud alum of Texas A&M, a lifelong resident of the Lone Star State and unabashedly

## **In-house irrigation installation key to major grounds improvements**

BY RON HALL / EDITOR-IN-CHIEF

Texan. "Why would you want to live anywhere else?" he asks with a broad grin.

### **Changes necessary**

No wonder that when Nauschutz was named chief horticulturist for the Alamo in 1997, he brought to his responsibilities both a can-do attitude and a reverence for the

site. Just a few weeks into the job, however, he realized that he had to make changes if he wanted to turn it into the oasis that he envisioned. At the top of his "must have" list was a modern irrigation system, sprinklers for the turfgrass and drip for the beds, which he planned to dramatically improve.

*continued on page 40*





**Turns out there actually are enough hours in the day.**

Introducing the Toro® Groundsmaster® 4100-D. It's designed from the ground up to get more done. The entire 10.5' cutting deck is in front for easy maneuvering. And fast mowing. Muscle? It has the most net horsepower and torque in its class. For Toro Financing™ options, call 1-800-803-8676 or visit [toro.com](http://toro.com).

Circle No. 136





continued from page 38

"It was almost impossible to keep the property irrigated properly with what we had," says Nauschutz.

The Alamo is more than a single building; it's a compound consisting of a cluster of buildings situated on 4.3 acres of intensively maintained turfgrass and gardens.

## Hey, I found the water

Can you use coat hangers to find underground water? I did. Mark Nauschutz showed me how. He learned the craft from fellow employee Jerry Welch.

Here's how it's done: You bend two wire coat hangers into "L" shapes to create a pair of divining rods. You hold the shorter ends of the rods loosely in your hands, with the longer ends pointing ahead. Then you walk slowly. When the long ends of the rods suddenly turn inward towards each other or they cross, water is beneath your feet.

Nauschutz used the technique to find long-forgotten water pipes beneath the soil on the Alamo property when he started the irrigation upgrade.

Mark allowed this skeptical editor to try his hand at the bent coat hangers and, amazingly, even he, having no idea where the water lines were buried, found them by the rods' action.

—RH

The site is planted smack-dab in the middle of the city, situated on one side of the tree-shaded plaza. It's the most famous location in Texas. The site is owned by the State of Texas but administered by The Daughters of the Republic of Texas.

The Alamo Shrine, the mission building that most of us think of as the Alamo, is one of the most recognizable icons in American history thanks, in part, to several Hollywood movies depicting its heroic defense.

### A little history

On March 6, 1836, the vastly superior Mexican forces of General Antonio Lopez de Santa Anna overran the Alamo compound, killing Commander William B. Travis and what's believed to be 188 other

continued on page 42

# 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?

- A rugged understructure
- Lectro-Life® immersion priming
- Powder coated platform sides
- Full undercoating
- Two-component urethane topcoat

It all adds up to 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

©2003 Reading Body Works, Inc. Reading and Lectro Life are registered trademarks, and Redi-Dek is a trademark of Reading Body Works in the United States and in some foreign countries.



# The Blenders Choice

*Why do more blenders of quality fertilizers choose Nitroform® or Nutralene® as their premier nitrogen source?*



They know that nitrogen is crucial to effectively manage turf and ornamentals and that the fine tuned, controlled release mechanisms in Nitroform and Nutralene give plants the nitrogen they require *when they require it*, season long.

Nitroform and Nutralene are the blenders choice because of these many benefits:

- Growth is sustained and controlled, properly balanced between roots and top growth.
- No growth flushes after heavy rains or due to granule breakage during handling or application.
- Stronger plants resist damage from diseases, weeds, insects, drought and traffic.
- Vigorous, controlled growth and color with fewer grass clippings.
- Non-burning.
- Excess nitrogen does not find its way into ground and surface waters.

The next time you buy fertilizer, remember to look for blends that display the original Nitroform or Nutralene logo, it's your assurance of quality nitrogen. For the name of a blender in your region contact us at 1-888-370-1874.



Circle No. 123

Nu-Gro Technologies, Inc. 2680 Horizon Drive SE, Suite F5, Grand Rapids, MI 49546  
[www.nugrotech.com](http://www.nugrotech.com)

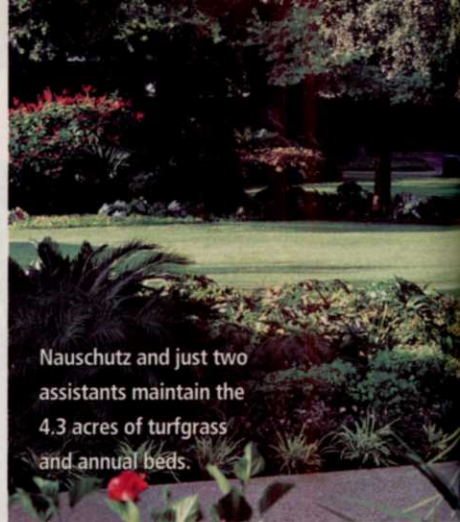
Nitroform and Nutralene are registered trademarks of Nu-Gro America Corporation



continued from page 40

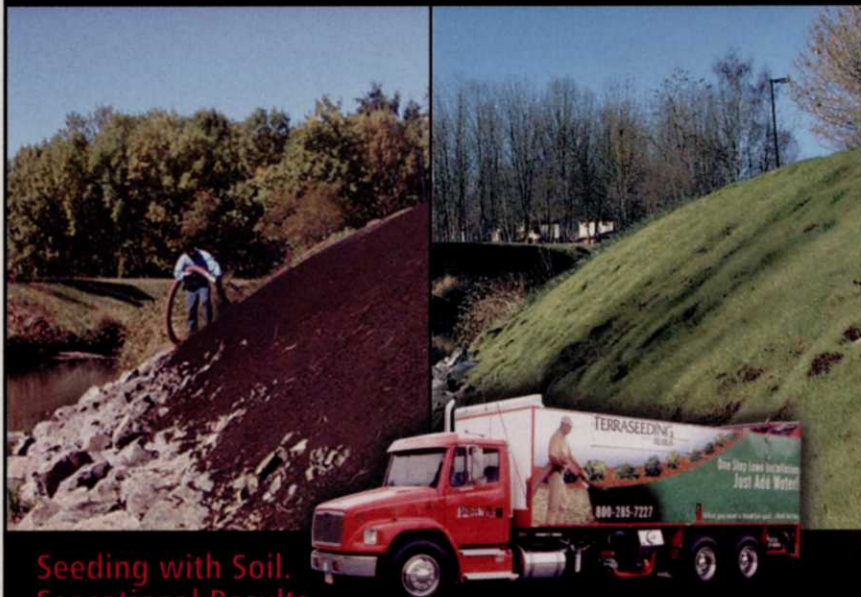
defenders including legendary figures David Crockett and Jim Bowie. Their 13-day defense of the Mission inspired other

"Texians" (as they were called then) to defeat Santa Anna at the Battle of San Jacinto on April 21 that same year. That victory allowed Texas to gain independence as a Re-



Nauschutz and just two assistants maintain the 4.3 acres of turfgrass and annual beds.

# SEEDING IS BELIEVING



## Seeding with Soil. Sensational Results.

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

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

**Terraseeding™  
Erosion Control  
Athletic Fields**



**Express Blower**

**800-285-7227  
www.expressblower.com**

public and, eventually, admittance as a state into the Union.

More than 2.5 million people visit the Alamo annually. After viewing its many exhibits and artifacts, most of them stroll the quiet walkways, enjoying the turfgrass and visiting its colorful gardens. These beautiful grounds wouldn't be possible without water.

Nauschutz hired an experienced contractor to install the trunk line and a landscape architect, Peter Olfers, to design the irrigation system, but he and three employees provided muscle for the installation. Renting a trencher on two occasions, they still ended up doing much of the trenching by hand, particularly when they approached sidewalks, large trees or underground utilities. Even when the going was easy, they had to be careful. An archeologist must be present whenever anyone digs deeper than 16 in. into the soil at the compound.

### A new system

They completed the first phase of the new system, consisting of a Toro LTC controller and Toro 300 rotors and 570 pop-ups, by the spring of 1999, and added drip stations the following winter. All but one of the drip zones have been installed. (The Alamo doesn't charge admission. Its operating funds come from sales in the Gift Museum located a short walk from the Shrine.)

"Watering at night creates some problems with brown patch usually starting in mid-August, but we can control that using PCNB or ProStar. We've used Heritage, too," says Nauschutz. The 30-ft. by 50-ft.





rectangle of Tifway 419 bermudagrass at the entrance to the Alamo Shrine — the grass that visitors pass when entering the Alamo Shrine's entrance — can be watered by sprinklers or with drip. Nauschutz says he decided to install drip there because of the severe droughts that periodically strike central Texas.

"Watering restrictions don't affect drip irrigation," says Nauschutz. "We haven't used it on this turfgrass yet because we had plenty of rain this past year and the aquifer is full. But we could use it if we get restrictions again."

The source of irrigation water is the other major change to take place under the horticulturist's watch. The city of San Antonio extended a six-inch line several blocks to the Alamo in February 2002, and now supplies the irrigation system with reclaimed water.

"We haven't used it (reclaimed water) long enough to detect any buildup of salts in the soil yet, probably because we had so

much rain here this past spring and fall," says Nauschutz. "We're keeping an eye on it, though."

The horticulturist estimates that he's

spent about \$25,000 on irrigation supplies, but he says that he's saved the Alamo much more than that by doing the project in-house. **LJM**

## Renovation Equipment Designed with You in Mind.

### TURNAER 26

**\$3,245.00**  
\$170/mo



**A revolution in aeration technology!  
Finally, the aerator you've always wanted.**

- Aerate a lawn like you mow it
- Less work on you and your staff's backs
- Turns while in the ground—no stopping at the end of each pass
- 30% more productive than conventional aerators

### KISCUTTER

**\$2,195.00**  
\$115/mo



**Cutting sod has never been so easy.  
The KisCutter gets the job done—faster!**

- Lightweight, with folding handles make it easy to load and unload
- Lower vibration, less operator fatigue
- Simple, easy-to-use depth adjustment
- Revolutionary design cuts as much as 300 lb. units

Choose Turfco Direct for innovative, easy-to-use equipment that meets all your renovation needs. Working direct with our factory, you'll get better prices, fast and comprehensive service and next-day parts delivery. Plus, all Turfco equipment comes with a 2-year warranty. Turfco Direct—the *Direct* answer to your lawn renovation needs.

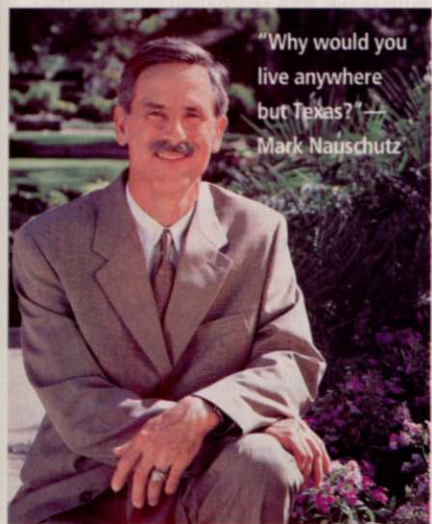
**Aerators • Dethatchers • Sod Cutters • Seeders**



**Call Now to Order Direct: 1.800.679.8201**  
Visit us on the web: [www.turfco.com](http://www.turfco.com)

TURFCO MANUFACTURING INC. • 1655 101st Ave. NE • Minneapolis, MN 55449-4420 • Phone-763.785.1000 • Fax-763.785.0556

Circle 139



"Why would you live anywhere but Texas?" — Mark Nauschutz



# Clients' 10 biggest lawn care gripes



**A**s the IPM homeowner specialist for the University of Georgia, I talk to an inquisitive public each day. Many times, I'm called for second opinions and used as a sounding board for public skepticism that, too often, is directed towards the lawn service industry.

Occasionally, a homeowner will contact my office screaming that their lawn service just killed the most beautiful lawn in the neighborhood. Others will call and whisper something about the lawn care provider spraying an unknown chemical on their property. Sometimes when I go out, perhaps to a restaurant, I'll run into a homeowner acquaintance who just priced lawn care products at the local garden store and asks why the lawn service charges three times the amount to apply the same products that they can buy for themselves.

Why are some homeowners so skeptical about their lawn care provider? Why do they believe their lawn has an undiscovered and dreaded disease? The problem can be summed up best in an hour show on Oprah entitled, "Why doesn't my lawn service talk to me anymore?"

**... and a sure fire plan to calm client concerns about turf diseases, and keep them on your professional program**

BY MILA J. PEARCE

It's easy for companies to overextend themselves and not leave time to explain the ecology of a typical yard to most clients who don't realize the diverse ecosystem of microbes and climate within a turf canopy. Often, companies take on new business without doing a history check, and this creates the beginning of the end for client trust. As a result, clients are forced into blind faith and, if disease ever occurs, that blind faith quickly turns into condemnation.

Below are the most common questions I receive about the lawn service industry and how I respond. Hopefully, this will help your company maintain or gain your clients' trust by answering the questions before they ask.

## **1** Is my lawn service provider making my turf disease problem worse?

A good company knows the characteristics of a specific lawn including variety, soil composition, microclimates and proper nutrient levels. It knows that different grasses

have different nutrient needs and, depending on the soil type, how the grass uptakes fertilizer. This knowledge allows it to program the amount of fertilizer and water if a disease is present. For example, if a bermudagrass lawn has been diagnosed with dollar spot (*sclerotinia homoeocarpa*), the caregiver knows to use enough nitrogen to sustain a moderate shoot growth rate and reduce excessive water stress.

## **2** Should a lawn service ask about previous disease problems in my lawn?

A company should always find out as much information as possible when treating a lawn. Knowledge of previous disease is just one of many factors influencing your lawn. The age, soil pH, even other plants that may be allopathic also influence the resilience of turfgrass. This information allows the company to select a care regimen tailored specifically for a lawn. For in-

*continued on page 46*





# Speed. Kills.

## Introducing QuickSilver™. Fast control of broadleaf weeds.

Introducing the most advanced chemistry in herbicides—QuickSilver, for extremely fast control of post-emergent broadleaf weeds, including tough-to-control weeds such as clover and thistle. But even though QuickSilver is tough on broadleaves, it is soft on sensitive turf varieties, such as Bermuda and St. Augustine Grasses. Which makes QuickSilver the smart alternative to clopyralid.

Just add a few drops to your tank mixture and you'll see plant response within 24-48 hours. That's because QuickSilver blocks chlorophyll synthesis causing the release of peroxides that result in rapid plant cell degradation. And because of its excellent range of effectiveness across wide temperature ranges, it's suitable for many regions across the U.S.

What's more, QuickSilver is applied in extremely low quantities—just 0.55 to 2.1 oz/acre. That's lower than other herbicides on the market.

That means less herbicide released into the environment. Less herbicide to store. And less visits to customer sites.

For more information, contact our Customer Satisfaction Center at 1-800-321-1FMC, or visit: [www.fmc-appspec.com](http://www.fmc-appspec.com)

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



**QuickSilver™**  
T&O HERBICIDE



© 2003 FMC Corporation. The FMC logo is a registered trademark of FMC Corporation. QuickSilver is a trademark of FMC Corporation. Always read and follow label directions.

Circle No. 114





continued from page 44

stance, if a lawn has a history of brown patch (*rhizoctonia spp.*), the company would decrease the amount of nitrogen and increase the mowing height.

**3 I have disease every year and my neighbor's lawn is spotless. Why?**

Every yard is different and has its own microclimate, including distinctive turf canopies. Diseases like some varieties of turfgrass better than others, and diseases prefer certain climates over others. For example, if your zoysia lawn is shady and low-lying with clay soil, you'll always battle brown patch (*Rhizoctonia spp.*). *Rhizoctonia* love wet, humid conditions, especially on zoysiagrass. Centipede usually does well under dry conditions with sandy soils, but

if the neighborhood kids meet on your front lawn for a game of soccer, you're going to run into problems.

**4 Are repeated sprays necessary, or is that just more money?**

Most chemicals aren't curatives. They're used in accompaniment with correct cultural practices to reduce the spread of a disease. If a disease is severe or a weather pattern is unrelenting, several sprays every 10 to 21 days may be appropriate.

**5 How do I know my lawn service provider is fertilizing correctly?**

Companies should know recommended nutrient rates not only for your grass vari-

ety but also for your soil type. This, coupled with previous disease information, the time of the year and overall lawn environment, will indicate the proper fertilizer rates. Companies will often do a soil sample to rule out any nutrient deficiencies or toxicities as a problem. Again, if you suspect disease or know that a brown patch always appears in the same area year after year, let the company know in advance.

**6 Should I believe my lawn service about disease, or should I always request an official disease diagnosis from a lab?**

Experienced employees of companies become well-versed with diseases. Patterns and symptoms help identify diseases and, if caught early enough, a precautionary spray may be beneficial. Of course, the only sure

**PEOPLE SOLUTIONS**  
by JP Horizons, Inc.

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

**Driving Business Performance**

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



way to identify a specific disease is to look at it microscopically, which may or may not be at an official diagnostic lab. Talk to your lawn company personnel; ask how they identify pathogens, and the procedure used to manage them.

**7** My lawn company blames my brown lawn on the weather. Is that an excuse?

Unusual weather patterns will contribute to disease severity. A company can spray a thousand dollars worth of chemicals, but if it rains for weeks, there will always be disease. Likewise, if there are periods of drought, normally weak pathogens such as *Currularia* will attack your grass.

**8** Why are sprays so expensive, yet so cheap at the garden store?

The chemicals available to homeowners are usually a weaker concentration. They are often premixed, and the containers or application methods are substandard. There's no way to ensure correct amounts and coverage. Commercial pesticides can be from 50% to 99% active ingredient. This enables them to customize the concentration as a label allows. A company will have sprayers with specific nozzles for optimum coverage calibrated to avoid phytotoxicities. Companies also have the ability to tank mix with other restricted-use chemicals.

**9** Will chemicals used on my lawn hurt my pets?

All chemical applicators are trained and must pass a test before they receive a commercial pesticide license. Training consists of chemical safety for people and pets. If there's any chance your pets could be injured, the company should notify you.

**10** Why does my lawn service waste sprays on dead grass in the winter?

Hopefully, your grass is dormant and not dead. Many diseases survive the winter in debris as saprophytes. As a result, they can quickly overtake grass in the spring before it ever has a chance to green up. Sprays in the winter may suppress the disease

enough to allow your lawn to get a head start. This is especially true if you've been fighting disease the previous summer. **L.M.**

— The author is an IPM Homeowner

Specialist in the Plant Pathology Department with the University of Georgia, Griffin.

She can be contacted at [mpearce@griffin.uga.edu](mailto:mpearce@griffin.uga.edu).

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<sup>SM</sup>

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

IR ©2003 KING Innovation





# Amazing control

## Irrigating multiple landscaped properties with a single central control system saves water and labor

BY RON HALL / EDITOR-IN-CHIEF

**W**hen the Moreno Valley School District in California decided to grab control of its irrigation, it turned to centralized control.

With 34 school sites scattered over 510 acres, it was time to bring order to a process. The district's irrigation was being handled by gardeners, coaches, landscape personnel and school administrators.

In this instance, the district chose a RainMaster brand Evolution system. The results — both expected and unexpected — have been gratifying, reports Stan Brown, grounds supervisor for the district.

In addition to conserving water (20% to 40%), Brown discovered the system saved labor, too. "The guys have much more time in the field making repairs...We've got better scheduling and more time to make sure things work right," says Brown.

"Centralized computer control was the only thing that could ultimately produce effective water conservation and financial savings for us."

### Irrigate multiple sites

Centralized control, specifically the proprietary software that drives it, gives contractors, grounds or water managers a powerful tool to irrigate multiple sites from a single personal computer. These are sites that often have widely varying water needs, such as the Moreno Valley School District with locations on hillsides and in valleys.

That's the function of the controller, to be the irrigation system's brain. But a centralized system's capabilities, compared to a simple residential controller, are Einsteinian as it communicates with and sends directions to many satellites (field controllers) at different locations. And, the communication can be two-way; the central controllers give the satellites their watering orders, ei-



ther directly from an operator or from the data it automatically gathers from weather stations, etc. The satellites, in turn, record irrigation activity and report it back to the operator. They can also alert operators and respond to problems such as vandalized sprinklers or stuck valves.

Irrigation equipment manufacturers offer an array of their own unique central control products. Most now incorporate remote access and operation capabilities, depending upon the particular manufacturer's system, via telephone modem, over the Internet, wireless via UHF or cellular.

Even so, a central control system is like any other irrigation system with three main components: the controller, station-control valves and sprinklers. Nor is the concept new, although manufacturers continue to update and improve their offerings to make them easier to operate.

### Applications are growing

The applications within the landscape and grounds segments of the Green Industry are growing.

For instance, the City of Portland installed Rain Bird's Maxicom system to irri-

*continued on page 50*





# UPGRADE YOUR MIDNIGHT BLEND

## Turf-Seed's Premium Kentucky Bluegrass

If you like Midnight, you'll love Northstar, Moonlight and Brilliant.

While Midnight has been our top selling variety for over 20 years with many companies attempting to duplicate it, at Turf-Seed we've been concentrating on developing new and even better varieties to complement Midnight.

Upgrade your turf blends with North Star, Moonlight and Brilliant for better mildew resistance, salt tolerance, rust resistance and adaptability to low mowing heights.

	Mildew Resistant	Salt Resistant	Rust Resistant	Dark Color
<b>NORTH STAR</b>	Yes	Yes	Yes	Yes
<b>MOONLIGHT</b>	Yes	Yes	Yes	Yes
<b>BRILLIANT</b>	Yes	No	Yes	Yes
Midnight and Look-alikes	No	No	No	Yes

North Star, Moonlight and Brilliant should be your first choice when looking for a suitable companion for Midnight.



**TURF-SEED, INC.**

*Your Success Depends on Seed / Satisfaction Guaranteed.*



*continued from page 48*

gate nearly 200 park and open-space areas within the city, about 9,400 acres.

"It's important for us to keep them lush and green, and at the same time apply water to them in the most efficient manner," says Jim Figurski, landscape architect in the city's Design & Construction Division.

"Central control isn't something we jumped into," adds David Gray, Parks & Recreation Irrigation Manager. "For five or six years, we conducted various in-house studies to determine the appropriate application of central control and to select the best system for our needs."

Properly specified and installed centralized systems are proven water conservers, say the Portland officials. Proof, they say, came when the city suffered an extended drought just as the system was being installed.

From a landscape maintenance contractor's standpoint, an operator using a central system can, from a single location, efficiently irrigate properties over a broad geographic area.

On the one hand, clients conserve water and save on their irrigation costs. (Who wouldn't want to offer clients a chance to save money?) On the other, the contractor no longer has to send a technician to each site to make seasonal adjustments; it can be done from the office. And, when there's a problem with a particular irrigation component, the central controller alerts the operator so the problem can be corrected promptly.

As we all know, in the landscape business, the two things that contractors always seem to need more of are labor and time. Central control can save on both. **LM**

## Fit the system to your needs

David D. Davis, FASIC, CID, says that installing a central control system makes sense when it contains features that you'll use and need in the future — and that meet your business needs. Buying a system that offers more features than you will ever need is a waste of money.

Davis, a well-known and respected irrigation consultant based in Crestline, CA, offers these suggestions:

- ▶ Define your goals when selecting a central system. These may include water conservation, reducing labor costs or gaining control over maintenance and operations. There's no use buying bells and whistles that won't be used.

- ▶ Match your decision to actual needs of the landscape site. In other words, the use of the site (sports fields, median strips, cemetery, etc.) will determine which features to include in the system. The owner and operator, such as a parks department or management company, will determine what features are really needed on a business basis. Keep in mind future irrigation needs as well.

- ▶ Understand each feature's purpose in order to know if the central controller is performing as specified. In many parts of this country, it's the contractor who trains the operator. It's also the contractor who programs the database.

- ▶ Become technically capable of using the features of the system; otherwise, the intent of these features is wasted.

"Customers often don't need a great big honking central system, especially if they're going to use only 20% to 30% of what it can do," says David Shoup, Product Manager, Central Controls, Hunter Industries. In other words, there are central control systems that can meet a variety of landscape needs.

## For more information

### Griswold Controls

949/559-6000

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

▶ IDC Windows Central Irrigation Control System with breakthrough radio technology and intuitive program execution

### Hunter Industries

760/591-7383

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

▶ IMMS affordable water management for a network of irrigation systems from a single central location

### IrriDigital

800/260-3258

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

▶ IrriDigital Monitoring Software runs on most Windows-based computers

### Rain Bird

909/785-3169

[www.rainbird.com/landscape/literature/central.htm](http://www.rainbird.com/landscape/literature/central.htm)

▶ Maxicom2 designed for monitoring and controlling an unlimited number of large residential, commercial and indus-

trial sites and weather sources from one location

### RainMaster Irrigation Systems

805/527-4498

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

▶ Evolution Central System total water management; iCentral Internet-based system

### Signature Control Systems, Inc.

866/474-4628

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

▶ Constellation family of software, satellites and remote control devices

### The Toro Company, Irrigation Division

800/664-4740

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

▶ Site-Pro Central Control with advanced graphics-based software

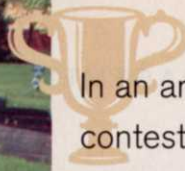
### Weathermatic

972/278-6131

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

▶ Wetware Central Control Software with graphical maps and icons. Provides choices for monitoring and controlling both VAC and SL model controls by Weathermatic





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



# Supplies adequate; prices stable

BY SUE GUARD / CONTRIBUTING EDITOR

**E**xpect stable prices and adequate availability for most turfgrass species and varieties. The biggest change from last year is the rising price of perennial ryegrass seed.

Jacklin Seed Manager Glenn C. Jacklin says that proprietary Kentucky bluegrasses are in good condition with average yields. He says quality of this year's crop looks good.

Jacklin also reports that

quantities and availability for fine leaf fescues should be good as the industry works through overproduction. There might be some tightness due to lower yields this year, however.

"Supply of proprietary seed bermudagrass will be adequate," reports Dr. Charles Rogers, Seeds West, Maricopa, AZ. "Proprietary varieties fared better (than common) because growers are generally willing to spend more money on produc-

tion to ensure that they get a high-quality crop."

Expect tighter supplies and higher prices for perennial ryegrass seed, however.

"Growers, unhappy with the pricing below the cost of production, eliminated 30,000 acres of certified production," says Tom Stanley, Southwest Manager of Turf Seed, Inc..

"Prices will continue to trend upward until, perhaps, spring 2005. Distributors and end users who purchase on

price should lock up supplies now," he says.

For a look at seed availability and a listing of mixes and blends, visit [www.landscape-management.net](http://www.landscape-management.net).

#### KEY (AVAILABILITY):

A=expected surplus;  
B=adequate supply;  
C=limited supply.

#### KEY (PRICE):

H= higher price than last season  
S= stable, equal to last season  
L= lower prices than last season

CULTIVAR	MARKETER	AVAILABILITY	PRICE
<b>Bermudagrass</b>			
Jackpot	Jacklin	C	S
LaPrima	SR Oregon	B	S
Mirage	DLF International	B	L
Mohawk	Pennington Seed	B	S
Princess-77	Pennington Seed	B	S
Pyramid	DLF International	C	S
Riviera	Johnston Seed	C	H
Sahara	Pennington Seed	B	S
Southern Star	Jacklin	B	S
SR 9554	SR Oregon	B	S
Sundevil II	Jacklin	C	S
Sundance II	LESCO	B	S
Sunstar	LESCO	B	S
Sydney	Pennington Seed	B	S
Transcontinental	Turf Merchants	B	S
Wrangler	Johnston	C	S
Yukon	Johnston/Seed Research OR	B	S

CULTIVAR	MARKETER	AVAILABILITY	PRICE
<b>Kentucky Bluegrass</b>			
Absolute	Jacklin/Graham/Pro Gardner	C	S
Alexa	ProSeeds	B	H
Apollo	Scotts/Proseed/Landmark	B-	H
Arcadia	SR Oregon	B	S
Ascot	Scotts/Landmark	A	H
Award	Jacklin	B	S
Barcelona	Barenbrug USA	B	S
Bariris	Barenbrug USA	C	S
Baritone	Barenbrug USA	B	S
Bedazzled	Turf Merchants	C	S
Blackstone	Scotts	A	H
Bluechip	Jacklin	B	S
Blue Knight	DLF International	B	S

CULTIVAR	MARKETER	AVAILABILITY	PRICE
Blue Moon	Jacklin	C	H
Blue Star	Pennington	C	S
Bordeaux	Lebanon Turf	B	S
Boutique	Turf Merchants	B	S
Brilliant	Turf-Seed	B	S
Broadway	DLF International	B	S
Brooklawn	Turf Merchants	A	S
Buckingham	Scotts/Landmark	A	H
Cabernet	Lebanon Turf	B	S
Caliber	Jacklin	C	S
Champagne	Lebanon Turf	B	S
Chicago II	Jacklin/National	C	S
Courtyard	Scotts/Landmark	C	New
Coventry	Scotts/Landmark	B	H
Deepblue	Jonathan Green	C	H
Dragon	ProSeeds	A	H
Famous	ProSeeds	C	H
Freedom III	Jacklin/National	C	New
Haga	Burlingham/ProSeeds	C	S
Hallmark	LESCO	B	S
Ginney	ProSeeds	B	H
Kenblue	Jacklin	C	H
Lakeshore	LESCO	B	S
Langara	Pickseed West	B	S
Mallard	Pennington	C	S
Mercury	Pickseed West	C	New
Merit	Harvest States	B	S
Midnight	Pennington/Scotts/Landmark	A	H
Midnight II	Turf-Seed	B-	S
Moonshadow	Pickseed West	B	S
Nassau	Jacklin	B	L
Newport	Jacklin	C	H



CULTIVAR	MARKETER	AVAILABILITY	PRICE
NuBlue	Jacklin	B	S
NuDestiny	Jacklin	C	S
NuGlade	Jacklin	B	S
North Star	Turfgrass America	B	S
Preakness	ProSeeds	C	H
Quantum Leap	TurfOne	A	H
Rhythm	DLF International	C	New
Rugby II	Jacklin	B	S
Serene	Scotts/Landmark	B	H
Showcase	SR Oregon	C	S
SR 2284	SR Oregon	B	S
Tsunami	Jacklin	C	S
Washington	Scotts/Landmark/ Jonathan Green	A	H


### Tall Fescue

Admiral	Burlingham	C	H
Alamo	Jacklin	B	H
Arid II	Jacklin	B	H
Arid 3	Jacklin	B	H
Barlexas	Barenbrug USA	B	S
Barlexas II	Barenbrug USA	B	S
Barrera	Barenbrug USA	B	S
Biltmore	LESCO	B	S
Bingo	DLF International	B	H
Black Magic	Jonathan Green	L	S
Black Watch	TurfOne	C	H
Brandy	ProSeeds	A	S
Bravo	LESCO	A	S
Bulldawg	ProSeeds	A	S
Cayenne	Pickseed West	C	New
Coronado Gold	Turf-Seed	B	S
Coyote	Scotts	C	H
Crew-Cut II	SR Oregon	B	H
Crossfire II	Pickseed West	B	L
Daytona	Burlingham	B	H
Defiance	SR Oregon	A	H
Divinci	Lebanon Turf	C	H
Dynasty	Pickseed West	B	L
Empress	ProSeeds	C	S
Endeavor	Turf-Seed	B	S
Falcon II	ProSeeds	A	S
Falcon III	ProSeeds	A	S
Fine Lawn Petite	ProSeeds	A	S
Focus	Turf Merchants	B	S
Greystone	Pennington	C	S
Guardian	TurfOne	C	H
Heritage	ProSeeds	A	S
Houndog 5	DLF International	C	H
Jaguar 3	Jacklin	B	L
Magellan	Burlingham/LESCO	C	H
Masterpiece	Lebanon Turf	B	H
Millennium	Turf Merchants	B	S
Olympic Gold	Turf-Seed	B	S

CULTIVAR	MARKETER	AVAILABILITY	PRICE
Onyx	Jonathan Green	C	S
Palisades	ProSeeds	C	H
Phoenix	Barenbrug USA	B	S
Pixie	Jacklin	C	H
Plantation	Pennington	B	S
Quest	Jacklin	B	H
Rembrandt	Lebanon Turf	B	H
Santa Fe	Jonathan Green	C	S
2nd Millennium	Turf Merchants	B	S
Signia	Pennington	B	S
Southeast	Scotts/Landmark	C	H
Southern Comfort	DLF International	B	S
Tempest	Burlingham	B	H
TF-66	Barenbrug USA	B	S
Tulsa II	DLF International	C	H
Vegas	Barenbrug	C	S
Watchdog	TurfOne	A	H
Wildfire	DLF-Jenks	B	S

### Perennial Ryegrass

Accent	Jacklin	S	H
Admire	Jacklin	S	H
Affirmed	Lebanon Turf	B	H
Applaud	Pennington	P	H
A.S.A.P.	Jacklin	S	H
Barclay	Barenbrug USA	C	S
Barlennium	Barenbrug USA	C	H
Blazer 4	Pickseed West	C	New
Brightstar SLT	Turf-Seed	C	H
Caddieshack	Jacklin	B	H
Calypso II	TurfOne	C	H
Churchill	Lebanon Turf	B	H
Elfin	DLF International	C	H
Exacta	Lebanon Turf	B	H
Extreme	Jacklin	B	H
Fiesta 3	Pickseed West	C	H
GoalKeeper	Jacklin	B	H
Integra	Pennington	B	H
Mach I	TurfOne	C	H
Majesty	Scotts	C	H
Palmer III	ProSeeds	C	H
Paragon	Turf Merchants	A	H
Peak	Barenbrug	C	H
Pennant II	ProSeeds	C	H
Pizzazz	Turf Merchants	A	H
Prelude III	ProSeeds	C	H
Premiere II	Barenbrug USA	C	H
Quick Trans	Turf-Seed	C	H
Salinas	Turf-Seed	C	H

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

For a more complete list of seed varieties, visit our Web site at [www.landscapemanagement.net](http://www.landscapemanagement.net).



# Get the power in hand



**CUB CADET COMMERCIAL ▲**

**877/835-7841**

Cleveland, OH

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

- Heavy-duty 30HC hedge clippers
  - 25.6cc OHC two-cycle engine with 1.22 hp
  - 30-in. single-sided blade
  - Weighs 11.4 lbs.
  - Easy-start diaphragm with purge pump carb
- Circle #258

BY CURT HARLER

**E**very landscape professional knows the importance of balancing the books. Victor Garlanger, owner of Garlanger Lawn Maintenance, Orlando, FL, knows the importance of balanced equipment, too. Like most operations, he has a set of blowers, edgers and trimmers in his truck. He's especially concerned about the "feel" of edgers and trimmers.

"An edger that isn't balanced right will be harder on you at work," Garlanger says. "The same goes for weed eaters. You need good, steady power and a machine that feels right when you're using it."

Garlanger Lawn Maintenance serves a variety of commercial and residential customers.

"I'm after a good piece of equipment...one that's long-lasting," he continues.

Garlanger is impressed with the easy cranking ability of the Echo blowers that he uses. He says he has tried other blowers and was impressed with their comfort, but finds other brands start harder than Echo and knows that an easy-starting unit will save a lot of wear and tear on his back.

"I'm looking for something with a lot of power," he adds. Manufacturers rate blowers with two figures: the number of cubic feet per minute (cfm) of air it produces and the number of miles per hour the airstream blows.

Lastly, Garlanger wants a tough piece of equipment. "It has to be long-lasting and durable," he says.

**REDMAX**

**800/291-8251**

Norcross, GA

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

- Strato-charged backpack blower
- EBZ4800 is powered by Komatsu Zenoah 47.9cc 2-cycle engine
- Meets CARB II and EPA Phase 2 air standards
- Weighs 19.6 lbs., noise level 65 dB

Circle #257

**BEARCAT ▼**

**800/247-7335**

West Fargo, ND

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

- Variety of EZ TrimMowers range from 5.5 to 6.5 hp
- Manual or electric start
- Push or self-propelled drive, plus tilt and trim
- Self-propelled units use two-wheel drive sprockets and chain drive for better traction

Circle #259

*continued on page 56*







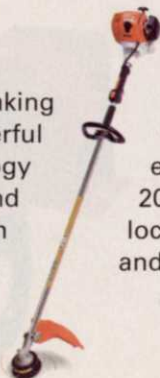
Ray Everham, Everham Motorsports

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

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

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

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



# STIHL®



continued from page 54

**DEERE ▶**

**800/537-8233**

Research Triangle Park, NC

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

- EZ Load Commercial String Head available for Pro-Series line trimmers
  - Eliminates tangles
  - Dual spool, slotted eyelets for easier winding
  - Low emission M-series engine powers units including T105SLE and XT120LE trimmers
- Circle #260



**LITTLE WONDER**

**877/596-6337**

Southampton, PA

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

- Little Wonder Xtra's cross-blade system cuts thickest grass
- 6-position height adjustment for precise depth
- Fully enclosed blade guard, debris deflector

**HONDA**

**800/426-7701**

Alpharetta, GA

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

- HHE31CA is 4-stroke stick edger
  - Powerful 31 cc engine
  - 22 oz. fuel tank
  - Two-motion throttle
  - Quick adjust gauge wheel
- Circle #264



**EFCO POWER EQUIPMENT**

**800/447-1152**

Minneapolis, MN

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

- Get three standard cutting attachments with every straight-shaft EFCO brush cutter
  - Anti-vibration system for ease of use
  - 8735BAV, 8740BAV, 8746BAV and 8553BAV all have bike handles
  - Units weigh from 14.3 to 18.1 lbs.
- Circle #265



**EXMARK ▲**

**402/223-6300**

Beatrice, NB

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

- UltraVac commercial collection system fits Exmark Lazer Z, HP and XP
  - Spindle-driven blower design
  - Five-blade impeller creates high velocity airflow
  - Tubular steel bumper protects blower housing
  - Debris bypass impeller reduces hp draw and clogging
- Circle #261

- 34 cc 2-cycle gas engine
  - 3.5:1 gear reduction and fully enclosed transmission.
- Circle 262

**ECHO, INC.**

**847/540-8400**

Lake Zurich, IL

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

- SRM-310 trimmer has 30.5cc Power Boost engine
  - Four-layer cable drive shaft with 59-in. length
  - 27.1 oz. see-through fuel tank
  - Comfortable shoulder harness
- Circle #263

**STIHL**

**800/467-8445**

Virginia Beach, VA

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

- FS-110 brush cutter meets EPA 2005 standards today
  - Bicycle handle design for stability, comfort
  - Hollow shaft cuts unit weight
  - Powered by 31.4 cc, 1.3 hp 4-Mix engine.
- Circle 266

**SOLO**

**757/245-4228**

Newport News, VA

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

- 471-KAT backpack air blower is new version of model 470
  - 53cc, 3 hp, heavy-duty engine
  - Weighs 20.5 lbs.
  - Sells for just over \$400
- Circle #267

**TORO ▼**

**952/888-8801**

Bloomington, MN

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

- Toro Debris Blower 800 has standard, 180-degree blower
  - 36-in. fan produces 6864 cfm airflow
  - Electrical control regulates throttle speed
  - Operator can direct discharge chute with flip of switch
- Circle #268





**WALKER**  
800/279-8537  
Fort Collins, CO

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

- Stevens Coulter Blade edger attaches to Walker mowers
- Self-tracking coulter disc is on swing arm
- Simple mechanical blade engagement



- Quick-mount bracket on the tractor
  - Edges 3-4 mph
- Circle #269

**KAWASAKI**  
616/949-6500  
Grand Rapids, MI

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

- KRB700B backpack blower has joystick throttle control
  - 60 cc Kawasaki engine blows at 201 mph
  - Pushes 603 cfm air volume
  - Weighs 20.7 pounds
- Circle #270

**MARUYAMA US**  
425/885-0811  
Auburn, WA

[www.maruyama-us.com](http://www.maruyama-us.com)

- Maruyama ED2300 edger has 22.5cc AE commercial engine
  - Weighs 13.8 lbs.
  - Portable and maneuverable
  - Fully-supported, heavy duty flex steel drive shaft
  - Rugged steel clutch drum for commercial operation
  - Open-shield for great visibility
- Circle #271



**SHINDAIWA** ▲  
503/692-3070

Tualatin, OR

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

- Four-cycle T2500X is a straight shaft trimmer
  - Set up unit with either a trimmer head or brush cutter blade
  - Features C4 technology 24.5 cc, 1.1-hp motor
  - Specially designed barrier bar front handle
- Circle #272



Irrigation is a major investment...

**Be Sure.**

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

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

Contact ASIC to find a consultant near you.



**American Society of  
Irrigation Consultants**

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



# products

TECH CENTER

## Baffles the mind

Toro's Z Master Z500 series zero-turn rider features the new Turbo Force 52-, 60- and 72-in. decks with a fine-tune adjustable baffle. Designed for speed and convenience, the baffle is easily moved within seconds without tools. In long, dense grass or wet conditions, set the baffle to the open position to conserve power and achieve faster mowing speeds.



A closed baffle setting yields micro-sized particles and maximum discharge velocity.

For more information contact Toro at 800/476-9673 or [www.toro.com](http://www.toro.com) / circle no. 250

## Hydro helper

At 35-in. wide, Ferris Industries' new HydroCut walk-behind can get in and out of places other commercial walk-behinds can't. Available in 32- or 36-in. cutting widths, features such as Integrated Comfort Controls and Quick-Adjust height-of-cut controls make it easy to use. Other features include a 13-hp Kawasaki V-twin engine, electric PTO, 10-gauge fabricated double top deck with reinforced side skirts, forward and reverse ground speeds of 0-5.5 mph, and 16-in. turf-friendly tires.



For more information contact Ferris at 800/933-6175 or [www.ferrisindustries.com](http://www.ferrisindustries.com) / circle no. 251

## Save water

Water2Save's on-line service reduces irrigation water usage up to 50% through the use of a wireless electronic module that's easily added onto any existing irrigation system. The wireless subscription service adjusts daily irrigation



## Power boost

Echo's PB-650 Power Blower offers reliable, commercial-grade power with a comfortable, easy-to-operate design. Featuring heavy-duty performance and operator-friendly features, the blower provides superior operator control that translates into an exceptional level of operator confidence. The 63.3cc Power Boost engine delivers a maximum air speed of 201 mph and 625 cfm at the pipe.

For more information contact Echo at [www.echo-usa.com](http://www.echo-usa.com) / circle no. 252

schedules based on forecasts from the National Weather Service combined with actual usage measurements. Water2Save works closely with the customer's landscaper, who programs a baseline watering schedule tailored to the customer's landscape, including the type of spray heads, plant material, watering cycles, soil, and sun and shade zones.

For more information contact Water2Save at 858/792-9760 or [www.water2save.com](http://www.water2save.com) / circle no. 253

## Utilize this

E-Z-GO Textron's new MPT (multi-purpose truck) turf utility trucks are designed for use for grounds maintenance applications. Models include the MPT 1200 (gasoline, 1,200-lb. capacity), MPT 1000 (48v electric, 1,000-lb. capacity), MPT 800G (gasoline, 800-lb. capacity), and the MPT 800E (36v electric, 800-lb. capacity). The MPT offers a rugged truck-like front cowl, redesigned and strengthened frame, a widened front axle and E-Z-GO's new E-Shield corrosion protection process. Special product features include a durable, rotomolded Crosslink polyethylene cargo bed on the MPT 1200 and 1000. Other advanced technology, feature upgrades and

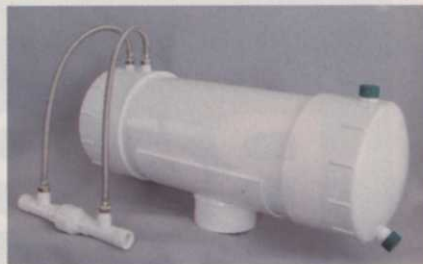


options such as hydraulic front brakes are available on the MPT.

For more information contact E-Z-Go at [www.ezgo.com](http://www.ezgo.com) / circle no. 254

## Dispense like a pro

Strong Enterprise's Green Machine Pro fertilizer dispenser for use with either a conventional sprinkler or drip irrigation system is available in capacities of either 1, 5, 10, 30 or 55 gallons. They sit atop a pedestal base and are designed



for the user who has multiple valves and wants to place one dispenser before all of them, or for someone who doesn't want to be filling the tank that often on a single valve installation.

For more information contact Strong Enterprises at 916/797-1056 or [www.fertilizerdispensers.com](http://www.fertilizerdispensers.com) / circle no. 255

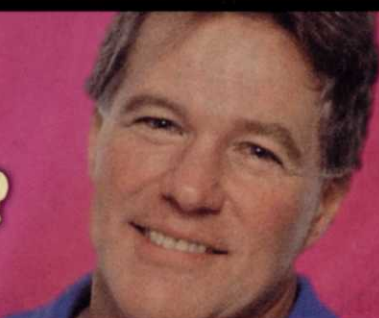
## Fix anything

Christy's is proud to introduce its new and improved "Slick-Wrap" that includes an epoxy putty stick for all types of difficult repairs to plastic, metal, copper and poly pipe. It's a specially formulated water-activated fiberglass tape — just add water.

For more information contact T. Christy Enterprises at 800/258-4583 / circle no. 256



Where would we be without  
the intelligent use of pesticides?



**M**eeting homeowner and property management demands for high-quality landscapes is your job. Making sure you have critical tools to manage turf, trees, and ornamentals is ours. RISE works with federal, state and local governments to promote and defend your ability to use pesticides and fertilizers intelligently and effectively. By working together, we can preserve our practices and ensure that our industry remains strong and healthy. For more information about RISE, visit [www.pestfacts.org](http://www.pestfacts.org) or call 202-872-3860.



Responsible Industry  
for a Sound Environment



# events

WHAT, WHEN & WHERE

## September

**18-19 Southwest Horticultural Trade Show & Conference** / Phoenix, AZ; 480/966-1610; [www.amwua.org](http://www.amwua.org)

**21-24 ANLA Legislative Conference** / Washington DC; 202/789-2900; [www.anla.org](http://www.anla.org)

**23-24 Virginia Turf Council Field Day** / Blacksburg, VA; 540/942-8873; [www.thevtc.org](http://www.thevtc.org)

## October

**8-9 Turfgrass, Landscape and Equipment Expo** / Pomona, CA; Southern California Turfgrass Council; 800/500-7282; [www.turfcouncil.org](http://www.turfcouncil.org)

**17-18 Xeriscape Conference** / Albuquerque, NM; 505/822-8222; [www.xeriscape.nm.com](http://www.xeriscape.nm.com)

**18-20 International Lawn, Garden & Power Equipment Expo** / Louisville, KY; 800/558-8767; <http://expo.mow.org>

**22-23 Garden Expo** / Toronto, Canada; The Landscape Ontario Horticultural Trade Association; 905/875-1805; [www.gardenexpo.ca/](http://www.gardenexpo.ca/)

**23 SE Texas Grounds Maintenance Conference** / Conroe, TX; 936/539-7822

**24-26 NJ Shade Tree Federation Annual Meeting** / Pleasantville, NJ; 732/246-3210

**30-3 ASLA Annual Meeting and Expo** / New Orleans, LA; 202/898-2444; [www.asla.org](http://www.asla.org)

## November

**4-6 Turf and Grounds Exposition** / Rochester, NY; New York State Turfgrass Association; 800/873-8873; [www.nysta.org](http://www.nysta.org)

**5-8 Green Industry Expo / PLCAA, ALCA & PGMS Annual Conferences** / St. Louis, MO; 800/395-2522; [www.gieonline.com](http://www.gieonline.com)

**9-11 National Institute on Park and Grounds Management Conference** / Indianapolis, IN; 920/339-9057

## PRIORITIZE PREVENTATIVE MAINTENANCE



When it comes to vehicle safety and dependability, too many motorists are putting off the simple preventative maintenance and repairs that can make the difference between being stranded along the side of the road or making it to their destination. Vehicle care, maintenance and repair are important steps in ensuring safety, improving dependability and avoiding costly repairs down the road.

To raise awareness about the benefits of performing regular vehicle maintenance, the Car Care Council has launched an education campaign called **“Be Car Care Aware.”** This on-going campaign teaches motorists how to make sensible decisions about their vehicles.

To find out more information on how you can **“Be Car Care Aware,”** visit [www.carcare.org](http://www.carcare.org) or call (240) 333-1088.



# Walker Owners

## TELL THE STORY

"When our owners tell us the Walker Mower is working and helping them succeed, it keeps us energized and focused on building the best possible piece of equipment."

Bob Walker, President; Walker Manufacturing



**"Your mowers keep me looking good against the competition."**

Ray West,  
Professional Grounds  
Maintenance, Inc.,  
Vermilion, Ohio

**"Undoubtedly, the best grass machine I have ever owned, I have had many other brands and no comparison in 60 years."**

Harold A. Jensen,  
Fayetteville, Georgia

**"We operate a two person lawn care company. My wife and I would not be able to do this without our Walkers."**

Gary Vassallo & Loretta Tunstall,  
Lawn Cruisers Lawn Care,  
Kalispell, Montana

**"At age 76, my wife and I both enjoy mowing with our Walkers - best thing since sliced bread."**

Jack Ray,  
Wetumpka, Alabama

**"Has changed our lives - more time to extend areas of our business. Just love it!!"**

Brett & Carolyn Soutar,  
Short Back 'n' Sides,  
Waihi Beach, New Zealand

**"Best mower sold! I love it and my customers love it."**

Robert Fietsam,  
Exquisite Lawns,  
Jacksonville, Florida

**"No other mower does it like a Walker"**

Bobby Williams,  
Saltito, Mississippi

**"The best investment I have ever made!!"**

Bryan Coles, Coles Lawn Care,  
Pittsburgh, Pennsylvania

**"Please continue to make the most gratifying mowers to own and run in the industry!!"**

Elmer B. Groom,  
Groomed Gardens,  
Jacksonville, Florida

**"I never knew what a pleasure grass cutting was 'til I got my first Walker."**

Merle Stremming,  
Forsyth, Missouri

**"Walker is by far the best mower in this size available, and I am exceedingly pleased with my Walker."**

Walt Olsen,  
N.I.W.S Services,  
Gypsum, Colorado

**"I love looking back at my accounts, as I drive away and thanking myself for owning these mowers..."**

Paul & Jennifer Sparks,  
Sparks Lawn Care,  
Titusville, Florida

**"I am 67 and could not be in business without my Walker - We love it!"**

Travis Keen,  
Travis Keen Lawn Service,  
Columbus, Georgia

**"Walker Mowers saved my business!!!"**

Marc Davis,  
M.D. Landscape,  
Weymouth, Massachusetts

**"I can truly say Walker is hands down the best mower on the market today...I've seen a lot of different mowers, but I own the best: Walker."**

Stephen D. McBride,  
Mac's Lawn Service,  
Portland, Indiana

**"You build the best mower in America."**

John E. Sharts, Springboro, Ohio

**"Will never own any mower other than a Walker."**

Mike Pillsbury,  
Chariton, Iowa

**"I am very pleased with the performance and durability of my Walker mowers. I advise other landscapers likewise."**

Arnie Gunderson,  
Luxor Landscape,  
Maple Valley, Washington

**"I just love my Walker!"**

Michel Bernardin,  
St. Philippe, Quebec, Canada

**"Nicest lawnmower we ever owned"**

Guy and Claudette Laurencelle,  
Lac du Bonnet,  
Manitoba, Canada

**"Best mower I have ever used."**

Vickers L. Cunningham  
Dallas, Texas

### WALKER MANUFACTURING CO.

5925 E. HARMONY ROAD • DEPT. LM  
FORT COLLINS, CO 80528

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

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

Circle No. 142



- View the State of the Industry report online!
- Features from the September issue of *LM*
- LM Week in Review
- The latest Green Industry news
- Place a classified ad
- Get editorial information and advertising rates
- View bios of your favorite *LM* staffers
- See which staffer has been "On the Road"
- Participate in our monthly poll

## Editorial Index

Company	Page #		
ALCA	18	Landscape Hawaii	58
Akehurst Landscape Service	22	Lawnco	22
BASF	24	Little Wonder	56
Bayer	24	Maruyama	57
Bearcat	54	Mississippi Lawns	21
Briggs & Stratton	24	Monsanto	24
CoCal Landscape	31	Rain Bird	24, 48, 50
Cub Cadet	54	RainMaster	48, 50
Dow AgroSciences	24	RedMax	54
E-Z-GO Textron	60	Seeds West	52
Eastern Land Management	10	Shindaiwa	57
Echo	56, 60	Signature Control Systems	50
EFCO Power Equipment	56	Simplicity	7
Evergreen Foundation	21	Solo	56
Exmark	56	Stewart Enterprises	26
Ferris Industries	60	Stihl	56
Garlanger Lawn Maintenance	54	Strong Enterprises	60
Garrick-Santo Landscape Co.	20	Syngenta	24
General Electric	8	T. Christy Enterprises	60
Grass Roots Consulting	8, 21	Textron	24
Green Grass, Inc.	21	The Toro Company	24, 42, 50, 56, 60
Green Thumb	58	Turf-Seed	52
Griswold Controls	50	Turfco	25
Honda	56	ValleyCrest Companies	36, 72
Hunter Industries	24, 50	Vila & Son Landscaping Corp.	34
IrriDigital	50	Walker	57
JP Horizons	10	Water2Save	60
Jacklin Seed	52	Weathermatic	50
John Deere	24, 56	Wilson-Oyler Group	72
Kawasaki	57		
KehoeGuido	18		
Kubota Tractor Corp.	24		

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

## Ad Index

Circle #	Company	Page #	
	A S I C	57	126 Quality Diamond Tools 66
102	Amigos Inc	4	127 Quick Attach Attachments 67
103	Bobcat Co	9	128 Rain Bird Sales Inc 27
104	Briggs and Stratton	CV4	129 Reading Body Works Inc 40
105	Brite ideas Decorating	65	R I S E 59
107	Caterpillar Inc	33	130 Schiller Pfeiffer Inc 37
108	Crary Bearcat	67	131 Shindaiwa Inc 6
109	Dig Corp	65	132 Sisis Equip 34
	Dow Agrosciences	19	133 Stihl Inc 55
111	Drafix	67	134 Supreme Corp 17
	Express Blower Inc	42,65	135 Syngenta 16
114	F M C Corp	45	136 Toro Co 39
115	F M C Corp	CV3	137 Turf Feeding Systems Inc 15
116	Ferris Ind Inc	11	138 Turf Seed Inc 49
117	Foley Enterprises	36	139 Turfco Mfg Inc 43
	Ford Motor Co	12-13	140/150 United Horticultural Supply 29-30
119	Grasshopper Co	35	141 Valvette Systems Co 5
120	Husqvarna	CV2-1	142 Walker Mfg Co 61
	J P Horizon	46	
122	King Innovation	47	
123	Nu gro Tech Inc	41	
	P A Landscape & Nursery	51	
125	Protero	65	

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

## Landscape Management Sales Staff

**Tony D'Avino**  
Group Publisher  
7500 Old Oak Blvd.  
Cleveland, OH 44130

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

**Kevin Stoltman**  
Midwest Manager  
7500 Old Oak Blvd.  
Cleveland, OH 44130

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

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

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

**Pat Roberts**  
Western Manager  
7500 Old Oak Blvd.  
Cleveland, OH 44130

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

**Michael Harris**  
Account Manager  
7500 Old Oak Blvd.  
Cleveland, OH 44130

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



# Landscape MANAGEMENT

September 2003

This card is void after November 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)**

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

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

56 Yes  59 No

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

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

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

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

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

**LMINET**

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

Save **TIME** and fax it:  
**416-620-9790**

303RS

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

## BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 9335 BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE  
 NECESSARY  
 IF MAILED  
 IN THE  
 UNITED STATES

# Landscape MANAGEMENT

ADVANSTAR COMMUNICATIONS INC  
 PO BOX 5152  
 BUFFALO NY 14205-9836







NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO 9335 BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE



**Landscape  
MANAGEMENT**

ADVANSTAR COMMUNICATIONS INC  
PO BOX 5152  
BUFFALO NY 14205-9836



**Landscape  
MANAGEMENT**

September 2003

This card is void after November 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: \_\_\_\_\_

Advansstar 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 Advansstar 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 Advansstar'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  385 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																							
101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305	102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295	307	104	116	128	140	152	164	176	188	200	212	224	236	248	260	272	284	296	308
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309	106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311	108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313	110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315	112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

Save TIME and fax it:  
416-620-9790

303RS

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



**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. 125



**POWER UP YOUR PROFITS**  
*We're Light Years Ahead!*

- Illuminated Holiday Decorating
- High Quality - Low Startup
- Distributorships Available
- The Perfect Add-On Business
- 2 Days of Training - On Going Support
- Secure Your Area Today
- Retain key employees during winter months
- Increase off season sales and profits



**www.sayitwithlights.com**

**CALL TODAY 1-888-200-5131**

Circle No. 105

**LEIT Light Energized Irrigation Technology**

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

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

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



Circle No. 109

**SEEDING IS BELIEVING**



**Seeding with Soil,  
 Sensational Results.**

**800-285-7227**  
**www.expressblower.com**





THE HOME (PAGE)  
OF GOLF.



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

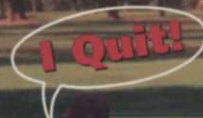
PRESENTED BY THE  
AMERICAN SOCIETY  
OF GOLF COURSE ARCHITECTS



## Staffing Solutions with our Mexican Workers

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

### Sound familiar?



### Marcus Drake Consultants

Park Ridge, New Jersey  
Call 888-544-9122  
Fax 201-930-0629

E-mail [marcusdrakeh2b@yahoo.com](mailto:marcusdrakeh2b@yahoo.com)

SAVE  
NOW!

# SAVE BIG \$\$\$

SAVE  
NOW!

\*Biggest Selection \*Highest Quality \*Lowest Prices

#### SUPER TURBO



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

#### SUPER SEG



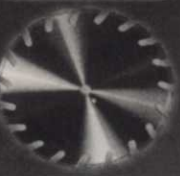
4"	\$ 9.00
4.5"	\$10.00
5"	\$12.00
7"	\$15.00
8"	\$40.00
10"	\$45.00
12"	\$69.00
14"	\$79.00

#### SUPER T-SEG



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

#### WIDE SLOT



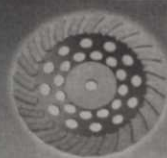
4"	\$19.00
4.5"	\$25.00
5"	\$29.00
7"	\$35.00
8"	\$45.00
10"	\$55.00
12"	\$89.00
14"	\$99.00

#### SILENT GRANITE



12"	\$189.00
14"	\$199.00

#### SEG SWIRL CUP



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

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



## 1-800-285-0163

OPEN 7 DAYS A WEEK

QUALITY DIAMOND TOOLS



"NAME SAYS IT ALL"  
[www.qualitydiamondtools.com](http://www.qualitydiamondtools.com)



Quick Claw Industrial  
Grapple Rake



# BUY DIRECT

**FINANCING/  
LEASING  
AVAILABLE**

**QUICK ATTACH**  
ATTACHMENTS, INC.

Call for your **FREE** Catalog!  
**1-866-759-7295**

**Fast Shipping  
Easy Credit!**

P.O. Box 128  
Alexandria, MN 56308

Phones open 24 hours/day,  
7 days/week



Land Leveler  
Planer with Hydraulic Scarifier



Grapple  
Rod Bucket



Brush Buster Mower



Snow Blade / Pusher



Snow Blower

Circle No. 127

- OTHER AVAILABLE ATTACHMENTS**
- Low Profile Buckets
  - Rod Bucket
  - Snow / Light Material Buckets
  - Industrial Material Grapple Buckets
  - Tooth Bars
  - Quick-A-tach Plates
  - Grapple Rake

**COMING SOON...**

- Auger
- Box Blade
- Digger
- Roto Tiller
- Power Landscape Planer
- Utility Fork w/Grapple

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

**L.M. MART**

## This Is The Year!

### SELL IT!

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



### PLAN IT!

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

### BID IT!

Automatically generate estimates and reports directly from your plans.

**PRO Landscape**  
The Standard Design Software  
For Landscape Professionals

What Are You Waiting For?  
**(800) 231-8574**  
[www.prolandscape.com](http://www.prolandscape.com)

Circle No. 111

## Unleash the Performance



**Shred leaves, branches, debris as large as 1" diameter at a nonstop pace.**

Long-term use and profitability require an investment in a chipper/shredder with enough power to handle branches up to 5" in diameter and the ability to shred leaves and small debris.

**Bear Cat 5" models feature:**

- 125 lb. dynamically-balanced rotor
- 4 reversible chipper blades
- 20" x 30" loading hopper
- 12" shredder opening
- Diamond-shaped chute to get irregular branches into the chipper
- 20-horsepower Honda engine



Additional screens are available to get perfectly-sized chips for mulch, compost or landscape bedding.



**CRARY BEAR CAT**

*A Breed Above the Best*

**Bear Cat Company**  
800.247.7335

West Fargo, ND 58078  
[www.bearcatproducts.com](http://www.bearcatproducts.com)  
A division of TerraMarc Industries

Circle No. 108





### Advertising information:

- ◀ Contact Nicole Himsel at 800-225-4569 ext. 2670 or 440-891-2670, Fax: 440-826-2865, E-mail: nhimsel@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).

## Advertising/Marketing

### ATTENTION BUSINESS OWNERS: Why Doesn't Your Advertising Work?

**Finally, You Can Stop Wasting Good Money** on useless advertising! Free report reveals how to get more customers in a month than you now get all year... guaranteed!

**Call 1-877-677-5826, Toll Free, 24 Hrs. For FREE Recorded Message Now!**

## Bilingual Training

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

For More Info and to Order, Visit Us Today!  
[www.infoexchangeonline.com](http://www.infoexchangeonline.com)

## Business For Sale

### FOR SALE TURNKEY LANDSCAPE CONSTRUCTION CORP.

8-man CA crew with an outstanding reputation in the high-end market on the central coast. Company has over 100K in contracts at any given time and over 150K in equipment and parts. Company earns over 500K per year and nets more than 100K. Huge growth potential for maintenance crew, 2nd construction crew or both. Zero debt. Owner may consider carrying papers with substantial down payment.  
ACCEPTING OFFERS: 805.547.1236 (also fax)

### OUTSTANDING BUSINESS OPPORTUNITY

High volume national franchise lawn care business for sale in southeast U.S. Established 20+ years, 7 figure sales, 6 figure income. Owner financing available. \$1,400,000.  
Please call 1.732.290.8495 • [LAWNDOCTOR.COM](http://LAWNDOCTOR.COM)

### NEW JERSEY COMPANY

that provides contracted landscape and lawn maintenance, landscape installation, and snow removal services to commercial and institutional properties. \$3.5 million revenues, highly profitable.

**CONTACT: SEAN WALKER**  
714.327.8661 or [swalker@rsmequico.com](mailto:swalker@rsmequico.com)

Visit us online @ [www.landscapemanagement.net](http://www.landscapemanagement.net)

## Business For Sale (Cont'd)

### 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

### 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

### COMMERCIAL LANDSCAPE MAINTENANCE CO.

- ◆ 95% Landscape maintenance, 5% installation
- ◆ NJ/PA/NY area
- ◆ \$3.0 million+ annual sales with \$550k net income

◆ Large percentage of long-term contracts with Real Estate Management firms, Corporate accounts & Public Agencies

- ◆ Well established, 16 years, nationally recognized

◆ Turnkey operation, very strong financials

Motivated seller – has other business interests  
**\$1,800,000**

Please reply to email – [TurfMaint@aol.com](mailto:TurfMaint@aol.com)



### HURRY!

If your ad isn't here,  
call Nicole Himsel  
IMMEDIATELY!  
1-800-225-4569 x2670

## Business Opportunities

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

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



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

## GROW WITH US!

- Diversify your business
- Add irrigation to your core business
- Marketing and training programs
- Secured franchised territory



For information contact us:  
**1-877-353-4533**

or  
[www.servicefirstirrigation.com](http://www.servicefirstirrigation.com)

## Use Color to Enhance Your Ad!

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

For rates and schedules, contact  
Nicole Himsel: [nhimsel@advanstar.com](mailto:nhimsel@advanstar.com)



Business Opportunities (Cont'd)



**Back-Yard Putting Greens**

Synthetic green are the fastest growing segment of the \$25 Billion a yr golf industry

**Reasons to call us:**

- \* Huge Profit Center
- \* Easy Install Process
- \* Carry NO Inventory
- \* Excellent Add-On Service
- \* Residential & Commercial
- \* Utilize Existing Equipment
- \* Buy Manufacturer Direct

**FREE VIDEO**

800-334-9005

www.allprogreens.com

For Sale

**TURBO TURF**

**HYDRO SEEDING SYSTEMS**



For a FREE hydro seeding info pack & video call:

**TURBO TECHNOLOGIES, INC.**

1500 FIRST AVE., BEAVER FALLS, PA 15010

1-800-822-3437 www.turboturf.com

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



**WANT TO BUY OR SELL A BUSINESS?**

Professional Business Consultants can obtain purchase offers from numerous qualified potential buyers without disclosing your identity. There is no cost for this as Consultant's fee is paid by the buyer. This is a **FREE APPRAISAL** of your business.

If you are looking to grow or diversify through acquisition, I have companies available in Lawn Care, Grounds Maintenance, Pest Control and Landscape Installation all over the U.S. and Canada. P.B.C. 19 W. 555 Central Ave, Downers Grove, IL 60516

708-744-6715 • Fax 630-910-8100



**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

**PHYSAN 20**

**ALGAE AND ODOR CONTROL FOUNTAINS, STATUARY, BIRDBATHS AND WALKWAYS.**

Cost effective and biodegradable.

Ordering and Dealer information: Maril Products 320 West 6<sup>th</sup> Street, Tustin, CA 92780

800-546-7711 www.physan.com

**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

**Businesses Wanted**

**WANTED TO PURCHASE:**

Commercial Landscape Companies in Southern New Jersey, Southeast Pennsylvania and Northern Delaware.

Send Company Profile to:

R.A.H.

PO Box 3429

Trenton, NJ 08619-9998



30' x 45' x 14'  
**\$5,187**

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

**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

**2001 C&S TURF TRACKER Zero Turn Ride-on Sprayer/Spreader**

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

87 hours on unit.

Price New \$13,495 - Selling for \$9,950

Call: 513-697-9090

sshloss@cinci.rr.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



**LOOKING FOR CUSTOMERS?**

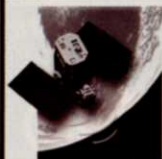
We're Looking to Bring Them to You!

Advertise in Landscape Management! For rates and schedules, call Nicole Himsel: 800-225-4569, x2670 • nhimsel@advanstar.com



## GPS Tracking

### Attention Landscape Professionals



#### GPS Vehicle Tracking Systems

- Verify Landscaping Jobs Completed
- Increase Employee Productivity
- Reduce Operating Costs
- Increase Employee Responsibility
- Reduce Fuel Cost
- And More!

Packages available to fit any size fleet...  
Buy manufacturer direct and save!

Affordable Simple Installation Manufacturer Direct No Monthly Fees

**Call Now! 800-665-7203**

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

2375 E Camelback, Suite 500, Phoenix, AZ 85016



## Help Wanted

### Sales Managers

Rain Bird Corporation, a world leader in innovative water management products, is looking for energetic Sales Managers to sell, train and educate customers such as landscape architects, irrigation consultants, contractors and public agencies on Rain Bird products for its Turf Division.

Candidates must have a BA/BS degree and 3 years+ experience in sales. Irrigation industry experience is highly preferred. Should be self-directed, a team player and aggressive in sales. Must possess strong computer skills, communication skills and leadership ability. Requires extensive travel.

Rain Bird offers competitive salaries and excellent benefits. **Email resumes to: [Careers@rainbird.com](mailto:Careers@rainbird.com), include "Sales-PB" in subject.** EOE.



### Landscape Construction Superintendent

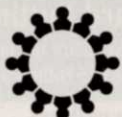
Lakewood Landscaping is seeking an individual with at least 5 years of Landscape Construction Supervisory Experience to manage up to 6 crews performing landscape installation, up-grades and enhancements to new and existing sites.

- Strong technical knowledge of hardscape and plant material a MUST
- Candidate must have strong organizational and scheduling skills
- A CDL License and ability to speak Spanish a PLUS

Please forward resume and salary history/requirements to:

**Dave Shrum, Lakewood Landscaping**  
33306 Glendale, Livonia, MI 48150  
Fax: 734-422-3451

## Help Wanted (Cont'd)



Labor Consultants  
INTERNATIONAL  
(LCI)

### Foreign Labor Specialists (H2B)

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

Contact LCI for more information:  
Our foundation is creative labor solutions.

E-mail: [info@laborci.com](mailto:info@laborci.com)

Call 208-777-2654

Visit our Website: [www.laborci.com](http://www.laborci.com)

### ascape landscape & construction corp.

20 years of quality landscape service

#### CAREER OPPORTUNITY

Designer/Estimator

Supervising Field Foreman/Irrigation Personnel

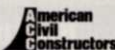
Great opportunity for ambitious person with design concepts, estimating skills with knowledge of plant materials.

Looking for an individual to lead landscape crews for layout & installation of plantings and construction items. Hands-on ability to oversee projects.

Top Salary & Benefits

call 845-362-0303 or  
fax resume to 845-362-8224

### Nationwide Opportunities!



Medical, dental, 401(k), 125 cafeteria plan and education available.

Visit us online at  
[www.aconstructors.com](http://www.aconstructors.com)

Send your resume to:  
[resumes@aconstructors.com](mailto:resumes@aconstructors.com)  
or call 800-725-5699

An Equal Opportunity Employer

### GreenSearch



Providing professional executive search, human resource consulting and specialized employment solutions to Green Industry companies and allied horticultural trades throughout the United States.

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

E-mail: [info@greensearch.com](mailto:info@greensearch.com)

Toll free: 1.888.375.7787

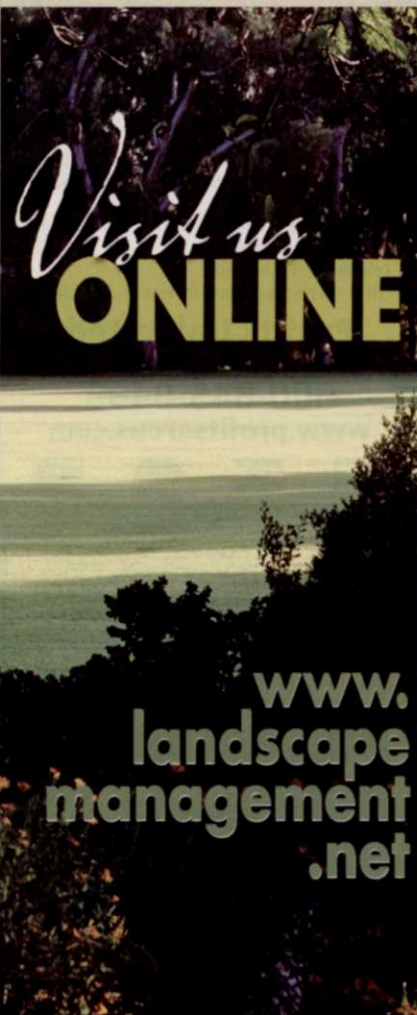
Local Phone: 770.392.1771 Fax: 770.392.1772

1117 Perimeter Center W., Suite 500 E., Atlanta, GA 30338

## ESTIMATOR

Environmental contracting company seeks estimator to bid landscape, irrigation, revegetation, and erosion control projects ranging from \$1K to \$4M.

Please see our website for a more detailed description at: [www.wsreclamation.com](http://www.wsreclamation.com)



Visit us  
**ONLINE**

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

**LOOKING TO HIRE SOMEONE? Place Your Recruitment Ad in Landscape Management!**  
For advertising rates and schedules, call Nicole Himsel at 800-225-4569, ext. 2670 or 440-891-2670





Help Wanted (Cont'd)

**THE BRICKMAN GROUP, LTD.**

Careers in landscape management available in:

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

Fax: 301-987-1565

E-mail: [jobs@brickmangroup.com](mailto:jobs@brickmangroup.com)  
[www.brickmangroup.com](http://www.brickmangroup.com)

**MAINTENANCE DIVISION MANAGER**

Landscape firm in Fairfield, CT, seeks individual to manage maintenance division.

Requirements are:

- 2-4 years education/3-5 years experience
- Working knowledge of turf, shrub and tree care
- Team management and customer service skills
- Organizational, communication and problem solving skills
- PC, sales and estimating skills

We offer:

- Excellent Salary/Year round employment/ Bonuses
- Health insurance/Retirement plan

Mail/Fax resume to:

Earthscapes Landscape Management & Development, Inc.  
 PO Box 1093, New Canaan, CT 06840  
 Fax: 203-834-2642

**GREENSCAPE INC.**  
 Provides landscape design/build, tree, irrigation, hardscape, site work, snow removal throughout the PA, NJ, DE regions.

Available Positions:

- Commercial maintenance sales person with strong affluent ties to commercial clientele in the tri-state area.
- Landscape designers, arborist, hardscape, irrigation techs, equip operators, lawn & landscape foremen, CDL drivers

Full time, excellent salary, benefits available—

Call 856-667-5296  
 or Fax Resume to 856-321-0105

**PROJECT MANAGERS**

Looking for organized, dependable, safety-conscious Project Managers for Grounds Maintenance Operations. Must have at least 5 yrs experience in Grounds service and capable of supervising 30+ people.

Must be willing to relocate.  
 Retired Military encouraged to apply.

Call 800-632-5982



**HURRY!**

If your ad isn't here, call Nicole Himsel IMMEDIATELY!  
 1-800-225-4569 x2670

**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](mailto:hortsearch@aol.com)  
[www.florapersonnel.com](http://www.florapersonnel.com)

**LANDSCAPE SALES**

Wheat's Lawn & Custom Landscape, a \$7 million residential landscape firm in Northern Virginia since 1978, has positions available for management and sales. Interested candidates should want to surpass own personal expectations and have a desire to work with a motivated and successful team.

Wheat's offers:

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

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

Wheat's Lawn & Custom Landscape, Inc.  
 8620 Park St., Vienna, VA 22180  
 Fax: 703-641-4792 • Email: [wheats@wheats.com](mailto:wheats@wheats.com)

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](http://www.wintac.net)

Or call 24 hours for a free demo CD:  
 1-800-724-7899 ext.2

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

Reach new potential CUSTOMERS with your ad in **Landscape MANAGEMENT CLASSIFIEDS**

Advertise your products, services, or business with an cost-effective ad in Landscape Management

Don't miss the next issue!



**Nicole Himsel**  
 800-225-4569, ext. 2670  
 Fax 440-826-2865  
[nhimsel@advanstar.com](mailto:nhimsel@advanstar.com)

**TURFGOLD SOFTWARE**  
 Do you want to have MORE CONTROL OVER YOUR BUSINESS, INCREASE SALES AND MAKE MORE MONEY?

We'll show you how with software designed specifically for lawn and landscape companies.

Call Tree Management Systems, Inc.  
 at 1-800-933-1955

or visit our website at [www.turftree.com](http://www.turftree.com) for a free demo presentation.

**Use Color to Enhance Your Ad!**

**GROUNDKEEPER PRO BUSINESS SOFTWARE**  
 Invoicing  
 Scheduling  
 Routing  
 Estimating  
**FREE Trial**  
[www.adkad.com/LM.htm](http://www.adkad.com/LM.htm) ♦ 1-800-586-4683

Put the Dynamics of Classifieds to Work for You!



# best practices

GUIDELINES TO HELP AN INDUSTRY GROW

## job descriptions

### Explain desired performances

BY BRUCE WILSON

**M**ost companies today have job descriptions for most of their key positions. But whether or not they're effective in driving behavior is a whole different story. Job descriptions don't cause employees to succeed or fail. Designed properly, however, and used in conjunction with a formal review process, job descriptions can help employees be more effective.

In developing job descriptions, do the following:

- ▶ Make sure they're aligned with company goals, both short-term and long-term.
- ▶ Place an emphasis on the key

result areas that are measurable and add to the growth and profitability of the company.

▶ Keep a balance between responsibilities or goals that may be harmful if one is emphasized over the other. Example: Achieving budget for labor vs. maintaining a high quality level.

▶ Differentiate key result areas from necessary duties. For example, opening and closing the yard each day is a duty, while selling \$25 of enhancement work for each monthly contract dollar is a key result.

▶ Focus on the result expected,



Bruce Wilson

not how to do it. Managers who tend to desire control also tend to tell people how to do something, which can stifle initiative.

▶ Tie the job description into your formal review process. This is critical if

you want to continually improve performance. Concentrate the review on the key drivers of the job being examined. These would be measurable things that could show whether or not a person is doing a job successfully. If they're hitting targets that you set in these areas, they, for the most part, are doing their job. If they're not, then other parts of the job description begin to help answer the question, "Why aren't they being successful?"

Nothing takes the place of consistent employee mentoring. The job description is an outline of expected performance. To get the most out of your team, you must be like the team coach. If you think of it this way, you'll be consistently mentoring your employees toward success.

## Sound off

Does your company have job descriptions? Do they clearly describe what you expect of your employees? Do you monitor their progress in fulfilling their responsibilities as outlined in the job descriptions? Do you have a mentoring process to keep them on track?

Let's make ourselves a promise to review this vital aspect of our operations. Twice a year is probably not unreasonable.

To comment on Bruce Wilson's take on job descriptions, contact him at [bwilson@wilson-oyler.com](mailto:bwilson@wilson-oyler.com). Wilson spent 30 years with Environmental Care, Inc., before partnering with Green Industry entrepreneur Tom Oyler to form the Wilson-Oyler Group, which offers consulting services. Visit [www.wilson-oyler.com](http://www.wilson-oyler.com).

## Measurable results

**Maintenance crew leader** — hours to budget, callbacks, quality scores, number of accidents.

**Maintenance account manager** — contract retention, job on budget, enhancement sales and crew leader development.

**Design/build production manager** — hours to budget, materials to budget, callbacks, number of accidents, on-time completion.

**Branch manager** — sales growth, tracking to budget, net profit, return on assets of invested capital.

**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.





# TalstarOne is really going places.



## Introducing TalstarOne. Highly Effective. Where You Need It.

When you're treating turf and ornamentals, TalstarOne™ multi-insecticide is the only flowable you'll ever need.

That's because it has all the features and benefits you've come to rely on from the Talstar® brand of products. It has the proven performance and protection of its active ingredient, bifenthrin. It's also a miticide and provides fast knockdown and long-lasting control of over 75 different turf, ornamental and common household pests. Pests that include mites, chinch bugs, mole crickets, leaf-feeding caterpillars, termites and all species of ants, including fire ants, white-footed ants and odorous house ants.

And since TalstarOne multi-insecticide is water based and contains no alpha-cyano group, it's tough on pests, but easy on plants. It has no odorous or plant-damaging

solvents. It's non-irritating and non-staining. And once it dries, it is virtually impossible to tell where it has been sprayed. So no unsightly residues and no phytotoxicity. Plus, it's compatible with herbicides, fungicides, insecticides and liquid fertilizers.

TalstarOne multi-insecticide. It's the only flowable product you'll ever need. For more information, contact our Customer Satisfaction Center at 1-800-321-1FMC, or visit: [www.talstar-one.com](http://www.talstar-one.com).

TalstarOne multi-insecticide will replace Talstar® F insecticide. All existing inventory of Talstar F insecticide is still actively registered. To make sure TalstarOne multi-insecticide is registered in your state, check with state authorities or call 1-800-321-1FMC.



© 2003 FMC Corporation.  
FMC, the FMC logo, Talstar, TalstarOne and the TalstarOne logo are trademarks of FMC Corporation. Always read and follow label directions.





## Introducing your total power solution.

Knowledge is power. We've done our homework. Now it's time to earn your business. We have the right people. The right resources. The right support. The right engines. Premium-grade Vanguard engines, manufactured through alliances with Mitsubishi Heavy Industries and Daihatsu, a member of the Toyota Group. We are Briggs & Stratton Commercial Power. The new total solution that will change the way you power through your day. **TRUST THE POWER™**



**COMMERCIAL POWER**

Circle No. 104

**Your Power Solution**

Commercial Driven Team · Customer Focused · World-Class Products · Application Expertise · Comprehensive Service & Support