

**Succeed with  
employees**

**SOIL RENOVATORS**

**Rev up your  
engine IQ**

# **Landscape** **MANAGEMENT**

SOLUTIONS FOR A GROWING INDUSTRY

AUGUST 2004 / [www.landscapemanagement.net](http://www.landscapemanagement.net)



## **A WATER-WISE WAVE?**



Water-wise landscaping  
is still largely determined  
by clients' wants.

**Unless the law  
gets involved**



**Ready to Feel the Power?**

# LANDSCAPER TOTAL SOURCE SWEEPSTAKES

**ENTER TO WIN:**

**[www.HusqvarnaTotalSource.com](http://www.HusqvarnaTotalSource.com)**

Our specialty turf equipment could take your business farther, and our Landscaper Total Source Sweepstakes could take it to a whole new level! You could win a new piece of Husqvarna Outdoor Power equipment in our monthly giveaways or take home a grand prize — visit [www.husqvarnatotalsource.com](http://www.husqvarnatotalsource.com) for complete details.

**WANT IT?  
WIN IT.**



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

## **Grand Prize**

It's the official 2004 Husqvarna-Isuzu N-Series Landscaper Truck packed with all new Husqvarna Outdoor Power Equipment—like one of our big Zero Turn Mowers, a Hydro Walk Mower, Backpack Blower, Trimmer, Hedge Trimmer and Chain Saw. Put it all in your new, Isuzu commercial truck with a landscaper body, gas-powered engine, automatic transmission, air conditioning, mower ramp and a full-sized tool rack. We'll be giving this all away to one lucky winner at this year's 2004 Green Industry Expo in November.

## **Second Prize**

Tickets for two to a NASCAR race of your choice in Charlotte in 2005 (including travel and accommodations).

## **Third Prize**

Tickets for two for a King's Experience at Richard Petty Driving Experience available at various tracks around the country.

Visit the official Web site to enter online, for official rules, regulations and complete details, and for monthly equipment giveaways. Or call 1-877-4AHUSKY, or pick up an official entry form at your nearest participating retailer.



THE FOREST, LAWN & GARDEN  
EQUIPMENT OF



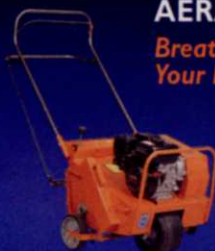
## Turf Maintenance Equipment That's Ready When You Are!

Lawn and turf care is all about service – the more you offer and the faster you can offer it, the more profitable you become. And now is the perfect time to step up to the power of Husqvarna's Swedish engineered specialty turf equipment. Ergonomically easy to operate and maintain with more than enough power and performance to get the work done fast, Husqvarna specialty turf equipment is ready when you are. Get to your Husqvarna Power Retailer and get to work! **1-800-HUSKY-62**, or visit **www.husqvarna.com**.

### AERATORS

*Breathe More Life Into  
Your Lawns And Business*

- Four models to choose from
- Work paths of up to 25 inches, (36 inches with tractor-pulled model)
- 3.5-4 hp Honda or B&S engine choices
- Variable aeration depths of up to 3 inches



### DETHATCHERS

*Thatch and Seed To Make Room  
For Growth and Profitability*

- Innovative twin platform – thatch and seed with the same equipment
- Four models to choose from
- Work paths of 18 inches
- 3.5-5.5 hp Honda or B&S engine choices



### SOD CUTTER

*A Powerful Way To Roll Up New Business*

- Two cutting and transport speeds
- Our exclusive 4-wheel drive transmission
- Power-reverse feature
- Work paths of 18 inches
- Big 5.5 hp Honda engine



### STUMP GRINDERS

*Grind Up A New Bottom Line*

- 8 carbide tipped teeth on a 14 inch wheel
- Equipped with lift grips and adjustable driver handles
- Up to a 12 inch grinding depth
- Mighty 13 hp Honda engine



Circle 101

 **Husqvarna**



# 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**

The #1 Cargo Van, Chassis cab and Medium Truck for customer satisfaction with vehicle quality\*

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

New available Power Stroke® diesel and 5-speed automatic TorqShift™ transmission

Highest available torque and diesel horsepower in its class\*\*

Available in Regular Cab, SuperCab or Crew Cab

## **E-SERIES**

The #1 Cargo Van, Chassis cab and Medium Truck for customer satisfaction with vehicle quality\*

E-Series is the full size van sales leader 25 years running

Only full-range van to offer the choice of gas or diesel power

Widest range of bodystyles


Standard 4-wheel disk anti-lock braking system

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

or 800-301-7430

\*Based on 2003 Commercial Truck Quality Study. \*\*On 6.0L Power Stroke® diesel engines with automatic transmission.





**POWER TO SUCCEED.**

Want to brighten your profit picture?

Meet the new John Deere 4000 TWENTY Series. With up to 21% more horsepower<sup>1</sup>, 3-year powertrain protection<sup>2</sup> and optional quick-change iMatch™ attachments, it's the perfect way to get more work done. And you can get started right now—with a test drive at your John Deere dealer.



**JOHN DEERE**

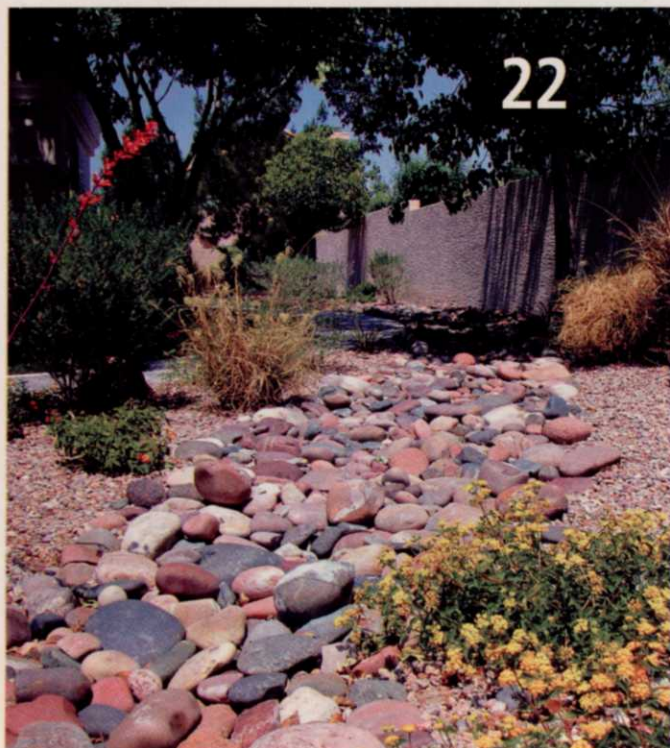
NOTHING RUNS LIKE A DEERE™

<sup>1</sup>Compared to preceding models. <sup>2</sup>See dealer for details. John Deere's green and yellow color scheme, the leaping deer symbol, and JOHN DEERE are trademarks of Deere & Company.



# Landscape MANAGEMENT Contents >>>

AUGUST 2004 / ISSUE #8 / VOLUME 43



## Business

OPERATIONS ► MANAGEMENT ► MARKETING

### 13 On the Record

Not your father's OSHA?  
BY RON HALL / Editor-in-Chief

### 14 Best Practices

Make maintenance a plan to keep  
labor costs low and avoid overtime  
BY BRUCE WILSON

### 17 In the Know

ALCA/PLCAA merger nears; students build  
GPS-guided mowers; new ROPS design studied



### 22 A water-wise wave?

Water-wise landscaping is still largely determined  
by clients' wants. Unless the law gets involved  
BY JASON STAHL / Managing Editor

### 30 Succeed with great employees

Why employees are so critical to your success.  
Second in a 3-part series focusing on the  
three legs of the "business stool" —  
clients, financials and employees  
BY BOB COULTER

### 41 Business Ideas

Keep score, like in baseball  
BY ED LAFAMME

### 42 My Way

Why Mondays are great days  
BY FRED GRATTO



## Technology

RESEARCH ► EQUIPMENT ► CHEMICALS

### 44 Innovations

### 46 From the Shop

A truly uplifting experience  
BY HARRY SMITH

### 48 When it's time to renovate

A can't-miss renovation program to restore badly  
damaged lawns...and boost your reputation  
BY BRIAN ROWAN





# Contents

## Technology (continued)

### 56 Rev up your engine

Don't know the difference between 2-stroke and 4-stroke? Here's what to know about what's powering your equipment

BY BRIAN O'NEIL

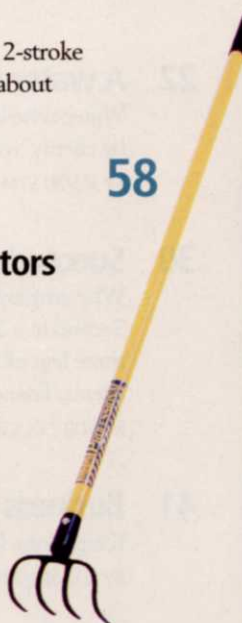
### 58 LM Reports: Cultivators & soil renovators

BY CURT HARLER

### 62 Solutions Center

KC firm matches 'speed,' efficiency

BY HAL G. DICKEY



58



64

## Grounds

BUDGETING ► PERSONNEL ► FACILITIES

### 64 PGMS

Diehard Panther fan beautifies the campus at the University of Pittsburgh

## Inside

### Leadership Insights

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



33

## Resources

PRODUCTS ► EVENTS ► FYI

### 66 Products

### 77 FYI: Ad Index

### 78 Events

### 82 Statistics

82





So Many Mowers...

ONLY THE BEST  
COME FROM

**FERRIS**



**IS® 5000Z**



- 4-Wheel
- IS® Independent Suspension
- 31.5-hp CAT® Diesel Engine/  
34-hp Daihatsu Gasoline Engine
- 72" Deck
- 2 Year Commercial Warranty  
Including Parts and Labor

Leader in commercial mower innovation



**IS® 3000Z**



**FAST-Vac™ EZ Dump**



**IS® 1000Z**



**ProCut™ 30**



**HydroWalk™ DD**



**HydroCut™**

In 1987, Ferris introduced and patented the first hydrostatically driven walk behind mower. Next, Ferris created and patented an electric deck lift system that enabled quick-and-easy access on the three-wheel rider series. Then in 1998, Ferris introduced IS® Independent Suspension—the first ever, independent suspension system for the riding mower. Ferris continues to innovate today with coil over shock technology—IS® Independent Suspension—on the new IS® 5000Z, IS® 3000Z and IS® 1000Z models.





# Contributors

BUSINESS

WHO'S WHO IN LM



**Bob Coulter** is back with the third installment of his series of articles on key business drivers — customers, financial and employees. He likens them to the three legs on a stool — if one isn't there, the whole thing collapses. He should know. For 22 years, he has served as a coach and people developer. He is currently a member of the JP Horizons consulting team. Starting on page 30, Coulter talks about how the performance of your business is contingent on the performance of your employees.

**Brian Rowan** is LESCO's Category Director for Turf Seed and Fertilizer. He first joined the company in 1998 as a Field Sales Associate. Going out on a "turf inspection" is code language for playing golf for this avid linkster. Read his recipe for a can't-miss turf renovation program on page 48.



**Brian O'Neil** will rev you up with his article on engine technology and what specific one is best for you. No one knows better than Brian, who is currently a Technical Instructor with Kawasaki Motors Corp., USA and Board Member of the Engine & Equipment Training Council.

INFORM • INTRODUCE • INFLUENCE • INSTRUCT

## RECUSTOM REPRINTS

Reprints of *Landscape Design/Build* supplement articles, advertisements, and news items are available through Advanstar Marketing Services. Customized to meet your specific needs, reprints are highly effective when you use them to:

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

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

ARTICLES  
NEWS ITEMS  
ADVERTISEMENTS

## Landscape Design/Build

**ADVANSTAR MARKETING SERVICES**  
MARIE NAGY  
1-800-225-4569 ext. 2744 • 440-891-2744  
Fax: 440-891-2740  
Email: [mnagy@advanstar.com](mailto:mnagy@advanstar.com)

# Landscape MANAGEMENT

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

### Editorial staff

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

### Reader advisory panel

DEBBY COLE	Greater Texas Landscapes / Austin, TX
JOHN GACHINA	Gachina Landscape Management / Menlo Park, CA
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 / <a href="mailto:tdavino@advanstar.com">tdavino@advanstar.com</a>
Admin. Coordinator	MINDY MOCZULSKI / 440/891-2734 / <a href="mailto:mmoczulski@advanstar.com">mmoczulski@advanstar.com</a>
Production Manager	JILL HOOD / 218/723-9129 / <a href="mailto:jhood@advanstar.com">jhood@advanstar.com</a>
Production Director	RHONDA SANDE / 218/723-9536 / <a href="mailto:rsande@advanstar.com">rsande@advanstar.com</a>
Circulation Manager	JESSICA BORGREN / 218/723-9356 / <a href="mailto:jborgren@advanstar.com">jborgren@advanstar.com</a>
Green Book Coordinator	CANDACE HAUSAUER / 218/723-9175 / <a href="mailto:chausauer@advanstar.com">chausauer@advanstar.com</a>

### Advertising staff

Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Associate Publisher	KEVIN STOLTZMAN / 440/891-2772 Fax: 440/891-2675 <a href="mailto:kstoltzman@advanstar.com">kstoltzman@advanstar.com</a>
National Account Manager	PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675 <a href="mailto:proberts@advanstar.com">proberts@advanstar.com</a>
Account Manager	MICHAEL HARRIS / 440/891-3118 Fax: 440/891-2675 <a href="mailto:mharris@advanstar.com">mharris@advanstar.com</a>
Account Executive	LESLIE MONTGOMERY / 440/891-3199 Fax: 440/826-2865 <a href="mailto:lmontgomery@advanstar.com">lmontgomery@advanstar.com</a>
Classifieds	BRIAN OLESINSKI / 440/891-2694 Fax: 440/826-2865 <a href="mailto:bolesinski@advanstar.com">bolesinski@advanstar.com</a>

### Marketing/magazine services

LINDA BARRIER	Reprints (500 minimum) / 440/891-2701
DANIELLE GUNDLING	Circulation List Rental / 440/891/2655
CUSTOMER SERVICES	Microfiche/film Copies 800/598-6008 Subscriber/Customer Service 218/723-9477/ 888/527-7008
TAMMY LILLO	International Licensing 218/723-9253 Fax: 218/723-9779 <a href="mailto:tlillo@advanstar.com">tlillo@advanstar.com</a> For current single copy, back issues, or film/fiche/CD-Rom, call 800/598-6008; 218/723-9180



JOSEPH LOGGIA  
DAVID W. MONTGOMERY  
ALEXANDER S. DEBARR  
ANNIE M. CALLANAN  
DANIEL M. PHILLIPS  
SCOTT E. PIERCE  
ERIC I. LISMAN  
ADELE D. HARTWICK  
FRANCIS HEID  
STEVE MORRIS  
RICK TREESE

President & Chief Executive Officer  
Vice President - Finance, CFO & Secretary  
Executive Vice Presidents

Executive Vice President-Corporate Development  
Vice President - Treasurer & Controller  
Vice President - Publishing Operations  
Vice President - Market Development  
Vice President & Chief Technology Officer





You can count the number of  
applications on one finger.

It sounds like a big idea, but it's simple. Just one application of Barricade® prevents crabgrass for an entire season. No other pre-emergent herbicide works as long or as effectively. Stop worrying about repeat applications and breakthroughs. And start worrying about how you'll handle all the repeat customers. For more information on Barricade, call 1-800-395-8873.



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

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

Circle 106



Excellent Sales Rep.



Beautiful Results

### Welcome to a Greener World.

It's all about who you know. And getting to know one of our Excellent Sales Reps can be an important step toward helping you achieve truly beautiful results. ProSource One is a first-rate supplier of plant protection products, fertilizers and seed. We carry all the major brands including our own proprietary Proforma line of premium products. But more importantly, you'll appreciate our knowledgeable sales reps who keep up with all the latest product offerings, and are ready to provide you with the technical expertise and practical solutions you need.

Isn't it time you got to know ProSource One?



Circle 107

## Meet Beacon's New Dry Lineup

Beacon's new Streamliner 35 and 70 units feature:

- heavy-duty steel frame and molded plastic hopper
- retractable handles for easy storage
- enhanced chalk granulation
- variable flow control permits precise metering
- easy change from 2" to 4" lines
- best string line guide in the industry
- optional aerosol paint liner available on Streamliner 70



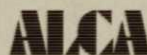
*Experts  
In The Field!*



800-747-5985

Circle 108

Proud supporter of these Green Industry professional organizations:



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



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



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



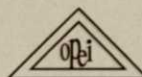
**THE OFFICIAL PUBLICATION OF  
American Society of Irrigation Consultants**  
111 East Wacker Dr. 18th Floor • Chicago, IL 60601  
Voice: 312/372-7090 / Fax: 312/372-6160  
www.asic.org



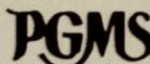
**The Irrigation Association**  
8260 Willow Oaks Corporate Dr. Suite 120  
Fairfax, VA 22031-4513  
703/573-3551  
www.irrigation.org



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



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



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



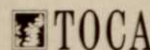
**Professional Lawn Care Association of America**  
1000 Johnson Ferry Rd., NE, Suite C-135  
Marietta, GA 30068-2112  
770/977-5222  
www.plcaa.org



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



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



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



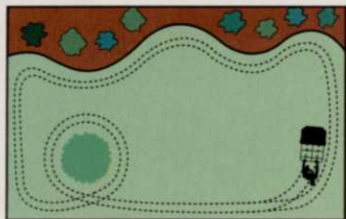
**Tree Care Industry Association**  
3 Perimeter Road, Unit 1  
Manchester, NH 03103  
603/314-5380  
www.treecareindustry.org



# We've revolutionized aeration with the TurnAer 26.



## Finally, the aerator you've always wanted.



The TurnAer 26's DiffDrive™ allows you to turn with the tines in the ground—no lifting or turning.

Our new TurnAer 26 is effortless to use—in fact, it operates like a mid-size mower. The TurnAer's revolutionary DiffDrive™ with dual brake action lets you turn with the tines in the ground...no lifting, turning or strain on your workers' backs. And its handles are adjustable for workers of all heights. All these things make it 30% more productive than conventional aerators. Increase your profits and make your crew happy with the TurnAer 26—from Turfco Direct, the Direct answer to your renovation needs.

## WHAT THE MARKET IS SAYING ABOUT THE TURNAER 26...



The TurnAer 26 was selected by *Landscape Management* in its January 2003 issue as one of its "Editors' Choice Top Ten" for labor-saving products.



The TurnAer 26 was also showcased in the December 2003 issue of *Lawn & Landscape* as one of "The Hottest Products of 2003."

### What Our Customers Are Saying...

"I am very pleased with the Turfco TurnAer 26. The machine is beyond compare! I am just thrilled that I found the right machine. I put the machine to hard work for four weeks and it stood up to the test."

**Joyce Pells**  
Natural Lawn of America  
Akron, Ohio

"The TurnAer was so easy to run the guys did not mind running it every day. Also they were 30% more productive, even on the hilly lawns with lots of beds. The simple, easy-to-use controls and the brake assisted turning make it a nice machine to operate."

**Scott Brown**  
Lawn Co.  
Atlanta, Georgia



Request a video or catalog: 1.800.679.8201

Visit our website: [www.turfco.com](http://www.turfco.com)



If you are interested in learning how to migrate your landscape business into golf maintenance, attend the ...

# **Golf Course Maintenance Seminar**

## **"A New Frontier For Landscape Contractors"**

*Featuring Bruce Wilson — Tom Oyler — Alex Marshall*

Bruce Wilson & Tom Oyler conceptualized and launched Environmental Care's Golf Maintenance Division, one of the first landscape companies to migrate into golf maintenance, growing to a \$12 million company in 3 years!



**WILSON & OYLER**  
GROUP

Join us for a round of golf and a comprehensive 1 1/2 day seminar to help landscape contractors learn how to move into "hi-cap" maintenance service lines.

**September 8-10, 2004**

**LESCO Headquarters • Strongsville, Ohio**

**Register online now at [www.symbiot.biz/golf](http://www.symbiot.biz/golf)  
or call 866.223.9049 ext. 148.**

*Presented By*



*Hosted By*

**LESCO®**

LESCO is a registered trademark of LESCO Technologies, LLC



## Not your father's OSHA?

BY RON HALL / Editor-in-Chief

**O**SHA says it's putting on a new face. It's becoming (for lack of a better term) customer friendly.

"Oh yea?" you say. "Show me."

Who among us looks forward to a visit from an inspector from the U.S. Department of Labor's Occupa-

tional Safety & Health Administration? That nagging feeling that despite our efforts to keep our operations safe, an experienced eye can probably find areas needing improvement? Enforcement?

We're in a tough business, right? We move lots of material, our employees work with big mobile equipment and we hire and rely upon young employees, many of whom don't even speak our language. Often — far too often — they're poorly trained, at least for what they're expected to do.

And recently we've learned that our Green Industry is one of seven that OSHA's targeting for improved safety performance. In July, in fact, it hosted a workplace safety summit, focusing on Hispanic workers. But, all this attention may not be as bad it sounds.

OSHA is asking us to view it more as a resource and partner rather than an adversary. Are they asking us whether we'd rather step in front of the bus or get on board? Fortunately, we're getting some help here.

### Let's join forces

This past April, OSHA and the Associated Landscape Contractors of America (ALCA) became allies in an effort to promote safety programs, eliminate workplace hazards and reduce lost-time accidents within the landscape industry. The alliance was the second big step ALCA has taken to address industry safety. In November 2003, initiated its STARS Safe Company Program.

By mid year more than 400 contractors had "pledged" to develop safety programs using the ALCA/Stars Safety Resource Manual as a guideline and to share best practices with fellow program members.

### You'll see more of OSHA

This is an excellent beginning, but just a beginning. You can count on an increasing emphasis on workplace safety within our industry and a more visible OSHA presence at our trade shows and conferences.

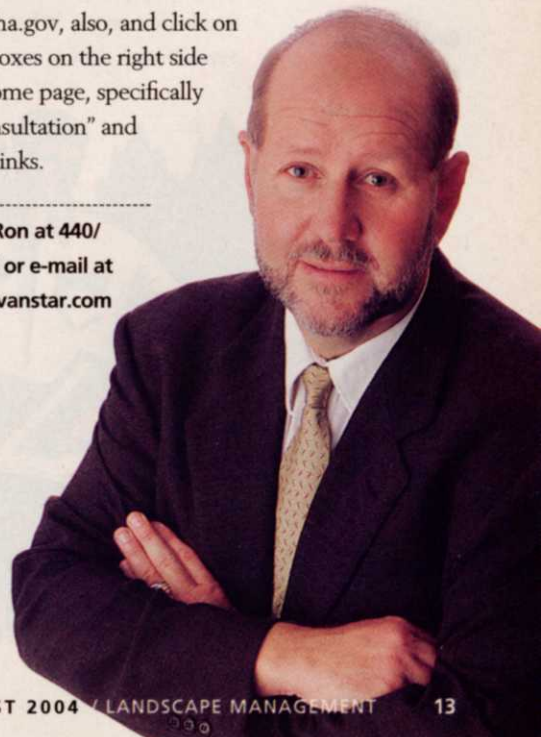
Along those lines, OSHA is promoting free safety consultations for small businesses. Owners can ask OSHA to visit their businesses and suggest areas of improvement. This free service is available company-wide or for a single area within a particular company.

There are two pluses here, in addition to a safer operation. While you're in the consultation phase, you'll be exempt from inspection. And, once you reach your safety goals and bring your claims below the industry average, your company reaches "Sharp" status and is exempt from OSHA inspections for a year.

You owe it to yourself and your employees to check out ALCA's STARS program at [www.alca.org](http://www.alca.org).

Visit OSHA's Web site at [www.osha.gov](http://www.osha.gov), also, and click on several boxes on the right side of the home page, specifically the "Consultation" and "Sharp" links.

Contact Ron at 440/  
891-2636 or e-mail at  
[rhall@advanstar.com](mailto:rhall@advanstar.com)



When it comes to safety, either get on the bus or get run over by it



The key to keeping your labor costs low and avoiding overtime lies in planning.



## Make maintenance a plan

BY BRUCE WILSON

**T**he key to keeping your labor costs low and avoiding overtime lies in planning. Maintenance is a repeat, predictable business. With the exception of weather interruptions, most of what you do can be planned and controlled. And, when it comes to weather, time spent planning can reduce your chances of becoming a victim.

### Get in a routine

Efficiency comes from crews getting in a routine where they can perform the same tasks in the same manner week after week. What gets in the way of a consistent, repeat work flow is non-routine tasks. By non-routine

tasks, I mean ones that don't have to be performed either weekly or bi-weekly. Examples are irrigation start-ups, mulch application, fertilizer application and mulching. You may have others that fit here.

While those tasks aren't routine, they're predictable. They can (and should) be planned out so that they're spread over a two- or three-month period. If planned out right, they shouldn't overlap. You can plan weeks for no non-routine tasks in case weather throws your schedule off. In some climates, weather problems are almost predictable. Why not do a quarterly plan? The purpose is to schedule each non-routine task on a different week, thereby eliminating overlap.

### No overlap

If this is laid out in a work plan where each crew has a monthly plan indicating which weeks each of the routine tasks will be done, they don't overlap. When they overlap, that's when crews fall behind in even the routine tasks. Soon the problem spins out of control, overtime or extra people are needed to put out the fires and the cycle of instability goes on for weeks or even months. Quality suffers, margins suffer, morale suffers and owners start pulling their hair out, so to speak.

It's all preventable through planning. Take the time to save this headache and costly exercise of firefighting. Many companies say they didn't have time when they get in this mess. This is one of those, "Which came first, the chicken or the egg?" scenarios. You must make the time to plan; if you wait until you have time you won't.

— The author is a partner with entrepreneur

Tom Oyler in the Wilson-Oyler Group, which offers consulting services. He is also the Director for the Symbiot Landscape Network. Visit [www.wilson-oyler.com](http://www.wilson-oyler.com).

Business runs smoothly with a planned course of action.







## TIRED OF LOOKING FOR GRUBS?

Relax. No matter what species you find, when you get Merit<sup>®</sup> you get rid of grubs. It nips every major grub type from egg-lay through second instar. And application timing isn't critical because of its residual power. So get off your knees. Prevent chronic callbacks. Get guaranteed, season-long control with the most effective grub eradicator on the market. Merit. Fear no grub. To learn more, call 1-800-331-2867 or visit [BayerProCentral.com](http://BayerProCentral.com).

**MERIT<sup>®</sup>**

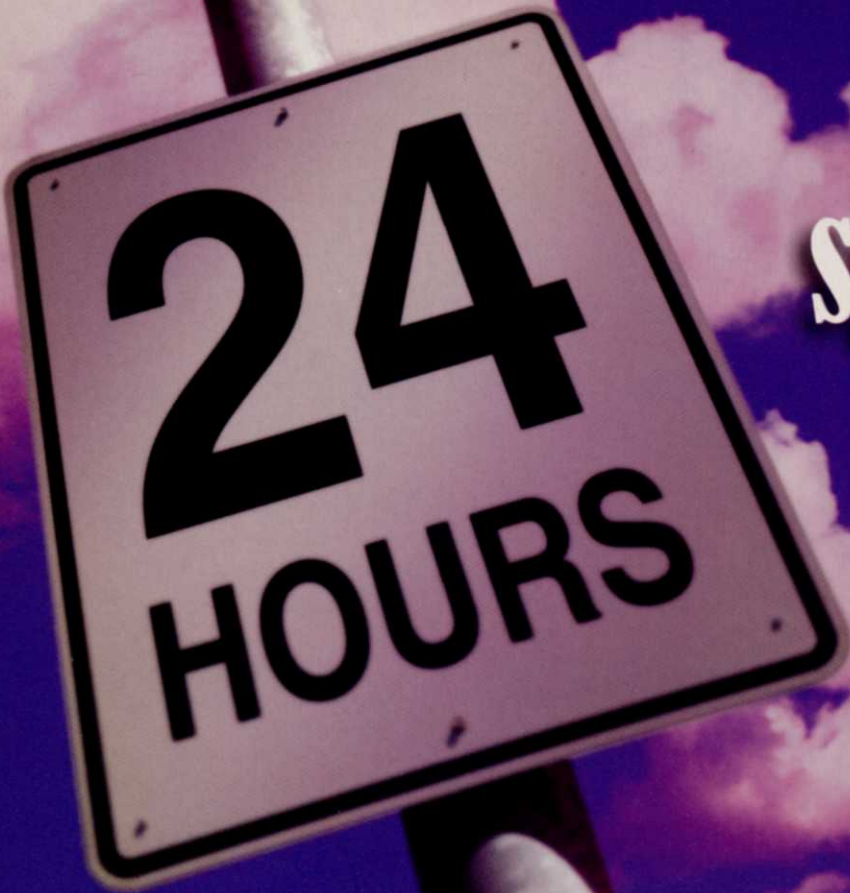
**BACKED  
by BAYER.**



Bayer Environmental Science

Bayer Environmental Science, a business group of Bayer CropScience | 95 Chestnut Ridge Road, Montvale, NJ 07645 | Backed by Bayer and Merit are trademarks of Bayer. | Always read and follow label directions carefully. | © 2004 Bayer CropScience





# Speed. Kills.

## Tank mix with QuickSilver. Get fast control of broadleaf weeds.

QuickSilver™ T&O herbicide provides fast, broad-spectrum control of post-emergent broadleaf weeds, including tough-to-control weeds such as clover and thistle.

Just add a little QuickSilver to your tank mixture. It's rainfast in one hour and effective in 24–48 hours.

And since QuickSilver is effective across a wide range of temperatures, it can be used in many geographic regions across the U.S.

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



© 2004 FMC Corporation. FMC, the FMC logo, QuickSilver, and the QuickSilver logo are trademarks of FMC Corporation. Always read and follow label directions.

**QuickSilver™**  
T&O HERBICIDE





## All 'go' for ALCA/PLCAA merger

BY RON HALL / Editor-in-Chief

**T**he Associated Landscape Contractors of America (ALCA) and the Professional Lawn Care Association of America (PLCAA) will become one larger single association beginning Jan. 1, 2005. That is if members of both associations, in special elections this month, approve it. Indications are that they will.

The new association (Its name to be determined soon) will be headquartered in northern Virginia near Washington D.C., ALCA's hqs. There will be a branch office in the Atlanta area where PLCAA is based.

ALCA CEO Debra Holder will head the merged association and PLCAA's Gary Clayton becomes the vice president, and will work out of the Atlanta location.

In announcing the merger, a joint ALCA/PLCAA news release listed these benefits for members:

- ▶ a stronger voice and increased lobbying capabilities,
- ▶ expanded benefits and services,
- ▶ a better negotiating stance for affinity programs with industry suppliers.

While the merger caught most industry watchers by surprise, cooperation between the two associations has been growing, particularly the past several years.

In May 2003, ALCA contracted to have PLCAA administer its legislative/regulatory programs. This spring, they joined to lobby for improvements in the H2B seasonal guest worker program. On July 19 and 20, ALCA and PLCAA co-sponsored the annual "Legislative Day", again with H2B their main concern.

Sources say that among the details needing to be worked out in forming the



Debra Holder

new association, are:

- ▶ reassignment and consolidation of staffing responsibilities within the two offices,
- ▶ reaffirming the importance and keeping the support of the two associations' allied and regional partners
- ▶ redefining the new association's relationship with related Green Industry bodies such as the American

Society of Landscape Architects, the Professional Grounds Management Society (PGMS) and the American Nursery and Landscape Association, which has a strong and long-established presence on Capitol Hill.

This year's Green Industry Expo Nov. 3-6 in Charlotte, NC, looks to be the last with three separate sponsoring member associations. In 2005 there may be just two — PGMS and the larger ALCA/PLCAA.

### ALCA & PLCAA highlights

**1962** — small group of landscape contractors and suppliers gather in Chicago and form an association. Julian Graham elected first president of ALCA, "Dutch treat" conference set for New Orleans.

**1970** — ALCA Crystal Ball idea formed. Committees begin meeting and drafting reports.

**June 1979** — small group of lawn care businessmen meet at Cincinnati-South Holiday Inn and agree to form the "Professional Lawn Care Association"

**1980** — Debra Holder hired as an administrative assistant. ALCA has staff of four and 567 member companies.

**Nov. 1980** — The first lawn care show held at the Commonwealth Convention Center, Louisville, KY. About 700 lawn care owner/operators attend.

**1980s** — PLCAA membership grows rapidly under Executive Vice President James Brooks.

**1990** — Debra Holder named ALCA's executive director. Ann McClure becomes PLCAA's executive vice president and stabilizes its finances but growth slows.

ALCA partners with PLCAA and the PGMS to hold a joint trade show, the Green Industry Expo.

**1990 & 1991** — PLCAA testifies and defends the industry at Congressional lawn pesticide hearings.

**1994** — PLCAA hires Eleanor Ellison as its trade show manager.

**1997** — ALCA membership has grown to 1,500 member firms.

**1998** — Thomas Delaney replaces Ann McClure as PLCAA executive vice president while also serving as director of government affairs.

**Jan. 2003** — Gary Clayton named executive vice president, freeing Delaney for his legislative/regulatory role.

**May 2003** — ALCA enlists PLCAA to administer regulatory affairs with Thomas Delaney coordinating the legislative programs for both associations.

**Feb. 2004** — ALCA Board promotes Debra Holder to CEO.

**July 2004** — ALCA & PLCAA announce intent to merge their associations.



# In the Know



Students from Miami U. in Ohio build, compete in 'smart' mower event.

## GPS-guided mowers still need some tinkering

**DAYTON, OH** — The Institute of Navigation (ION) hosted its first Autonomous Lawn Mower Competition this past June.

Three university teams, each comprised of five students, built machines to autonomously mow a field of grass here. The ION is a nonprofit professional society dedicated to navigational art and science.

"Mowing a yard accurately and precisely is an extremely difficult and challenging systems problem," said Dr. Mikel Miller, the ION's event chairman. "Unfortunately, not much grass was cut this year; however, we are confident that all the teams learned critical lessons that will lead to much greater success next year."

Competing were students from Illinois Institute of Technology, Miami University of Ohio and Ohio University. They designed and built "smart" lawnmowers that self-navigated to cut a rectangular area of grass about 150 square meters in size.

The teams were given world coordinates for the fields' corners in order to add GPS (Global Positioning System) to their robots' navigational schemes. The lawnmowers mowed, unaided by human interaction, an assigned area without going outside a 3-meter safety zone. The aim was to cut the field of grass in the shortest amount of time. Any uncut grass after a run was converted to a time penalty, as was any

time spent outside the playing field but within the safety zone.

Each team had a unique design, and all teams were able to cut some portion of the playing field. Ohio University earned first place and a check for \$2,500, edging out Miami University, who was able to cut a larger portion of grass but at a slower pace.

Each team also submitted a report describing its lawnmower and navigational system designs and projected cost for production of their prototype. Technical reports and production plans were judged for technical content, clarity, and format. BearingPoint, a business consulting and systems integration firm, sponsored this portion of the event. Miami University's team won the Best Report portion of the competition and received a check for \$1,500.

Teams have a year to prepare for the next competition scheduled for June 2005. Next year's course will be slightly more difficult due to the addition of obstacles to the playing field. Each subsequent year will bring additional complications to the competition with the end goal of developing mowers with the ability to autonomously navigate any lawn safely.

For more information on the competition, visit the ION website at [www.ion.org](http://www.ion.org) or email Mikel Miller at [Mikel.Miller@wpafb.af.mil](mailto:Mikel.Miller@wpafb.af.mil).

## Davey donates to ALCA's AEF

**KENT, OH** — The Davey Tree Expert Company, Commercial Grounds Management Division, recently donated \$25,000 to the Associated Landscape Contractors of America (ALCA) Educational Foundation (AEF). The AEF helps fund educational opportunities by awarding scholarships to landscape and horticulture students.

## SpeedZone in Spanish

**KANSAS CITY, MO** — PBI/Gordon is providing a Spanish version of the SpeedZone Southern label and MSDS at [www.pbigordon.com](http://www.pbigordon.com). For copies of Spanish labels and MSDS sheets call 800/821-7925.

## Ewing partners with Baseline LLC

**PHOENIX, AZ** — Ewing Irrigation, Golf & Industrial is partnering with Baseline LLC, which manufactures soil moisture-based controllers for landscape applications. Ewing now carries BaseStation products.

## Kim Heck named to lead the STMA

**LAWRENCE, KS** — Kim Heck begins Sept. 1 as the first-ever, full-time executive director of the 23-year-old Sports Turf Managers Association (STMA). Heck spent 10 years with the Golf Course Superintendents Association of America (GCSAA). Prior to joining the GCSAA she worked in marketing and advertising. She holds a B.S. in Journalism from the University of Kansas, Lawrence, KS. She says her goals are to strengthen STMA membership by providing highly valued services and to continue to advance recognition for the profession. The STMA headquarters are relocating from Council Bluffs, IA, to Lawrence, KS.

[CLIPPINGS]



# New Z-turn ROPS design in works

BY BARBARA MULHERN

**KEYSTONE, CO** — The National Institute for Occupational Safety and Health (NIOSH) has partnered with two manufacturers to develop a state-of-the-art rollover protective structure (ROPS) for commercial zero-turn mowers.

The goal of the new automatically deployable ROPS or AutoROPS is to reduce serious injuries and deaths among operators of the approximately 350,000 commercial zero-turns in use, NIOSH researcher John Etherton said.

Scag Power Equipment, which manufactures Z-mowers, and FEMCO, Inc., which manufactures ROPS, are working with NIOSH to test the new product before it is put on the market, Etherton said. The AutoROPS will have a sensor that causes the rollover protective structure to automatically deploy when a Z-mower begins to roll over.

Etherton reported on the project at the recent 2004 National Symposium on Agricultural Health and Safety held here.

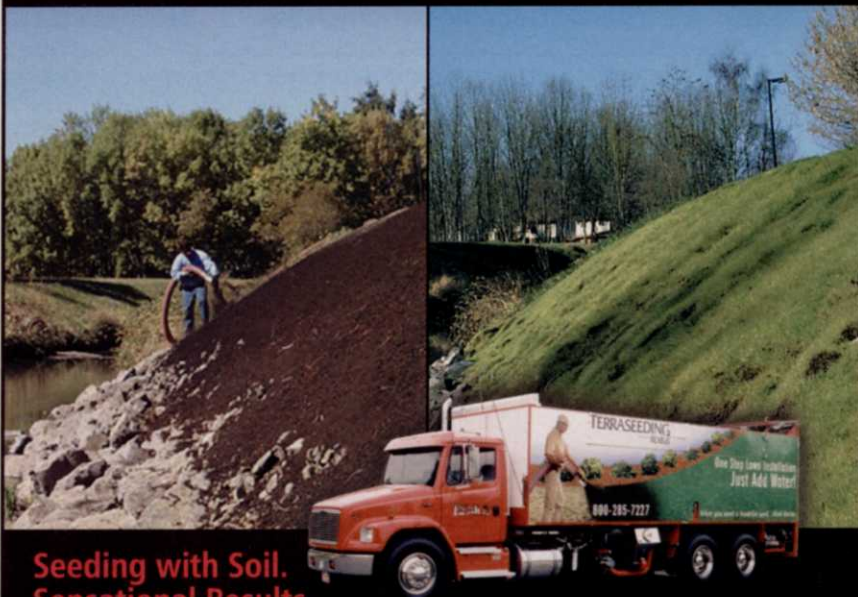
The AutoROPS under development will be operable in low clearance conditions, as well as in other risky conditions, and will only be put on Z-mowers that are also equipped with seat belts.

Etherton said a number of product safety requirements must still be met be-

fore the new device is ready for commercial use. Among them are that the ROPS deploy in a timely manner when exposed to corrosive environments (dust, pesticides,

etc.), vibration, or factors that could impede the electronic controls (such as temperature extremes, humidity or dust); and that it not deploy if the Z-mower operator unexpectedly puts his or her hand in the ROPS' protective zone.

## 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**



**800-285-7227**

**[www.expressblower.com](http://www.expressblower.com)**

## Correction

**COFFEYVILLE, KS** — In our June issue we used the designation ZTR in a headline and article to refer to the zero-turn category of mowers. ZTR is registered trademark of Dixon Industries, Inc. We regret any confusion this may have caused within the industry and to our readers.



# In the Know

## People & companies



**GreenScapes Landscape Company, Inc.** added **Doug Eing** (above, left) as a commercial/public sales representative, **Andrew Freeman** as a residential landscape production manager, and John Loos as a production manager.

**ProSource One** announced that **Frank Lopes**, senior turf representative, has been awarded Seed Research of

Oregon's prestigious "National Seed Marketing Award of Excellence."

**Green Earth Landscaping & Design** was recently awarded the 2004 Snow & Ice Management Association "Award for Excellence in Business" — \$1 million plus category.

**Ewing Irrigation** appointed **Chris Kurklin** manager of the company's Katy facility. **Ebo Reynoso** will assume management of Ewing's Belaire operations, and **Brad McCullough** will serve as

manager of Ewing's Tyler location. The company appointed **James Minnich** manager of Ewing's new Signal Hill facility and **Brian Norton** assistant manager.

**Verdicon, Inc.** hired **Jerry Murphy** as regional business manager to oversee the sales and operations for the pest control and turf & ornamental business segments in Northern California and Hawaii.

**Pursell Technologies Inc.** promoted **Arnold Cleghorn** to president.

The **Outdoor Power Equipment Institute** elected **David R. Zerfoss** (above, left), president of Husqvarna Forest and Garden, chairman, **Fred J. Whyte** (above, center), president of Stihl Incorporated, secretary/treasurer and **Kendrick B. Melrose** (above, right), chairman and chief executive officer of the Toro Company, vice chairman.

**James Wargo** joins **Georgia-Pacific Resins, Inc.** as technical service agronomist for NITAMIN nitrogen fertilizer technology.

### BEFORE YOU DIVE INTO

### THE H-2B LABOR POOL...

**Look before you leap.** For the past 16 years, Amigos Labor Solutions, Inc., has been the leader in both service and integrity. We know H-2B.

**More importantly,** we know how crucial it is to maintain our excellent standing with the American Consulates, DOL, and USCIS. Not all of our competitors can say that. Some have even been banned or are on probation, preventing them from bringing in workers for their clients. Imagine what that would do to your business.

**Before you make** the mistake of jumping in with the wrong H-2B agent, take a look at Amigos.



*The experts in  
hire standards.*

**AMIGOS**  
Your Labor Solution

[www.amigos-inc.com](http://www.amigos-inc.com)

**1-877-3AMIGOS**

3 2 6 - 4 4 6 7



# GOOD THINGS HAPPEN...



## AFTER MIDNIGHT

*Introducing two advanced premium Kentucky blues from Turf-Seed, Inc.*

**Midnight II.** Rich, dark green-blue and compact-growing. The next generation of Midnight with improved year-round color, increased resistance to rust and mildew, improved summer performance and hard-wearing traffic tolerance.

**Midnight Star.** Deep, dark green. A Midnight hybrid with more seed yield for improved economy, and stubborn resistance to stripe rust.

Combine either with our elite Kentucky blues — **Moonlight, Brilliant and North Star**, or with other quality Turf-Seed, Inc. varieties to create strong, diverse blends and mixes. From the diligent research and superior breeding of Pure Seed Testing come the latest Kentucky blues, two new turfgrass solutions available from Turf-Seed, Inc.



**TURF-SEED, INC.**

*Your Success Depends on Seed / Satisfaction Guaranteed.*

Circle 121

800-247-6910 • [www.turf-seed.com](http://www.turf-seed.com) • email: [info@turf-seed.com](mailto:info@turf-seed.com) • fax: 503-651-2351



# A WATER-WISE WAVE?

*Water-wise landscaping is still largely determined by clients' wants.*

## Unless the law gets involved

BY JASON STAHL / Managing Editor

**L**andscape contractors might do well to use the marketing taglines Synthetic Lawns International uses for its synthetic grass lawn product called SYN-Lawn: How do you spend your weekends? Four hours on the golf course or four hours on your lawn? No more watering or wasted weekends...

They certainly won't sell clients on water-wise landscapes by telling them they'll be doing the world good. The reality of the situation is that most landscape clients, like the general population, don't care about water conservation. Maybe it's because they've never heard of the U.S.

Bureau of Reclamation's Water 2025 Initiative to stave off future crises and conflict in the West. Or maybe they've never heard noted turfgrass scientists say that water will be like gold in the near future. Or perhaps they just have faith that humanity will come up with a viable solution to the problem of a dwindling fresh water supply and a burgeoning population.

Like most things in a capitalistic country, the almighty dollar is determining the regional trends. Water is still cheap, so many people aren't willing to invest in expensive state-of-the-art irrigation systems with ET or moisture sensor technology because the payback in the water bill is too far down the road. This is especially the case on the

East Coast, where it's fair to say people are less aware of the scarcity and value of water than West Coasters. But that doesn't mean that West Coasters are any more willing to open their wallets.

"The price of water in most parts of California is still so low that most clients don't care about irrigation management in most cases," says Larry Rohlfs, Assistant Executive Director of the California Landscape Contractors Association. "Landscape contractors are still paid to keep

grass green rather than water efficiently. So if it's a low priority with clients, then it's a low priority with us. Until customers start paying for water management, it's not going to happen."



Larry Rohlfs







A sharp landscape like this one by Yards R Us eases clients' grief over not having lush turfgrass.

So if it's not the price of water that will change people's ways, what will? The law, of course.

### Watch for the water police

Imagine Jack Corbin, President of Desert Mesa Landscapes & Designs in Las Vegas, NV, telling a gaped mouth person in Ohio stories about the water police — water authority representatives who patrol neighborhoods in trucks in search of violations such as sprinklers spraying water onto streets or sidewalks. But this is no tall tale.

"Homeowners are starting to become more water smart and realize that they could be fined for overspray," Corbin says. "Two years ago, it wasn't that way."

So rather than deal with fines, residential customers are having Corbin and his company do "ripouts" of turf and replace lawns with desert scapes. Business is booming right along with the population in Las Vegas, and Corbin says these desert scapes actually require more maintenance than regular landscapes because of the amount of shrubs in them. "And we have to check the irrigation for every plant, so I definitely see irrigation system maintenance as a profit center for us," he says.

At the same time, the threat of hefty fines has forced him to carry a crew of five strictly dedicated to checking 700 irrigation clocks twice a week, five days a week. Even so, his company was recently fined \$400 for violations in an irrigation system he installed on a golf course.

"I understand what's happening and I

don't take it lightly," Corbin says, referring to strict water regulations. "Certain measures have to be taken. But it hasn't hurt my business yet because of the tremendous growth at this time."

Still, he admits that it may not always be this way. If all grass is one day prohibited in Nevada, he says he might have to move his business. "I'll move to Phoenix maybe, or Cleveland where I'll do snow removal in winter and landscaping in summer."

In the meantime, he'll exploit other



Jack Corbin



Joyanna Diaz



Todd Geurink

niches such as the installation of synthetic turf lawns, which are growing in popularity in his area.

Joyanna Diaz, co-owner of Yards R Us in Las Vegas, says her company has been preparing for more severe water restrictions in the future for the last two years.

"We've been trying to get established in the community as water-smart landscapers," she says. "In fact, we're accepted now as 'water-smart contractors' by the Southern Nevada Water Authority."

Diaz agrees with Corbin that an increasing number of Las Vegas residents are realizing that water-wise landscapes are the way to go because they understand that water can't be taken for granted.

"Even transplanted residents from New York or down South who are new to the area and want that lush green see that it's a moot point when they get their water bill," Diaz says. "They're quick learners. And we as a company are just not going to install plants that will die."

Diaz refuses to speculate on whether water-wise landscaping will become as big a priority with landscapers in other parts of the country as it is for those in Nevada years down the road, but if it does, Yards R Us might go into consulting. "If that does happen, we'll be the experts because we'll have years of experience."

### Rain riches galore

Todd Geurink, President of Tranquil Settings in Wausau, WI, doesn't see synthetic lawns or a water conservation mentality transforming his area anytime soon. Central Wisconsin is a rain-rich region, so he only installs water-wise landscaping under one scenario.

"If a client wants a low-maintenance landscape and can't justify the expense of an irrigation system," Geurink says. "We'll look at drought-tolerant type plants, but that limits my palette. That occasionally happens, but for the most part my clients are putting in irrigation systems."

That doesn't mean, however, that Geurink isn't concerned about water conservation. He finds the sight of commercial and residential irrigation heads spraying water into the middle of roads bothersome, but the lack of strict laws and an abundant local water supply prevent him from losing sleep over it.

"The price of water is not at a premium yet," he says. "As far as the scarcity of water, even in drought times — I haven't seen it yet. But my belief is that you shouldn't have lawns any place where you won't use them. Commercial properties could have more groundcover if you ask me."



Geurink builds irrigation system maintenance and checkups on the health of his plant materials into customers' maintenance contracts. The plant material is guaranteed for two years, but if the customer agrees to make his company their landscape contractor for life, it's a lifetime guarantee.

It's no surprise then that Dave DeVisser of DeVisser Landscape Services doesn't see a potential water crisis affecting his business in the future either. In Kalamazoo, MI, DeVisser sits near Lake Michigan, the second largest Great Lake. There's an abundance of both groundwater and rainfall. If there is a drought, the most the city would do is mandate odd- or even-numbered days for watering.

And drought is good for business. "Our irrigation sales and service work is up substantially during a drought," DeVisser says. "This year, the spring and summer have been so moist that demand for service hasn't been pressing."

DeVisser admits he does design landscapes for water needs, but only when warranted. For the most part, he says his company is at the mercy of the customer when it comes to watering.

"We try to educate them on watering techniques, and most of the time it isn't a problem," he says. "Sometimes you know a plant has died from improper care, but we just absorb that unless it gets to a point of craziness."

The bottom line is that since the water problem in their areas has been largely "out of sight, out of mind," water conservation isn't first and foremost on DeVisser's or Geurink's minds when designing or maintaining landscapes — it's the customers' wants that come first. Still, DeVisser allows that folks in his area are becoming more aware of a water crisis.

"Water restrictions are starting to be proposed in our area even though we have plenty of groundwater," he says. "People are starting to understand there's only a

## TO CONSULT AND CONSERVE

No, an irrigation consultant is not the guy who puts the pipes in the ground. According to Dan Benner, President of the American Society of Irrigation Consultants (ASIC) and founder of Hydro Environmental, Marietta, GA, most people east of the Mississippi might make the mistake of believing that. It probably follows too that those people aren't aware that water is a finite resource.

The bottom line is irrigation consultants make a living finding ways to conserve water, saving their clients (large business parks, planned communities, etc.) lots of money. But it's more than just money.

"Consultants work in the best interest of end users as well as the environment," Benner says. "We have to look after those two things, and do so ethically."

It's obvious where demand is greatest for ASIC members' services when you see that 50% of them are located in the southwest. But Benner says demand is also high in any areas that are experiencing explosive growth.

"Areas like here in Georgia grow so quickly that the infrastructure isn't there," he says. "Plus, there are no servicing sites for potable water and nowhere to go to get rid of reused water. Some areas have been doing that for 25 to 30 years, but for others it's a new concept."

Benner doesn't see an emerging demand for irrigation consultation in the residential market, but that doesn't mean he doesn't believe there should be.

"The majority of wasted water comes from residential sites," Benner says. "Things as simple as specifying the right product on a project or making a minor adjustment to an irrigation system could result in a 30% reduction in water cost."

As far as plant material goes, Benner says it dies more frequently from overwatering than anything else. "The irrigation systems aren't designed properly and aren't managed properly," he says.

certain amount of groundwater. And when they see boats having a hard time getting out of marinas, they become more aware of the issue, too."

### Always a concern

Water-wise landscaping has to be a top priority with Leslie Finical-Halleck. She's the Maintenance Division Manager of Roundtree Landscaping, a \$1.2 million design/build and maintenance firm located in hot and dry Texas. "Water is always a concern here," she says. "But right now, it's not a global mentality, it's a regional one."

Clients do ask for plants that will do well in the area out of concern for how their landscape will look. "I translate that to mean plants that won't use a lot of

water," Finical-Halleck says. "We generally try to use plants adapted to our area, which has difficult soil and climate conditions. It benefits us in the long run."

That benefit is twofold: thriving plant material that doesn't die and have to be replaced at the company's expense, and a good-looking landscape that serves as a calling card to other prospective clients.

Even in water-precious Texas, Finical-Halleck says it's rare for clients to ask for their landscape to be all hardscape. "That's too harsh for most people," she says. "People want green. And there's something to be said for adding green to the environment. Removing all your plants isn't smart because they help curb pollution and add

*continued on page 26*



Dan Benner



# Get Going and Keep Going!

When your machines are tough and dependable, you can trust them to handle all the different jobs you need to do every workday. Conditioning soil, placing mulch and sod, trenching, augering, moving trees, shrubs and heavy material. Bobcat equipment and attachments are your easy solutions to hard work.



ZHS Series compact excavator with Zero House Swing



All-wheel steer loader with pallet fork



Toolcat™ 5600 with auger attachment



Track loader handling heavy material



# Bobcat®

*One Tough Animal*

Bobcat Company

P.O. Box 6000 • West Fargo, ND 58078

Circle 115

Our website:  
**[www.bobcat.com/0347](http://www.bobcat.com/0347)**

Toll-free for FREE  
Video Catalog and Buyer's Guide:  
**1-866-823-7898 ext. 0347**

An **IR** Ingersoll Rand business



*continued from page 24*

to the aesthetics of your landscape."

Finical-Halleck refrains from calling Roundtree's low-water usage garden designs "xeriscapes" because she says the term scares people. Plus, she says the term almost sounds like "zeroscape," which has a negative connotation. Regardless of what you call water-wise landscaping, she believes that everyone will have to inevitably go that route more often in the future.

"Where we're located, we tend to have to think that way anyway with the type of plants we use," she says. "But this kind of landscaping has to be made more appealing to the consumer. We all still have to deal with the wants of clients."

#### Irrigate to alleviate

Cleveland has water to burn. But let's not bring up bad memories of its past. People know which way north is because of Lake Erie, and even though it's the shallowest of the Great Lakes, it tends to allay their water worries.



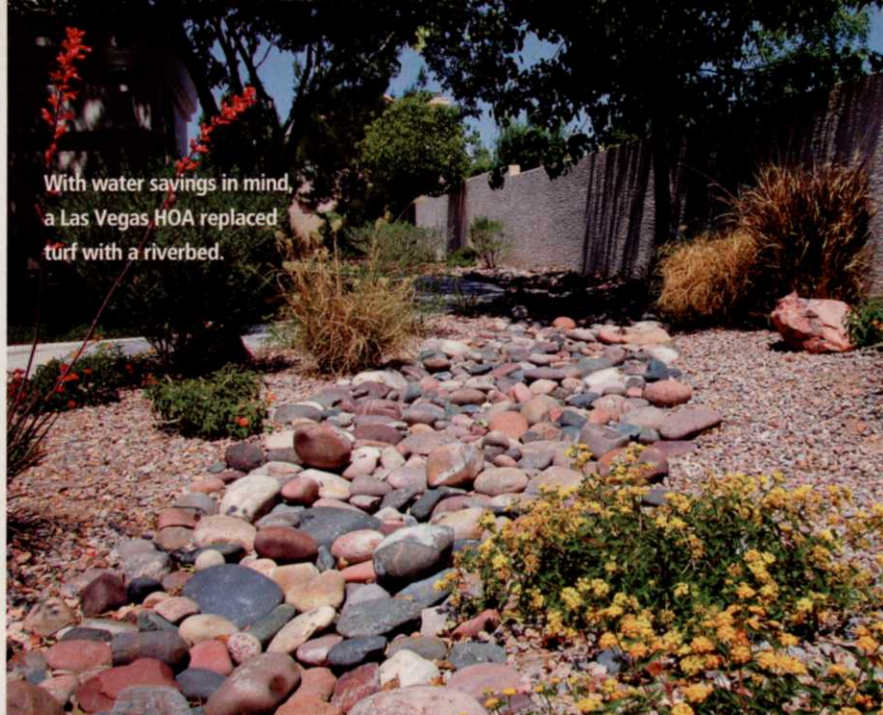
Steve Pattie

Evenso, the steamy hot months of July and August in Cleveland can be harsh on expensive landscape plantings, and Steve Pattie knows that all too well. Pattie, who owns The Pattie Group, an \$8 million design/

build and maintenance firm in Novelty, OH, was prompted to take a hard look at water-wise landscaping by losing \$60,000 a year in plant material that clients neglected to water. His solution wasn't to sell them on water-efficient plants but rather a state-of-the-art irrigation system with moisture sensors.

"If you don't have an irrigation system, you're at the client's mercy," says Pattie, who is going on his second season with a full-time irrigation manager in his employ. "We're one-third more in price

*continued on page 28*



With water savings in mind, a Las Vegas HOA replaced turf with a riverbed.

## DRY IN DENVER

Landscapers in Denver, CO know all too well the importance of water-wise landscaping. This year is the third straight that they've had to deal with strict water regulations. Although the region received more rain than usual in June, the Denver Water Board says reservoir water levels are still 10 to 11 percentage points below prior years.

Residential customers could only water their lawns two days a week. Recently, that restriction was eased to three days. Watering of any residential, park or golf turf is still prohibited between the hours of 10 a.m. and 6 p.m. and only 15 minutes per zone. Water surcharges remain in place if customers use more than 18,000 gallons in a two-month period. New sod can be watered daily for up to 21 days.

Denver Water has field personnel on patrol watching for violations. First offenders receive a violation warning. A second violation costs a \$250 fine, three or more violations are \$1,000 each and possible installation of flow restrictors and service interruption.

Landscape companies in the area have learned to simply deal with the situation. Jody Bost of CoCal Landscape says the company is more water-conscious than ever.

"I remember two years ago we were at the point of catching water in the shower as it heated up to use outside for watering," Bost says. "It just takes more planning, and is more of an inconvenience than anything else. Commercial customers, property managers and landscapers have more of an appreciation for the water we do have."

Bost says the company is okay with three-day watering, but has an issue with the window of time allowed on large commercial sites. Plus, not being able to lay sod from July 1 until August 31 will delay some construction jobs. They've had to change their annual color programs, too, to include more drought-tolerant species.

The drought has also increased CoCal's need for irrigation technicians, the labor cost of which is easily surpassed by revenue earned from the increased demand for the fine-tuning of irrigation systems.

"I think we've adapted well to changes we've come up against," Bost says. "It's definitely changed our business. I can't say we'd be doing that much better though if there were no restrictions."



# INTRODUCING THE NEW SILVERADO HALF-TON CREW.




DO YOU HAVE THE RIGHT TRUCK?

The new Silverado® Half-Ton Crew • Four full-size doors  
• More standard horsepower and torque than Ford, Dodge  
and Toyota half-ton crews • More standard towing and  
payload capacity than Ford and Dodge half-ton crews

**SILVERADO. IT'S THE RIGHT TRUCK. FROM CHEVY.™**

**SILVERADO**  **LIKE A ROCK**

 877-THE TRUCK or [chevy.com/silverado](http://chevy.com/silverado) OnStar available on LS and LT models only. Call  
1-888-4ONSTAR (1-888-466-7827) or visit [onstar.com](http://onstar.com) for system limitations and details.  
Z71 is a registered trademark of the GM Corp. ©2004 GM Corp. Buckle up, America!



*continued from page 26*  
because we're making our clients take control of we don't have control of."



**Chris DiSabatino**

Making them? Yes. Pattie said he has turned clients down who refuse to let them install an irrigation system along with the landscape. Most of his clients, however, are described as "high-high-end," so the buy-in is more easily achieved than with another kind of customer base. Still, Pattie sees these systems becoming less cost prohibitive in the future.

"These systems will become more affordable to residential clients, and some day we're going to have better designed systems and better sensor systems. And some day it will be mandatory that these systems be put in."

Chris DiSabatino of \$2.5 million DiSabatino Landscaping & Tree Service has a very different client base in Wilmington, DE. An irrigation system might be the one item that puts his clients over their budget for a landscape installation. And like Ohio, Delaware gets its fair share of rain, so most people are oblivious to any impending water crisis. But a drought a few years back which forced DiSabatino to mobilize with other landscapers to keep the right to at least maintain the landscapes they installed left him cynical about water regulation.

"The majority of water isn't used by landscapers but big industry," he says. "Our portion is so miniscule when you consider what we're putting on and what we're giving back."

After DiSabatino completes a job, he gives the client watering instructions. If the client has a problem, he'll send someone to investigate and further educate the client. He's convinced water efficiency is all about where a plant is placed. "In dry soil, light, shade, wherever," he says. "And the more mature a plant is, the less you have to water it. Native plants will require less care, but will they necessarily require less water? I don't know."



**Bill Dickerson**

DiSabatino doesn't see a growing trend in irrigation installation or water-wise landscaping. He rationalizes that the demand now is where it's always been.

"I think irrigation has always had a need, so I don't see any huge increase in people utilizing it," he says. "If you get into water restrictions, you can't use water anyway so you're no better off. If more people do it, it will be because they have less time to water."

### **No need for panic**

You'd think a landscaper in Florida might be very concerned about the state of the freshwater supply, especially in an area where saltwater is king. But again, it's all about location. Bill Dickerson of Dickerson Landscaping is in Tallahassee, and areas like Orlando and Tampa are the ones who have had to bear the brunt of severe water rations. In fact, turf ripouts like the ones in Nevada have been going on in these cities.

"If you're a reactionary person, like the people who first went out and built bomb shelters, you might do something now," Dickerson says. "The water situation will change inevitably and affect my business because water is a non-renewable resource. It can't be created. It can be polluted and cleaned. But man will overcome this."

He says that xeriscaping was brought to his area but never caught on. But low maintenance landscapes, he says, have transitioned into "water-friendly" landscapes. "The plants are similar. You use a lot of native species. Some people are averse to weeds as an alternative for other plant material, but overall it has worked out well for people.

"I don't get flat-out requests for water-wise landscapes from the conservation aspect," Dickerson continues. "As far as lowering water bills, we do get straight-out requests for lower maintenance landscapes. These people also don't want the cost of an irrigation system, but they want a land-

## **AN ARTIFICIAL TREND?**

Artificial lawns sure are water-wise, but landscaper unfriendly (depending on whether you install it or not). Still, Joseph Morris of Synthetic Lawns International (SYNLawn) says business is so good they're focusing on retail store expansion to the East Coast in 2005. Their hottest markets? South Florida, Atlanta, Arizona, Nevada, California and New Jersey. Their main selling points? Reduce your maintenance and reduce your water bill. Currently, SYNLawn does 1,400 lawn replacements a week across the country. "This is a trend that will continue to grow as water gets more scarce," Morris predicts. Below are a few synthetic lawn companies:

► **Synthetic Lawns International**  
866/796-5296  
[www.synlawn.com](http://www.synlawn.com)

► **Universal Industries**  
877/253-7950  
[www.universalindustries.net](http://www.universalindustries.net)

► **ProGreen International**  
888/440-7888  
[www.progreen.com](http://www.progreen.com)

scape that's hardy enough to handle a drought. Or they might travel a lot and can't spend a lot of time maintaining it."

Dickerson tends to agree with many landscapers in believing that the Green Industry is unfairly targeted as a water-waster during times of drought. "The byproduct of our industry can keep things cooler," he says. "This is especially evident in Atlanta, where they're planting trees to cool the microclimate. Greenscapes are cooler than concrete." But apparently it will take time for the concept of water-wise landscaping to become cool. **LM**



# The Daily Fescue

Advertisement

BY THE GRASS, FOR THE GRASS

## Bluegrass Takes Heavy Casualties; 500,000 Mowed Down in Onslaught



## Billions Hunker Down in Preparation for Dandelion Invasion

Yard President: "Fear not. We will grow back."

BACKYARD — Speaking at a candlelight vigil on Monday, the Bermuda Grass Ambassador described the scene he witnessed earlier in the day when 500,000 of his bluegrass friends were ruthlessly cut down by a new EverRide Warrior Zero Turn Radius Mower.

"It was terrible," said the ambassador. "If I had hands, I would have used them to cover my eyes."

"Everything happened so

fast," said an unnamed ryegrass blade. "It just kept zooming by, cutting everything in its path. It was so efficient and so...gruesome."

Deemed a "horrible death machine" by both the bluegrass and Bermuda communities that witnessed its fury, the EverRide Warrior appears to be a continued threat on the landscape. Zoysia and bentgrass neighborhoods have been alerted.

See *Mass Grassicide*: Page 2

## Officials Name Public Enemy Number One: EverRide Warrior

Officials yesterday stated that "the EverRide Warrior poses a severe threat to our sublime, grassy security."

Intelligence reports say the Warrior went through three years of rigorous testing, and that its manufacturer has been an OEM for decades.

"It cuts more evenly and stands up to the cruellest terrain," said one official. "Plus,

it runs cooler, which means we won't face a fiery death."

The only two survivors of the recent Bluegrass Massacre reported that the Warrior had an enormous, full-floating deck. Research confirms their eye-witness account. Reports of a 149-square-inch discharge area have come in since the first blade of bluegrass was whacked.





# Succeed with great employees



## Your performance as a business is contingent upon the performance of your employees

BY BOB COULTER

*Editor's note: This is the second of three articles on your key business drivers. This month we discuss employees. Next month check these pages for the third driver — financials.*

Last month we talked about the importance of taking a balanced approach to operating our business. This means keeping our company balanced with a strong focus on 1. customers, 2. employees and 3. financials, in no particular order. Successful organizations deliver solid results in each of these key areas.

Let's now turn our attention to the employee leg of the stool. We all know that our performance as a business is contingent upon the performance of our employees. Think about successful organizations that you know. When you describe the things

that make them stand out, I bet their people are one of the first things that come to your mind. They have terrific employees who deliver the service, products and experiences that guarantee that they have long-term customers.

### No accident

Putting together a great team doesn't happen by accident. It takes hard work and discipline to have a team of "superstars". I am frequently asked "what is the most important factor in building a successful team of employees?"

Is it recruiting? Selection? Maybe it's training. No, it must be coaching. What about compensation? Or could it be performance management?

As owners and leaders strive for the silver bullet in putting together a great team, what it takes is a proactive approach to

make this happen. In other words we need to have a strategy for our people.

The authors from the book *Novations* said, "Because organizations have a continuous flow of people moving through them and because the environment is always making new demands on the organization, there is a constant need for individuals to deal with new tasks, perform new roles and provide new leadership."

In the Green Industry these words could not be more on point. Each company needs to have people who are positioned to drive change, deliver great service and achieve financial objectives. We each need to look at what is taking place in our business and assess the quality of our employees. It's a quest to put the right people in the right place, achieving results the right way, continually learning and preparing for tomorrow.

The members of the Owners Network have made employees a priority. They have looked for ways to assess how they are doing with the employee leg of the stool. In a working best practice session,

*continued on page 32*



# When it comes to controlling the most surface feeders, guess who's on top?

## Talstar® insecticides. Tough broad-spectrum control of tough surface feeders.

Whether you're using TalstarOne™ multi-insecticide, Talstar® PL or Talstar® EZ granular insecticides, you'll gain outstanding broad-spectrum control of even the toughest surface feeder pests.

Talstar insecticides are tough on cutworms, webworms, mole crickets and black turfgrass atenius. In fact, in field trials\* Talstar insecticides out-performed DeltaGard® G and Scimitar® for control of annual bluegrass weevils and black turfgrass atenius, in some cases, even at lower concentrations.

But Talstar insecticides don't stop at surface feeders. They control over 75 different pests, including all species of ants targeted by LCOs, knocking them out and keeping them out.

Unlike TopChoice®, Talstar insecticides are available in a flowable formulation and your choice of two granular formulations.

For perimeter protection; commercial; residential; and recreational uses, choose Talstar insecticides. You'll gain long-lasting, high-performance, cost-effective control of surface feeders.

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

\* Trials conducted by Dr. Steve Alm, University of Rhode Island, 2001; by Dr. Dave Shetlar, Ohio State University, 1999; and by Dr. Dave Shetlar and Dr. Harry Niemczyk, Ohio State University, 1997.

Scimitar is a trademark of Syngenta Crop Protection, Inc. DeltaGard and TopChoice are trademarks of Bayer AG.



© 2004 FMC Corporation. FMC, the FMC logo, TalstarOne, the TalstarOne logo and Talstar are trademarks of FMC. Always read and follow label directions.

**Talstar®**  
INSECTICIDES







*continued from page 30*

the group developed the three gauges to assess their performance.

► **Employee Retention** — By retaining key employees a company achieves great stability with customers and enhances business efficiency. It's vital that we track our ability to keep the right players on our teams. We need to break this down by line of business, division or team so that we can understand where we're succeeding and where we're challenged.

► **Training Hours** — Growing the skills of the employee population will put the company in the best possible position to achieve its goals. We need to equip our people with the right tools and resources to do their jobs. By tracking our training

hours we can make this an objective, tangible key to business success. This demonstrates commitment to our people and helps them build skill at the same time. A few years ago consultant Jim Paluch, partnering with owners from around the industry, put together the Training Challenge. This program has translated into huge changes in business results and employees' lives.

► **Employee Productivity** — By measuring our employee efficiency we keep our eye on our most important profit and loss statement line item. If you see a company that's achieving its productivity targets, you almost always see a company that's achieving its profit goals. There are many ways to measure employee productivity —

revenue per man hour, hours per project, hours per route, payroll expense as a percentage of sales. The important thing is for each leader to communicate the message and champion the cause of employee productivity.

The business gauges serve as a great barometer of how we're doing as a business. Keeping the three legs of the stool balanced produces business success. Next month the third leg — financials. **LM**

— *The author is a People Solutions Coach with JP Horizons Inc., a Cleveland-based consulting firm focused on driving business performance. He can be reached at 440/352-8211 or [bob@jphorizons.com](mailto:bob@jphorizons.com). To learn more about JP Horizons People Solutions, go to [www.jphorizons.com](http://www.jphorizons.com).*

**INFORM ♦ INTRODUCE ♦ INFLUENCE ♦ INSTRUCT**

# REPRINTS

Reprints of *Landscape Design/Build* supplement articles, advertisements, and news items are available through Advanstar Marketing Services.

Customized to meet your specific needs, reprints are highly effective when you use them to:

- ◆ Develop direct-mail campaigns
- ◆ Provide product/service literature
- ◆ Create trade show distribution materials

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

**Landscape  
Design/Build**

**ADVANSTAR MARKETING SERVICES**  
**MARCIE NAGY**  
 1-800-225-4569 ext. 2744 • 440-891-2744  
 Fax: 440-891-2740  
 Email: [mnagy@advanstar.com](mailto:mnagy@advanstar.com)



# Leadership insights

GROWING GREEN INDUSTRY LEADERS

SUPPLEMENT TO LANDSCAPE MANAGEMENT

## A measure of success

Owners weigh in on how they know their leaders had a winning day

BY CHERYL HIGLEY

### 1 It's numbers and a lot more.

Jim Bever Jr., owner of Bever & Sons Landscaping in White Bear Lake, MN, says measurable indicators (profit, sales, hours/income) are easier to read when you are trying to measure success. However, the less-measurable indicators—employee morale, customer satisfaction and ethical practices—are just as important. "It's those indicators, although more difficult to assess, that can prove much more important for future sustainability," Bever says.

### 2 A motivated team equals an excited client.

"Having a team that is motivated and engaged and a client who is excited about the service and the relationship we have with them. The combination of these two elements will result in a great experience for everyone involved," explains Andrew Blanchford, CLP, CPP, owner of Blanchford Landscape Contractors in Bozeman, MT.

### 3 Happy customers, educated employees and hard work.

"Our leaders know we have had a winning day if we have delighted our customers, taught new skills to our employees and hit our budgeted numbers for the day's work," says Becky Sunday, owner of RJ Sunday Landscaping in Bowie, MD.

### 4 It's pride in a job well done.

Michael Hatcher, owner of Michael Hatcher & Associates in Memphis says you can see success in "the attitudes of the leaders and crews as they come in, having accomplished the task that was outlined and overcoming any problems to end with a compliment from the client on a job well done." Greenlanders Group owner Juan Gutierrez agrees. "A win for a leader in our company would be if by the end of the day his crew or employees felt pride of working in this company because they know every day is a fun and a growing experience." ■

"Leadership is not a right of passage, or at least it shouldn't be. Leadership is a state of mind. A philosophy. An attitude. Understanding this, you can recognize and develop the key traits that will enhance and improve your personal capacity for leadership."

— Andrew Wood, author of *The Millionaire's Library*

## From the front lines

### Breaking language barriers no easy task

Learning English as a second language can be difficult, but many agree it's necessary for employees who want to climb the ladder of success.

Henry Rocha came to the United States from Mexico in 1987 and quickly realized that he needed to learn how to express himself. Rocha took several classes to learn the language. He didn't do it on his own—he had the support and encouragement of his employer, Tovar's Snow Plowing in Elgin, IL.

"We will pay for education for any of our employees," says owner Jeff Tovar. "It would be great if more employees took advantage of it."

Luiz Santos, snow removal and lawn maintenance manager for Maffei Landscape Contractors in Cape Cod, MA., says he learned to speak English on his own. His secret? Watching closed-captioned television.

"Everything I learned, I learned on my own. It took me about two years before I could have a conversation and about three to four to really dominate the language," says Santos.

In addition to taking classes, Ruben Erabo, account manager for Western Lawns in Oklahoma City, put popular culture to work—listening to the radio, watching TV and reading.

"If you want to succeed, you have to learn English. I'm still learning, but I have learned never to stop asking for help," Erabo explains. ■

Related story, page 4

Leadership  
Advancement  
Program

SPONSORED BY:

 **Husqvarna**

PRESENTED BY:

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





# Driving Your Business

BY JIM PALUCH / PRESIDENT JP HORIZONS

## Leaders ... born or made?

It is an age-old question, "Are leaders born or are leaders made?"

The many management consulting gurus and personality testing people claim that leaders are born. You can spend a lot of time training an individual trying to get them to the next level only to be disappointed in the results. One management consultant I know says, "Maybe you can teach a pig to sing, but it is rarely worth the effort." That may be partly true, but there is still the possibility that everyone can lead at something. The trick is to find out what they can lead at that will profit the company and help them move in that direction.

### Set the example

One of the first steps in developing leaders in an organization is to look at the example being set by the main leader of that company. The publisher of my books, Charlie "Tremendous" Jones, tells the story of disciplining his son, Jerry. "Jerry, it is about time you started acting like a man," Charlie told him in his own "manly" voice. His son responded innocently: "I will Dad. What is a man supposed to act like?" Charlie knew at that moment he wasn't setting the example that he should have been. The first and maybe most important job of any leader is to create other leaders, and this is done by setting the example of what a leader should look like. Understanding the importance of setting a good example is the beginning of developing those individuals that will lead in the future.

### Delegate

The manager that has to do it all is just that—a manager. You lead when you

allow others to take on the responsibility of doing the things you could have done, but chose not to. Follow up by holding the individual or team accountable. Accountability can seem brutal at times, but without it, you enable people to accept mediocrity. As employees are allowed to take on responsibility, a natural tendency to learn develops.

### The desire to teach

Just as your leadership skills become honed when you start to develop and instruct potential leaders, your leaders will emerge as they begin to teach and develop those looking to them. Make it an important part of a future leader's responsibility to teach something! Safety meetings, tailgate seminars, training challenge sessions, on-site demonstrations, and understanding financials or paperwork flow are all things they can teach. Imagine the synergistic force that takes place when the desire to teach is in full motion.

### The desire to learn

There is a good chance that if a person is being considered as a potential leader, it is probably because he has reached some level of success in the company. All too often, the person that is the best at installing a patio or laying out the irrigation system is called upon to become a company leader. This can become a frustrating move for the individual and the company unless there is a desire to learn. The individual became an expert on installing patios because they chose to learn those skills. The same is true to become a leader—you must choose to acquire leadership skills. This process can be enhanced through classes, reading materials and networking opportunities. Observing

how the individual responds to these opportunities will determine whether they will be a leader in the future of the company or a leader in installing patios. Both jobs are very important, but it is essential to have the right person in the right role.

### Clear direction

Clarity of company goals, the plan to reach these goals and how each individual's efforts affect this plan is vitally important to bring out leadership qualities. Lack of clarity causes confusion and destroys the energy that would have helped a manager's leadership qualities emerge. When your key managers can be included in developing the plan and clearly understand their role in it, there will be a greater tendency to lead in that direction. As their confidence in the plan and in themselves increases, those leadership qualities will naturally come out. This process can be enhanced with periodic follow-up and coaching sessions to evaluate the employee's progress and to revise the action plan.

### Loneliness

This last example may be the hardest to set and the hardest to determine in others. The true price of leadership is loneliness. A leader has the ability to stand behind their decisions—good or bad—and be held responsible for the outcome. While observing those you have placed in leadership positions, ask yourself, "Are they willing to say, 'I was wrong.' Or give credit by saying 'We made that success happen.'?" Their responses may be an indication of whether you have the right person in the right position. Now the question becomes, "What will you do if the wrong person is in that role?" That



could be a lonely decision for you when a change needs to be made.

Become passionate about creating leaders at every level of your company. Your future and theirs depend on it! The benefits of creating leaders are business success, growth and profitability. That makes the price paid for leadership worth it and a great investment. ■

**Jim Paluch** and the JP Horizons team have been creating leaders in industries for over a decade and a half. The LEADERSHIP JAMS that are conducted around the country are consistently filled year after year. To discover how and when you can participate in a JP HORIZONS event go to [www.jp horizons.com](http://www.jp horizons.com) or call 440-254-8211.

# Association Spotlight

FOCUS ON ASSOCIATED LANDSCAPE CONTRACTORS OF AMERICA

BY CHERYL HIGLEY

The world's greatest athletes might have their sights set on the Summer Olympics in Athens, Greece, but students interested in a career in the landscape industry already are looking forward to their own Olympic competition—the Associated Landscape Contractors of America Student Career Days.

The three-day competition attracts students from across the country who are enrolled in interior/exterior and horticultural/landscape contracting programs. It is the largest gathering of candidates entering the job market and is a tremendous opportunity for companies to see the industry's future first hand.

The career fair is an effective and efficient way for companies to interview potential employees. The event is expected to have a bumper crop of candidates—more than 900 students are expected to participate.

While the career fair is an important part of Student Career Days, the big fun comes during the competitions. Whether it's building a patio, running equipment or creating a landscape design, students can compete in 23 events.

## ALCA STUDENT CAREER DAYS

March 19-21, 2005  
University of Maryland  
College Park, MD

For more information, to participate or help sponsor the 2005 event, contact ALCA at 800-395-ALCA or e-mail [studentcareerdays@alca.org](mailto:studentcareerdays@alca.org).



Steven M. Cohan, Ph.D., professor of the practice at University of Maryland, is coordinating the 2005 event, which he expects to be the largest in Student Career Days history, given the schools proximity to the large number of colleges and universities with landscape contracting programs.

"It is encouraging to see youth coming into our industry with this level of talent and expertise," says ALCA President Kurt Kluznik. "It's encouraging to see that the industry is thriving and that these students have chosen the landscape industry as a career, not as a job." ■

## In this issue

### CONTENTS

**34 Coming to America:** Meet three men who came to the United States to find success. They've scaled the language barrier and worked themselves up the ladder to be leaders in their organizations.

**37 Performance deliverables:** Bob Coulter, director of program development for JP Horizons, says leaders that look beyond job descriptions and hold employees to performance deliverables set themselves up for success.

**38 Soar like EAGLES:** Husqvarna President Dave Zerfoss discusses the EAGLES values that epitomize the company's culture. Employees who embrace them will soar to new heights.

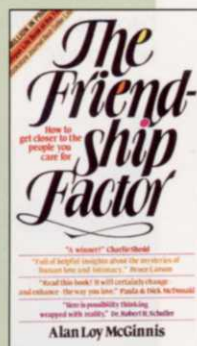
**39 A day in the life:** Landscape industry professionals don't waste a minute. Follow three professionals through their day.

### BOOKSHELF

#### "Bringing Out The Best In People: How To Enjoy Helping Others Excel"

Alan Loy McGinnis, author of the best-selling book **"The Friendship Factor"**, studied great leaders, the most effective organization, and many prominent psychologists to discover their motivational secrets. Fascinating case studies and anecdotes about Lee Iacocca, Sandra Day O'Connor and many others show how you can put 12 key principles to work to bring out the best in people.

— Review from  
[www.booksofthebible.com](http://www.booksofthebible.com)



### STAFF

Published by Advanstar Communications

**Cheryl Higley** Managing Editor

**Jim Paluch** Contributing Editor

**Lisa Lehman** Art Director



# Finding success in the land of opportunity

BY CHERYL HIGLEY

**W**hen Luiz Santos arrived in New York City in May 1996, he joined the ranks of people who come to the United States in search of the American dream. He had little money, knew only a few people in the country and didn't speak English, but he was determined to succeed; and in the eight years since he's been here, Santos has become a shining example of how determination, perseverance and hard work can turn your life around.

From the start, Santos, who relocated from Rio de Janeiro, knew he had to learn to speak English, and he didn't step down from the challenge.

"When I first got to New York, I had to eat cheese pizza and drink Coke for three straight days for lunch and dinner because that was the only thing I knew how to say," Santos recalls. "I realized



"When I first got to New York, I had to eat cheese pizza and drink Coke for three straight days for lunch and dinner because that was the only thing I knew how to say. ... It was frustrating, especially when people made fun of me, but after awhile I stopped caring that they were laughing at me and made an effort to learn (English) and learn fast."

— Luiz Santos

joined Maffei Landscape Contractors as a laborer. After three years, Santos knew he wanted more and sought an opportunity to grow and to make himself more valuable to the company. With the support of his teammates and his boss, Santos set out to learn something new every day. His efforts were rewarded when he was promoted in 1999 to snow removal and lawn maintenance manager.

"Luiz is an exemplary employee, and we are very proud of him and all he has accomplished," says owner

know, I brought people that we could trust. Today we probably have 25 H2B employees," he says.

Santos came to America with one expectation—to make some money and return to his homeland. Today, he is working toward becoming an American citizen, got married and has a son, Nicolas, and another child on the way.

"My situation today makes me feel good when I look back to 1996. I am successful and can provide my family with everything that they need. My life has changed 110 percent," he says.



"I came looking for a job, and they gave me a career. The company has been very supportive of me from the very beginning. Never once have I been told I couldn't do something to improve myself."

— Henry Rocha

that to communicate I had to speak English, and it was very hard. It was frustrating, especially when people made fun of me, but after awhile I stopped caring that they were laughing at me and made an effort to learn and learn fast."

After a short stay in New York, Santos made his way to Cape Cod, where a friend lived. In September, Santos

Robert A. Maffei.

Santos' success has had a ripple effect with the workers at Maffei, which established an English program to help them learn the language. Santos also has helped recruit workers.

"When we got the H2B visa, I was one of two Brazilians here; and instead of bringing in someone we didn't

## He found a career

Henry Rocha left Mexico in 1987 to join his father in Elgin, IL. He "honestly didn't come here to stay" but as soon as he arrived, Rocha knew there was no going back. After working in a restaurant, Rocha knew he wanted something more and joined Tovar's Snow Plowing as a laborer in 1990. Nearly 15 years later, Rocha is Tovar's resource manager and oversees a fleet of equipment and the employees that care for that equipment and the facility.

"When he came here, Henry didn't speak any English, didn't have a driver's license. He has worked hard and learned to read, write and speak English," says owner Jeff Tovar. "He's living the American dream, more so than some of those born in this country."

Henry is now a U.S. citizen and



since coming to America, has gotten married, and he and his wife have two children.

He is quick to share the reason for his success.

"What I am and what I do, is thanks to Tovar," Rocha says. "I came looking for a job, and they gave me a career. The company has been very supportive of me from the very beginning. Never once have I been told I couldn't do something to improve myself."

Rocha says his experience has helped him to become a leader.

"As a leader I try to understand people, to see their strengths and to listen to them. Everyone is different, with different ideas and different cultures. That's why I like this country," he says.

### Worth the sacrifice

From laborer to account manager in five years ... that is the tale of Western Lawns' Ruben Erabo. He arrived from Mexico in 1986 and joined the company five years ago. When he expressed an interest in taking on more responsibility, the company gave him the opportunity and Erabo didn't disappoint.

"I don't fail. If you want your employer to look at you and consider you for better things, you need to show them you are reliable. Come to work on time and never quit. If you want to learn and improve yourself, you have to work hard and maybe sacrifice a little bit," he says.

As part of his job, Erabo is a translator to help Hispanic workers communicate better, and he hopes that he can help those who don't speak English and to encourage them to learn.

It's that can-do attitude that impresses Western Lawns President Lorne Hall.

"Ruben is always ready to conquer a new challenge, and it's great to have that type of attitude in our organization. It's especially important that he has helped bridge the cultures in our company. Some Hispanics don't like to step out of their comfort zone, but Ruben is an excellent example of what can happen if you do," he says. ■

# Performance deliverables

BY BOB COULTER

Sports play an important part in our society. Think about the games—the excitement and the pride that is created. But what would happen if we didn't keep score? How would the participants know if they were successful or if they were improving? Of course we need to keep score—not only of the game, but also for the athletes so we can see who the best is and judge how each is doing.

This is so natural in sports, but it is lacking in many of our businesses. When we judge performance in many of our businesses, the language turns to subjective assessments and opinion. "Jose is a steady hand." "Bill is not pulling his weight." "Mary is the best employee that I have." These kinds of statements lack significance to the employees.

Job performance and performance assessment needs to become much more tangible and objective. Each employee has to understand what they need to produce and know how they will be assessed. For us to elevate the performance of our companies, we have to partner with our employees to help them elevate their performances.

This can be one of the most fulfilling, positive experiences that you can have as a leader. When we can frame a win-win relationship with the people that we work with, we set the individual and ourselves up for success. What is a win for you today, next week and this coming year? When we can build that picture into the mind of each employee, then we set them up for success. The success of those who report directly to you is the greatest predictor of your success. That makes it imperative to have an effective performance management relationship with clear performance deliverables:

- Create a shared vision of success;
- Review the guidelines and boundaries associated with their employment;

- Review the tools and resources available to help them excel;
- Ensure that employees are positioned to check their own work so they can hold themselves accountable; and
- Natural consequences need to be in place for good and bad.

When you execute this process, you will build positive relationships and achieve great results. I have been asked the difference between performance deliverables and a job description. Job descriptions help employees understand what they should be doing. Performance deliverables focus on what they need to produce. Each employee needs to understand the results they must produce. We don't get paid for effort, we get paid for results.

These deliverables will be the foundation for performance improvement. Employees measuring their success and being directly tied to the organization's effectiveness. As an example, think about what a win would be for a crew leader on a daily basis:

- Quality work with no call back or redo
- All work completed at or below budget
- Effective customer communication
- Developing themselves and their people
- Working safely with no accidents
- Proper equipment care
- Turn in all paperwork

Think about what would happen if our crew leaders achieved these deliverables on a daily basis. Think about the culture you would create by assessing your people with the same scale. Think about the environment that you would create for advancement and achievement. We don't have to make this complicated, we just need to make it happen. ■

*Bob Coulter is director of program development for JP Horizons, Inc.*





# By the numbers

BY DAVID ZERFOSS / PRESIDENT HUSQVARNA

## Leadership helps define culture

**D**id you know your company has its own "culture?" Your customer interactions and brand touch points—the conversations your employees have with each other and your customers; the business systems you have in place; external representations of the company, from signage to clothing to how the phone is answered—these and other factors collectively represent and define your company culture.

You can nurture and guide your company culture in large part by the leadership you provide. As we all know, leadership does not have to be limited to the names at the top of the organizational chart. Employees at all levels can lead by example, creating a positive environment in which to work.

So, how do you build—and sustain—the positive attributes of your company culture? As a leader in your organization, it's a process that requires a conscious commitment of your time and energy. Here are four tips to get you started:

### Illuminate

One definition of the word "illuminate" is "to make clear." Step one for leaders is to determine goals and objectives, to set the strategic direction for the business. You need to clearly state where you want to be, and how you're going to get there. Provide a strategic vision and purpose for your employees to follow and illuminate the way.

### Inform

Effective communication with your associates and employees is critical. An employee without information can't take responsibility. However, an employee who has been given information can't help but take responsibility. Empower employees



**This eagle sculpture, located outside of Husqvarna's headquarters, symbolizes the guiding principles of the company's operations.**

by clearly communicating your goals and objectives. Provide training so employees understand and follow the best business practices. Keep employees posted on the company's progress throughout the year.

### Involve

Get employees involved in the process by soliciting their comments and feedback. Take suggestions for improving business procedures. Establish two-way communication channels so employees feel like they can provide input that will be heard and considered by management.

### Invest

Ultimately, you want employees to feel like they have a real stake in the busi-

ness. Their success is the company's success. The time and effort they invest in their jobs will result in a satisfied and productive workplace—a true "win-win" situation.

The basis of a positive company culture is shared values—the things that everyone in the organization agree are important. The tips listed above can help you create and gain consensus on those values.

At Husqvarna, we promote our EAGLES values. EAGLES is an acronym for:

- Exceed expectations
- Attitude of serving others
- Growth, professional and personal
- Learning for a successful future
- Environmental responsibility, and
- Speed—respond quickly and effectively

EAGLES represents our set of core values that guides our actions, both corporately and individually. Every new employee goes through an orientation program during which the EAGLES values are explained. Every employee receives a printed version of the values to post at work spaces, or to keep on hand.

As a reminder of the importance of our EAGLES values, our corporate headquarters has an 8-foot by 14-foot American bald eagle bronze sculpture positioned near the entrance. The sculpture symbolizes the guiding principles for our day-to-day operations.

Take a moment and reflect on your company culture. As a leader in the organization, think about how you can reflect and promote the company's core values in all that you do and say. You'll find that you'll soon "soar with the eagles." ■



# A day in the life of a landscape professional

Early to rise, late to bed and busy the whole day through

BY CHERYL HIGLEY

**T**hey are often up before the sun. There are clients to meet, details to take care of. Lunch? Sometimes. Late nights, depending on the seasons, and sometimes very little "me" time. We asked three industry professionals to give us a glimpse into their life to see how they manage to do it all. All of them agree it takes organization, leadership and a long list of priorities to get it done.

## Off to a good start

It's 5:30 a.m. and Kevin Ward and Eddie Padilla are already looking ahead to the tasks awaiting them. Whether it's enjoying a cup of coffee, relaxing or spending time with your spouse or reading the Bible, the morning routine sets the tone for the day ahead. "This is probably the most important part of my day, because if I leave home at peace and anticipating a good day, it sets the tone for all of my interactions with the people I meet that day," Susan Hartman explains.



**Susan Hartman**  
Landscape Designer/Sales  
Santa Rita Landscaping, Santa Rita, AZ

## Details

Arriving in the office between 7 and 8, the workday starts off with attention to the details. Wading through voice mails and e-mails and preparing or reviewing the daily schedule usually are first on the agenda. Wade begins dispatching his crews at 7:30.

"I make a list of things to be done and when they need to be done. I write everything in my planner and I set short-term goals for the week, such as bid

dates, design schedules and appointments," Padilla says. "I address the major problems and get them off my plate as soon as possible."

As a designer, it's important for Hartman to meet with the foremen that are in charge of making her vision a reality. "I listen carefully to their input.

Over the years I have gained considerable respect for the knowledge and expertise the crews put into their work," she says.

## Take a breather

After a morning of meeting with the boss, colleagues and clients, Ward grabs a quick lunch and meets with Dean Akers, Hillenmeyer's other commercial maintenance account manager to discuss any problems and to brainstorm for ideas that might lead to more efficient or new operations. Padilla tries to eat lunch, but sometimes it's on the run or skipped so he can grab some gym time.

## The personal touch

Afternoons are usually reserved for more correspondence and paperwork, as well as scheduled appointments with clients. Padilla catches up on paperwork, so he doesn't get overwhelmed by it all at once; and Hartman works with estimators and staff to prepare the designs and build the jobs—when she's not fielding client calls. The key, Hartman says, is to know your limits and to delegate.

"It is very important to stay focused and organized," she says. "It is easy to become pulled by every interruption, but



**Kevin Ward**  
Commercial Maintenance Account Manager  
Hillenmeyer Landscape Services, Lexington, KY

if I have priorities, my time will remain productive as I delegate tasks."

## Heading home

It's 5 p.m. and Padilla's off to the gym, maybe dinner with Mom or off to play baseball before he goes to sleep around 11 p.m. Ward leaves work between 5:30 and 6 (unless it's spring, and then he alternates closing nights with a colleague) and heads home to his family. After his daughters go to bed, Ward spends time with his wife and watches TV or reads. For Hartman, family comes first, which means dinners together, family time and relaxing with her hobbies—fishing, cooking and gardening.

## The look of a leader

With such busy schedules, these professionals still make time to improve their leadership abilities to better serve their colleagues, clients and themselves. Padilla reads books that inspire him to be the type of person he strives to be and focuses on the tools that help him to become a better leader. "Being a team player and leading by example are important," he says. "I love to encourage and guide my employees. It boils down to putting your priorities in order and following through."

Hartman agrees that being a leader means encouraging employees and helping them be the best they can be.

"When you have people around you that have been hired into jobs that are interesting to them, an environment has been created that allows the work to flow better." ■



**Eddie C. Padilla**  
Sales Representative/Estimator  
Heads Up Landscape Contractors, Albuquerque, NM



Husqvarna

# FEEL THE POWER

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)

## A TOTAL LINE OF SUPERIOR LANDSCAPER EQUIPMENT



### BROAD AREA MOWERS

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



### GEAR & HYDRO DRIVE WALKS

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



### CHAIN SAWS

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



### HAND-HELD AND BACKPACK BLOWERS

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



### TRIMMERS AND EDGERS

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



### 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.

SPEED. POWER. HANDLING. PERFORMANCE.

Husqvarna



The most profitable companies I work with don't just keep score with a P & L on a monthly basis; they keep score every day



## Keep score, like in baseball

BY ED LAFLAMME

**S**ome time ago, Jack Stack wrote a book entitled, *"The Great Game of Business."* What a great name for a book. I say that because business is like a game. It has rules. You need good players. The best teams make the most money. You have fun when you're winning.

One game I love is baseball. As most of you know, the rules and scoring are pretty simple. The game is divided into innings with each inning having three outs for each team. "Big League" games have nine innings. If you turn on the TV in the middle of a baseball game, you only need five facts to know what's going on, who's playing, the score, the inning, how many outs there are and who's up.

### Why not "inning by inning"?

In the "great game of our landscape business," we also need to keep score. It's difficult to understand why so many play the game without keeping score. Many owners play really hard but don't know if they're winning or losing. If these same business owners were watching a baseball game, they would probably go crazy if they couldn't find out the score.

If you want to win playing a game or operating a business, you need to keep score as you play. One business owner I began working with got his year-end statement in June — that's six months into the new year! That's no good. You need to have the P & L every month, otherwise you're not going to know what the score was for the previous inning/month.

The most profitable companies I work with don't

just keep score with a P & L on a monthly basis; they keep score every day. Our business is really pretty simple. If you're a maintenance contractor, the largest expense is labor hours. If you're doing "design/build work," materials also need to be tracked. That's it.

### Count up the hits, runs — wins!

Each day, track the hours and materials your team uses on every job. You don't even need a computer. For example, if a job is estimated at 100 hours, tell your crew supervisor the estimated hours before the job begins. As the job progresses each day, track the hours as they're used. Your people want to be successful and win. Give them the information they need so they know if they're accomplishing their goals — winning.

Also, make sure your pricing method is correct. Verify that your markups for labor and materials are accurate. If not, you'll lose money even if you hit your budgeted hours on every job. Also, be wary of your unbillable hours. Be sure all hours are charged to a job or allocated to a budget so these expenses are included in your overhead.

Finally, what do winners get? Rewards. Reward the members of your team for winning. When they win, let them know it. If you create an incentive system, your team members will pay special attention to "the score" and everyone will win. Hey, as a reward you may even want to "take them out to the ball game."

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

Now a consultant, speaker, author and president of Grass Roots Consulting, Ed can be reached at [ed@grassrootsconsulting.com](mailto:ed@grassrootsconsulting.com) or 203/225-0807.



'Find something you like to do and you won't work a day in your life'



## Why Mondays are great days

BY FRED GRATTO

**W**hen I graduated from high school, my father gave me this advice: "Find something you like to do and you won't have to work a day in your life." This shaped my perspective about work because I saw my father live it and I admired him for it

Unfortunately, quite a few people never get the message that people ought to honor their word and enjoy the privilege of working hard at work that's worth doing. Local radio stations often make the problem worse because they cast work in a negative light and imply that commitment is an outdated virtue. According to our local radio station, having to go back to work on Monday makes it a very bad day.

Often I hear a disc jockey say: "I'm doing ok for a Monday." The clear message is that he doesn't like work and he wants the rest of us to feel the same way. He apparently prefers Wednesday because it's "hump-day" and the workweek is half over. And, of course, TGIF is a common saying just about everywhere but it's especially troublesome to me when I hear it on the radio because the message is so pervasive. Hey fellows, give it a rest.

### Why not every day a great day?

The reality is that despite sentiment to the contrary, Monday is a good day like all the others, not a terrible way to spend one-seventh of a life.

Another reason the local radio station annoys me

is because it bashes commitment. In one obnoxious advertisement, a loud voice booms out and asks: "Are you tired of making a car payment you no longer want to make? Just say no and come see us!" The auto dealership would have us believe that if we don't want to do something anymore, we just don't have to do it anymore. To the car salesman, it doesn't matter that we signed our name, gave our word, and committed to an agreement.

It really does matter, of course, and all of us do much better fulfilling our obligations when we recall a pretty simple concept — mean what we say.

### Throw your heart over the fence

Despite the disturbing perspective in society that work ought to be avoided, it's a regimen in daily life that's a blessing not a curse. Pursue it as such.

One job we have as leaders is to help people understand this. We should do whatever we do with a good attitude, with a heart of service and with a sense of being fully committed.

Here's another thing my dad told me: "Throw your heart over the fence and the rest of you will follow." Landscape managers who share this conviction serve their organizations well. Tom Peters, author of *"In Search of Excellence,"* writes: "The cold logic is unassailable, if you do not love what you're doing, if you do not go totally bonkers for your project, your team, your customers, and your company, then why in the world are you doing what you're doing, and why would you expect anybody to follow you?"

— The author is Assistant Director of the Physical Plant Division of the University of Florida. He can be reached at 352/392-1148 or [fgratto@ufl.edu](mailto:fgratto@ufl.edu).





# HEAR THAT? IT'S THE GROUND WHIMPERING.

**CHEVY™ KODIAK®. STRONG. TOUGH. DURABLE.**

The sound of crunching dirt and gravel says it all. The Chevy Kodiak is relentless — with a choice of powerful gas and diesel engines and a complete line of manual and automatic transmissions. And as if that weren't enough, Kodiak offers a range of GVWRs from 16,000 lbs to 61,000 lbs.\* From the sounds of it, the Chevy Kodiak will be intimidating job sites for years to come.

**CHEVY TRUCKS**  **LIKE A ROCK**

**1-800-TO-CHEVY or visit us at [www.chevrolet.com](http://www.chevrolet.com)**

\*When properly equipped; includes weight of vehicle, passengers, cargo, and body equipment.  
Shown with equipment from an independent supplier. See the owner's manual for information on alterations and warranties.



# Innovations

TECHNOLOGY HOT NEW PRODUCTS



1



3



2



4

## 1 Rough rider

Polaris Industries' UTV 1500 is the perfect utility vehicle for tough, off-road jobs. It features an 18-hp V-twin, air-cooled 4-cycle engine, 4-wheel hydraulic disc brakes with steel braided brake lines, rustproof composite cargo box and a vehicle payload capacity of 1,250 lbs. MacPherson struts provide 4.6 in. of travel up front. Dual-shock rear suspension offers a smooth ride (4.3 in. of travel). Standard features include a trailer hitch receiver, audible reverse alarm, brake lights and tail lights, 35-watt quartz-halogen headlights, hour meter, electric start and 360-watt alternator.

**For more information contact** Polaris at 800/765-2747 or [www.polarisindustries.com](http://www.polarisindustries.com) / circle no. 250

## 2 Making the cut

Howard Price Turf Equipment's 80-in. zero-turn mower with articulating deck has a wing that floats 20 inches up and 12 inches down for a manicured cut over knolls and undulations. The deck hydraulically folds and lifts for transport. The large cutting capacity allows you to cut 6.5 acres per hour. The new "Z" may be ordered with a 29-hp direct fuel-injected, water-cooled Kawasaki gas engine or a 36-hp Yanmar diesel engine.

**For more information contact** Howard Price at 636/532-7000 or [www.howardpriceturf.com](http://www.howardpriceturf.com) / circle no. 251

## 3 Easy transport

The JRCO Model 490 Transporter allows you to use your commercial walk-behind mower as a powered wheelbarrow. The Transporter uses the mower's power to transport landscape materials, grass or leaf clippings, lawn debris or landscape equipment. The heavy-duty 56-gal. polyethylene tub and heat deflect is optional. The Transporter attaches to the JRCO mount bar with clevis pins, and two adjustable outrigger arms support the back of the tray.

**For more information contact** JRCO at 800/966-8442 or go online at [www.jrcoinc.com](http://www.jrcoinc.com) / circle no. 252

## 4 It's trimmin' time

Shindaiwa announces the availability of two new trimmers, the T195 and F195, for light-duty commercial use. Powered by a high-torque 0.9-hp, 19.8cc displacement 2-cycle engine, both models are EPA Phase Two compliant. A hard chrome-plated cylinder, two-ring piston, and double-counterweight crankshaft offer outstanding engine durability. Both trimmers come equipped with Shindaiwa's Sure Start recoil starting system for effortless pulling of the starter rope. The T195s straight shaft trimmer offers a commercial-grade solid steel straight shaft mainshaft, while the F195 has a curved shaft for reach-around convenience.

**For more information contact** Shindaiwa at 800/521-7733 or [www.shindaiwa.com](http://www.shindaiwa.com) / circle no. 253

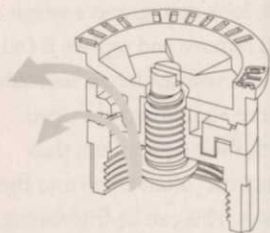


# Use 30% less water.\*



## Install Confidence.™ Install Rain Bird® U-Series Nozzles.

- Your customers will appreciate a lush, green landscape that results from a patented, dual-orifice design\*\* that delivers uniform coverage across the entire radius range.
- No customer complaints or callbacks, because superior close-in watering minimizes dry spots around spray heads.
- Highly efficient distribution conserves water and saves money, so a typical residential customer may save enough water each year to fill almost 100 bathtubs\*.
- Increased profitability is yours by simply up-selling your customers, based on the benefits U-Series Nozzles provide.



The Rain Bird® U-Series Nozzle product line has been expanded to include:

**8'**  
and  
**10'**



(2,4 m and 3,1 m)  
in Q, T, H and F  
patterns.

**Note:** U-Series product line also includes 12' and 15' (3,4 m and 4,6 m) nozzles in Q, T, H, TT, TQ and F patterns.

To stock up, see your authorized Rain Bird distributor.  
For more information, visit [www.rainbird.com](http://www.rainbird.com).

# RAIN BIRD®

\* Based on a typical residential installation with two spray head zones. Your installation may vary. Visit [www.rainbird.com/calculators/index.htm](http://www.rainbird.com/calculators/index.htm) to calculate your own savings.

\*\* Not applicable for single orifice full-circle nozzles. These nozzles form larger water droplets with a lower trajectory, which resist wind and eliminate watering gaps for more uniform distribution.



Cinderblocks were never designed  
to support equipment.



## A truly uplifting experience

BY HARRY SMITH

**O**ne of Florida's leading resort golf course equipment managers said, "It's the best tool in the shop." It has been called a back saver, a time saver and an equipment saver. What is this marvelous tool? The turf equipment lift.

### Access for success

So what makes it such a great tool? Most repair and maintenance requires access to the undercarriage of the mower or traction unit. Access means maintenance success. If you can get to it, look at it, give it a wiggle, give it a shot of grease, and remove and replace it (oil and hydraulic filters), the unit will last longer and suffer less downtime. (Hardcore equipment managers tend to identify closely with their equipment, thus words like "suffer" and "mistreat" often creep into their conversations with operators. This can be frightening to the novice).

So why not just jack it up and crawl under? Well, you can, but it's uncomfortable, dark and awkward. The technician's attitude in this situation quickly becomes, "get under, get done and get out."

There are also many safety issues with jacking and blocking equipment. The technician is often tempted to just jack it up with a floor jack and slide under for a quick look. Disaster lurks around the corner. Too many otherwise intelligent techs trust their life to that forty-cent o'ring inside that floor jack. The failure to block and chock jacked up equipment accounts for countless injuries and frequent fatalities. I've seen an

apprentice mechanic trust his life to a couple of concrete blocks. Cinderblocks were never designed to support equipment. The slightest shake under load will turn them to powder.

### A great investment

The evidence piles up to support investing in a lift. What kind of lift do you buy? You can buy an automotive lift that has been adapted to lift turf equipment, or a lift designed specifically for turf equipment. Your choice here depends less on budget (their costs are similar) and more on the range of equipment you have to service. If you're servicing both your landscape trucks and your turf equipment, then the adapted unit will be a better choice. If you're strictly focused on turf equipment, go with the dedicated unit.

The key issues with lifts are access to the lifted equipment, safety and ease of use. The dedicated equipment lifts that are most popular in my area are Golf-Lift, Trion, Manitowoc, Mohawk and Heftee brands. These are only a few of the available brands. My advice is to talk to the people who are using lifts in your area. What do they like? What do they feel should be changed? Are they using their lifts for auto and truck service?

An equipment lift will change the way your equipment is serviced. Looking at and servicing the undercarriage are no longer chores. Potential problems will be spotted before they become downtime disasters. Fewer grease fittings will be skipped, and your technician will be exposed to one less potential shop hazard.

— The author is the turf equipment professor at Lake City Community College, Lake City, FL. He can be reached at [smithh@lakecitycc.edu](mailto:smithh@lakecitycc.edu).



**PennMulch.** When seeding  
*Seed Accelerator* jobs fail your

phone rings off the hook, your customers get upset, your schedule falls apart and your profits fly out the window. With its patented Moisture Cell Technology™ each PennMulch pellet expands to four times its size, retaining water to speed up germination. It protects your seed and only PennMulch provides just the right amount of starter fertilizer with one easy application, and without adding a single weed seed.



*Help give grass seed a better start at life.*

## PENNMULCH® SEED ACCELERATOR™ TO THE RESCUE

Users agree, and university research confirms, PennMulch provides faster establishment, more uniform fill in, and up to 36% more grass than seed alone. PennMulch may not get it to rain, or get your customers to water, but it will reduce callbacks and improve customer satisfaction! You can find out more about amazing PennMulch by visiting our web site at [www.LebanonTurf.com](http://www.LebanonTurf.com). Click on "Promotions" and enter coupon code LMI084 to receive a complete 40-page agronomy manual absolutely free! Ask for PennMulch at your nearby LebanonTurf dealer and make sure your seeds succeed.

**LebanonTurf**

1-800-233-0628 • [www.LebanonTurf.com](http://www.LebanonTurf.com)

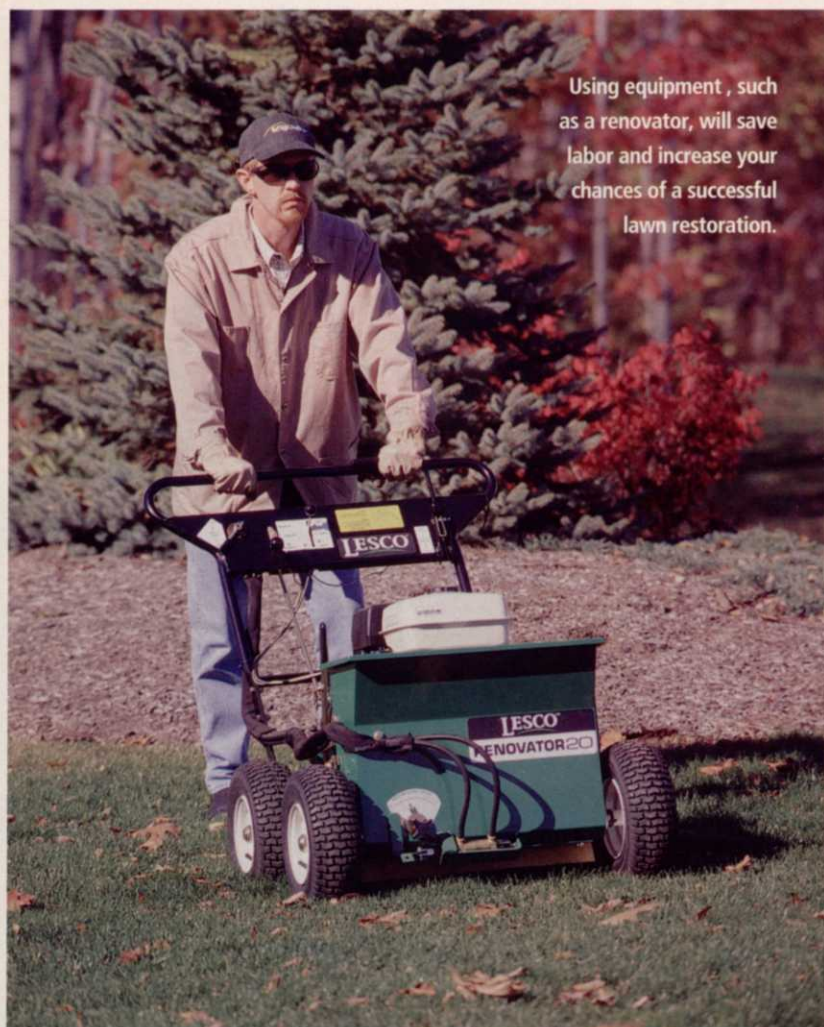
Circle 120





# When it's time to *renovate*

**This can't-miss renovation program will restore badly damaged lawns . . . and boost your reputation as a pro**



Using equipment, such as a renovator, will save labor and increase your chances of a successful lawn restoration.

BY BRIAN ROWAN

Lawns are the heart of the industry. Almost all of our companies exist largely due to our efforts caring for residential and commercial lawns. Still, despite our best efforts, lawns sometimes die. When this happens, our job is to successfully renovate these lawns . . . or lose the clients.

And while seeding a lawn is relatively straightforward, opportunities for mistakes are abundant. Then we'll surely lose a customer and miss a great opportunity to grow our business. Heeding the details associated with turfgrass renovation results in a stronger and healthier business, not to mention stronger and healthier lawns.

## What time is it?

Conventional wisdom tells us that turfseed is best planted in spring and fall. And this is true . . . sort of. The best advice calls for additional details.

Cool-season grasses, which are commonly found in the Midwest and North and include Kentucky bluegrass, ryegrasses and fescues, enjoy their active growing periods in the spring and fall. So, while spring is a good time to plant seed, don't forget what else grows in the spring — weeds. Weed control applications become risky

*continued on page 50*



Show produced by the California Association of Nurseries and Garden Centers



## VALLEY CREST TREE COMPANY

Join co-sponsors Valley Crest Tree Company and  
Landscape Management Magazine at the  
Western Expo Landscape Seminars.

**Landscape**  
MANAGEMENT

**September 22 — 23**  
**Las Vegas Convention Center**

"The business management  
information alone, featuring  
business consultants Jim Huston,  
Kevin Kehoe and Jack Mattingly,  
makes Western Expo 2004  
a 'can't miss' event  
for any landscape company  
owner or manager."

Ron Hall, editor-in-chief of  
Landscape Management magazine

**www.westernexpo.com**  
**(800) 748-6214**

# MAKING MAGIC

## **ONE** unbelievable city **TWO** remarkable shows

Western Expo and SuperZoo™, the trade show of the World  
Wide Pet Supply Association, are co-locating! The two shows  
will bring together the garden and pet industries, running side by  
side and maintaining each show's independent look and feel.

**This is Western Expo...and so much more!**

**western**  
**EXPO**  
**2004**

Attend both days for only \$10 if registered by September 10 — register online at **www.westernexpo.com**



Don't count on  
the homeowner  
to provide  
enough water  
evenly across  
the entire lawn.

*continued from page 48*  
with new turf.

That's why fall is ideal for cool-season establishment (as long as soil temperatures remain above 50° F). Plus, fall offers an attractive balance of warm weather and ample sunlight to get seed established followed by cooler periods. This climate pattern allows the turf to establish root growth and then channel nutrients into developing its root zone instead of constantly feeding the nutrient-starved photosynthetic process.

The game changes for warm-season grasses, such as

bermudagrass, zoysiagrass and buffalograss. These grasses grow in the summer, so they must be planted in advance of warm soil temperatures. Waiting for soil temperatures to surpass 60° F is a good rule of thumb, although seed can be planted earlier. This seed will simply sit dormant, awaiting the warmer weather.

#### **Eliminate the problem**

A variety of reasons could dictate renovating turf – the wrong variety was originally planted, adverse weather has killed the grass or weed contamination is out of control. Regardless, once the decision to renovate has been made, the turf must go.

You'll probably use a non-selective herbicide such as Proscutor or Round Up to remove the problematic turf. These products work well. Just be certain to give the herbicide a couple weeks to kill the turf and then break down (four weeks is recommended) so that it's not still in the soil when you plant the new seed. This would seriously hinder new seed growth.

Next, think about soil preparation. Two schools of thought offer contrary opinions. One philosophy identifies this situation as the perfect opportunity to introduce some organic matter into the soil.

These fertilizer products, including litter-based (such as Sustane) and meal-based (such as LESCO's NOVEX Natural) formulations, help establish or enhance the microbial activity

taking place in the soil. Turf and soil specialists across the country agree optimum soil conditions require adequate microbial life beneath the turf layer.

These microbes, which are microscopic organisms living in the soil, will feed on the various materials in the soil, thereby breaking down molecular compounds and freeing nutrients to be taken up by a plant's roots. If these microbes lack sufficient nutrition, their populations will decrease to the point where the surrounding plants will suffer as a result.

One challenge associated with integrating these products is that they work best once incorporated into the soil at a 3- or 4-in. depth. Obtaining these results quickly requires manually turning the soil. Not only is this work labor intensive, but upsetting the soil this way might activate dormant weed seeds in the soil. Such weeds could ultimately compete with the new turfseed for soil nutrients, not to mention take away from the new lawn's appearance.

The other approach is to use a renovator, which is also known as a slit seeder. This machine resembles an aerator, but instead of scooping out small plugs of soil the renovator scores the soil and puts the seed directly into these small spaces. This approach minimizes impact on the soil while maximizing the seed-to-soil contact, thereby boosting your likelihood for seed establishment.

Of course, a renovator could

*continued on page 53*

## THE HOME (PAGE) OF GOLF.





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

PRESENTED BY THE  
AMERICAN SOCIETY  
OF GOLF COURSE ARCHITECTS





# BUDGETING & PLANNING MADE EASY

 **NEXT OCTOBER** 



## **Landscape Management's Business Planner 2005 Issue.** Publishing October 2004.

This one-of-a-kind issue will help you navigate through the budgeting and planning process with ease. Detailed information on companies, products and services. Editorial information on successful budgeting practices, boosting sales, customer retention, recruiting, team-building and more. It's yours right around the corner in October.

For advertising inquiries, please call your sales manager or Tony D'Avino at 440-891-2640.

**Bonus Issue Distribution at  
Green Industry Expo *Plus Much More!***

Advertising Close: September 1

# **Landscape** MANAGEMENT



# An Impressive Family Tree...



Green Industry professionals everywhere know there is only one place to turn for news and information all year long. [www.LandscapeManagement.net](http://www.LandscapeManagement.net) offers more than just the latest news... it's your customers' gateway to the Landscape Group family of Web sites that serve more than 54,000 Green Industry professionals every month.

## ATHLETIC TURF

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

is the industry's most comprehensive online source for news and practical information on managing outdoor sports fields. [AthleticTurf.net](http://AthleticTurf.net) covers all aspects of turf management for baseball, football and soccer fields as well as the latest developments in synthetic turf for outdoor fields.

## TURFGRASS TRENDS

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

contains the searchable archives of *TurfGrass Trends*, *Golfdom*'s monthly practical turf research journal. Readers can use the site's navigation and search engine to find the latest scholarly research on turf cultivars, disease control, weed control, pest control, irrigation technology and turf management equipment.

## Landscape Design/Build

[www.LandscapeDesign-Build.com](http://www.LandscapeDesign-Build.com)

is tailored for the interests of designers and contractors who perform landscape design and installation services. Readers find pertinent information on business management, landscape design technology, irrigation systems, hardscapes, water features and more.

You're always welcome in our house, so join the family at [www.LandscapeManagement.net](http://www.LandscapeManagement.net)  
Contact your Sales Representative for advertising opportunities.

**Landscape**  
MANAGEMENT



## Don't skimp on seed

All bags of seed are not equal, even when they're both bags of the same variety, such as Kentucky bluegrass. Anyone purchasing turf seed should consider how much pure live seed is contained in a bag. All bags of turf seed include certain amounts of inert material. The key for turf seed customers is to get the most actual seed for their money, even if that means paying more for a particular bag of seed.

Two important factors to consider when preparing seed mixtures or determining seeding rates are the actual number of seeds of each species or variety that is contained in a pound of the bag and the percentage of Pure Live Seed (P.L.S.). Significant differences in the number of seeds present

per pound exist between species due to the size and weight variances of the seeds. Within a species, there may be differences in seed count between cultivars and even within a cultivar, depending upon growing regions or growing conditions during seed maturation. To get an accurate description of the contents of a mixture, you can calculate the number of seeds per pound by multiplying the percentage purity by the number of seeds per pound of each component.

One way for turf care professionals to evaluate seed quality is to compare the pure live seed content, P.L.S., as follows:

$$\% \text{ Purity} \times \text{Germination \%} = \text{PLS factor}$$

$$\text{PLS factor} \times \text{bag weight} = \text{Amount of pure live seed}$$

*continued from page 50*

always be used to apply the seed after integrating an amendment into the soil. Ultimately, you may want to conduct a soil test before seeding to evaluate the soil condition and make an informed decision.

### Now, the important stuff

Plant seeds fall to the ground and take root all the time. This is probably why so many landscape professionals think they've established a new lawn once the new seed has been planted. However, that's like thinking you've baked a cake once the ingredients are in a bowl. This lack of understanding results in failed lawn renovations every year. Certainly, most of the work has been done once the seed is in the soil, but now is the time for the critical work.

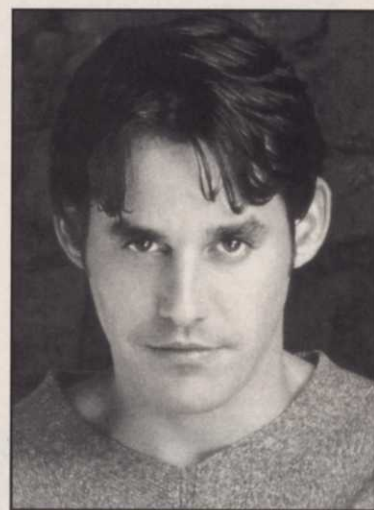
The most important step in any seeding is ensuring that the seed receives sufficient moisture. Seed that doesn't get enough irrigation will not germinate, and the renovation will fail. It's that simple.

New turf needs to be watered daily. Recommendations range, but new lawns almost never fail due to too much water. If the property features an irrigation system, consider running it an hour each morning and each evening. Irrigation late in the day isn't usually advised because leaving the water on the plant leaves is often asking for disease problems, but you'll be able to cut back on the irrigation once you see the leaves breaking through the soil.

Unfortunately, many of the lawns you renovate or establish won't have an irrigation system. Now what? Counting on the homeowner to provide enough water evenly across the entire lawn every day is courting failure. So consider using a mulch mat of some sort. These products are made of wood or paper fibers, and they keep water in contact with soil and keep what irrigation the new lawn does receive from evaporating.

Including mulch blankets on residential jobs without irrigation systems is like buy-

# Stuttering Didn't Keep Him Off TV.



Stuttering hasn't stopped actor Nicholas Brendon from making his mark on Hollywood as "Xander" in *Buffy The Vampire Slayer*.

For more information about stuttering and what you can do, write us, visit us at [www.stutteringhelp.org](http://www.stutteringhelp.org), or call toll-free 1-800-992-9392.



THE  
STUTTERING  
FOUNDATION®

A Nonprofit Organization  
Since 1947—Helping Those Who Stutter

1-800-992-9392  
[www.stutteringhelp.org](http://www.stutteringhelp.org)

3100 Walnut Grove Road, Suite 603  
P.O. Box 11749 • Memphis, TN 38111-0749



New turfgrass needs  
to be watered daily.  
New lawns almost  
never fail due to too  
much water.

ing insurance for a 16-year-old driver. Sure, there's a chance you won't need it, but the odds that you will are much greater.

These mulch mats can greatly boost your chances of success, but be forewarned – you will likely see some products on the market that talk about reducing your labor by including the turfseed directly into the blanket. This concept sounds attractive, but consider where seed will root in a 1-inch-thick blanket. How will the roots get into the soil where all of the nutrients are? How will the new turfgrass take hold in the soil? Seed growing on top of soil is only a short-term solution.

The remaining task is fertilizing the soil and the new seed. You've heard many times about the wide range of nutrients



that turf needs. Some matter more than others at different times. New seed is a perfect example of specific needs.

The first fertilization of new seed should be a starter fertilizer – such as an 18-24-12 in terms of N-P-K. The high phosphorus concentration makes starter fertilizers unique from applications made at other times, but sufficient phosphorus is a must for promoting healthy root zone establishment. And look for a blend featuring slow-release nitrogen (25 to 50 percent) to provide the new growth with nitrogen throughout its development.

One application of a starter fertilizer should satisfy the lawn. In fact, if Mother Nature affords you the opportunity to make a second application before winter, that product should probably be an 18-0-18 or something along those lines. The turf should already have ample phosphorus, and the potassium booster shot will bolster the turf's winter hardiness.

Then, next spring, you'll have a new lawn that everyone is excited about. **LM**

— The author is the LESCO's Category Director for Turf Seed and Fertilizer.

He can be reached at [browan@lesco.com](mailto:browan@lesco.com).

## Your single source supplier for irrigation & landscaping needs

### FEATURING:

- Seed/Fertilizer/Pesticide
- Irrigation Supplies & Equipment
- Drainage Pipe & Fittings
- Water Features
- Low Voltage Lighting
- Erosion Control



[www.ewing1.com](http://www.ewing1.com) • 800.343.9464

**EWING**  
Irrigation ♦ Golf ♦ Industrial

Circle 126



# Green Industry Expo 2004

Professional People, Products and Ideas



**November 3-6, 2004 > Charlotte Convention Center, Charlotte NC**  
**1 888 303 3685 > [www.gieonline.com](http://www.gieonline.com)**

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

**Professional** - dedicated to the needs of landscape contractors and grounds professional

**Products** - 350 manufacturers launching new product lines

**People** - attended by more than 6,000 professionals from across the nation

**Ideas** - three optional Green Industry Conferences with more than 60 education sessions

We bring you a fresh location annually! Wednesday to Saturday, November 3-6 at the Charlotte Convention Center. Product Field Day, November 4. Indoor Exhibits, November 5-6. Educational Conferences, November 3-6. FREE trade-show-only registration at [www.gieonline.com](http://www.gieonline.com).

For more information:

(888) 303-3685

[info@gieonline.com](mailto:info@gieonline.com)

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

Clip & Send to:

Green Industry Expo

1000 Johnson Ferry Road, NE

Suite C-135

Marietta, GA 30068-2112

Fax: (770) 579-3835

Yes! Send me a brochure about GIE/2004.

☐ Send me information on attending.

☐ Send me information on exhibiting my products.

Name

Company

Address

City

State

Zip

Phone

Fax

Email

GIE and its exhibitors may use your contact data to forward you show updates and product information.

☐ Check here if you wish to have your name withheld.

Sponsored and Endorsed by:

**ALCA**

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

**PLCAA**

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

**PGMS**

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



# Rev up your *engine IQ*

Don't know how to determine your engine options?  
Here's what to know about what's powering your  
production equipment BY BRIAN O'NEIL

In today's market, there are numerous pieces of outdoor power equipment available for just about anyone's taste. And there are many engine choices to power those machines. I have a lot of people ask me, "What engine is best for me?"

Well, there are many factors that you should consider before buying.

## Two-stroke or four-stroke?

First, for your handheld unit, do you need 2-stroke or 4-stroke? With the current state of emissions regulations, 2-stroke engines with high horsepower, like the flat head engine, are going to the wayside. However, some manufacturers still produce flat head engines that pass today's strict emissions regulations. Many 2-stroke handheld products on the market today have technologically evolved to pass regulations.

The handheld product with 4-stroke engines have come down in weight and are gaining popularity, but many people still prefer the 2-stroke engines on their handheld products. With all this in mind, it's up to the individual to choose the engine best suited for their business or personal use.

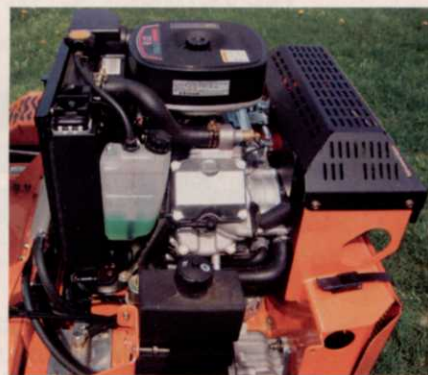
In your larger grass cutting monsters that produce higher and higher horsepower, and some that even have fuel injection, there are many choices. These are primarily 4-stroke engines. Also, diesel engines are gaining popularity because of their reliability and operational economy.

## What's right for you?

Once you have chosen the machine, whether it's a zero-turn radius mower, leaf blower or tractor, you usually have a few engine choices for that machine. Price will usually be a factor, but don't always make that the first factor in choosing which engine is right for you.

Things to consider are: **1)** What kind of maintenance will this engine need? **2)** Can I perform the maintenance myself or will I need to take it to a professional? With today's engines, most routine maintenance can be performed by the operator, but be sure to consult your owner's manual or even buy a service manual for the engine and follow the manufacturer's recommendations.

Routine maintenance and watching your engine for the first signs of any trouble and acting upon it immediately will ensure



a long engine life. Your small engine isn't like your truck or car. It's operating in the worst imaginable conditions, just inches off the ground with dirt flying all around and running at a high RPM. Everyone always says, "I change my oil regularly and change my oil and air filter," and he or she thinks that's all they really need to do. No. In air-cooled keep the cooling fins clear. In a liquid-cooled engine keep the radiator full and the screen clean. Maintenance, and ease of maintenance, is a critical part of choosing a new machine or engine.

## Ask questions

Your equipment dealer usually has an engine brand they prefer and stock models with that engine. If you want a machine with a different engine, you may have to wait to have it shipped in. The dealer has chosen that particular engine usually because they trust the reliability of the engine and the manufacturer that stands behind



AUGUST 2004

**Landscape**  
MANAGEMENT

# SNOW & ICE GUIDE

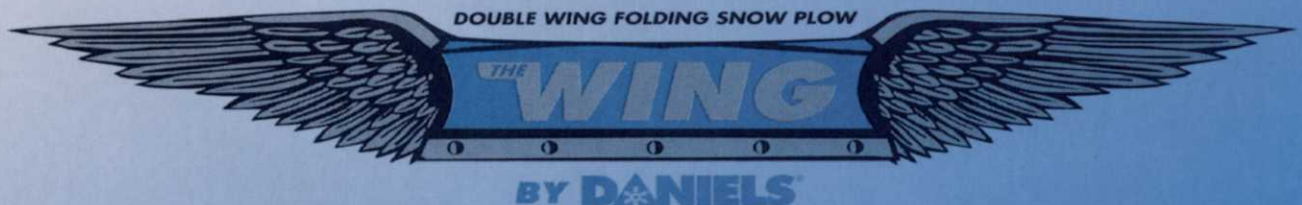
## INSIDE

- 1** Step back and take a hard look
- 2** Commercial: your next step?
- 10** Battle of the Brine
- 16** Fighting the monster storm
- 20** New products





# ONLY THE BEST



**IF IT'S WHAT YOU WANT,  
DOES THE PRICE REALLY MATTER?**

TEL # 847/426-1150

FAX # 847/426-1171

**WWW.DANIELSPLOWS.COM**



## 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
RICK GOTTSCHALK, JR.	Garrick-Santo Landscape Co., / Malden, MA
BILL HOOPE	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	RHONDA SANDE / 218/723-9536 / rsande@advanstar.com
Circulation Manager	JESSICA BORGREN / 218/723-9356 / jborgren@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
Associate Publisher	KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675 / kstoltman@advanstar.com
National Account Manager	PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675 / proberts@advanstar.com
Account Manager	MICHAEL HARRIS / 440/891-3118 Fax: 440/891-2675 / mharris@advanstar.com
Account Executive	LESLIE MONTGOMERY / 440/891-3199 Fax: 440/826-2865 / lmontgomery@advanstar.com
Classifieds	BRIAN OLESINSKI / 440/891-2694 Fax: 440/826-2865 / bolesinski@advanstar.com

## Marketing/magazine services

LINDA BARRIER	Reprints (500 minimum) / 440/891-2701
DANIELLE GUNDLING	Circulation List Rental / 440/891/2655
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



ADVANSTAR  
COMMUNICATIONS

JOSEPH LOGGIA	President & Chief Executive Officer
DAVID W. MONTGOMERY	Vice President - Finance, CFO & Secretary
ALEXANDER S. DEBARR	Executive Vice Presidents
ANNIE M. CALLANAN	
DANIEL M. PHILLIPS	
SCOTT E. PIERCE	
ERIC I. LISMAN	Executive Vice President-Corporate Development
ADELE D. HARTWICK	Vice President - Treasurer & Controller
FRANCIS HEID	Vice President - Publishing Operations
STEVE MORRIS	Vice President - Market Development
RICK TREESE	Vice President & Chief Technology Officer

## Step back and take a hard look

BY RON HALL / Editor-in-Chief

If your snow & ice management services aren't working as efficiently as you feel they can, or aren't giving you the returns that you want — stop, step back, give your snow & ice strategy a long thoughtful look.

Study your market and what it wants and will support. Every market is different. Pricing structures vary from market to market. Some will support per-occurrence, some per-season pricing. Sometimes you have to get creative. Never get tricky.

Assess your operations and capabilities. Be objective. See things as they are, not as you imagine or desire them to be. If you're offering both landscape and snow & ice services to the same clients, be aware (if you already haven't learned) that if your winter services disappoint, you jeopardize everything.

Here are some other considerations:

► Be tuned to prevailing conditions at the location(s) where you offer services. Are you matching services to conditions? How much snow, on average, does your area receive each year? How much freezing rain and/or ice? Variations from season to season will vex you, but at least you can focus on those services that are generally most needed in your location(s).

► How about your mix of trucks, equipment and hand labor? If you're a smaller landscape operation with pickup trucks, you'll be confined to servicing smaller sites, such as residential, small businesses, perhaps even strip malls. If you're a contractor with wheel loaders, tracked vehicles and dump trucks, you can tackle the bigger jobs.

► Determine the level of service each of your customers require, and build that into your plan. If you can't deliver that level of service consistently, let someone else provide it.

Bottom line — know your market and what it will support in terms of service and pricing. Be honest with yourself concerning the service you can offer clients. These considerations are merely the starting point for succeeding in snow & ice management. But they're a good place to start. **LM**



# Commercial: your next step?

**These practical tips will let you know if you're ready (or not) for big-time snow & ice management**

BY RANDY REEDER, CSP

**C**ommercial clients are a great way to grow your business — provided you understand them. And why shouldn't you make the effort? Moving into the commercial world is the logical next step, especially if your business plan is to graduate from "guy with a plow" to "serious snow professional."

## **Know the difference**

If you'd like to sell yourself in the commercial arena, you have to start by understanding that commercial clients — shopping malls, hospitals, medical offices, hotels, or homeowners' associations — are a different breed of animal.

They're not just looking for "plowing and salting" from their snow contractor. They need something more. Most want a business partner they can rely on to help them keep going when the snow starts. They live in fear that Ol' Man Winter will shut them down or endanger their customers' and employees' safety.

To them, snow services are not like scheduling to get your grass cut once a week. Snow is an unpredictable emergency event that can cut off the commercial client's ability to do business. The un-



For big jobs you'll need big equipment, or somebody who you can contract to supply it and operate it.

predictability of winter weather is a big part of the threat to them. This makes it an extremely difficult business to manage and control. It's plain and simple risk management and carries with it much liability and responsibility.

While your "old reliable," slightly rusted truck and plow may be enough to win you the business of doing the neighborhood driveways, it won't get you in the door of the commercial client.

They're serious business people, and they expect you to be, too. They form a niche market, and one you may well find

to your liking. But you must be ready to perform. It won't tolerate excuses!

## **Identify your target**

If you think the commercial clients are for you, start out by targeting your potential clients — that is, decide who you want to work for. You can't serve them all, so spend some time in reflection. Which kind of clients appeal to you?

Ask yourself: "What can we handle? Where do we want our business to go?" If you've written a business plan that says

*continued on page 4*



# When Snow is your **BUSINESS** **HINIKER** has your **PLOW**

**With Hiniker you have an advantage** - selection and choice. Steel or poly blades, a choice of blade widths, and, most importantly, a choice between Conventional Plows, V-Plows, the patented reversible C-Plow and the new high-capacity Scoop Plow. Visit your Hiniker dealer to see the most comprehensive selection of professional snowplows in the industry.

**For the ultimate in professional performance**, it's the Hiniker Trip-Edge plow. A horizontal-truss frame and laser-cut vertical support ribs offer incredible strength, while a heavy-duty poly moldboard offers durability, good looks and low-friction flow. A high clearance split trip-edge provides excellent protection and "no pinch" return. Available in Conventional Plow, C-Plow and Scoop Plow models, Hiniker owners clearly have the edge.

# HINIKER

**PUT SNOW IN ITS PLACE**

HINIKER COMPANY • Mankato, MN  
1-800-433-5620 • [www.hiniker.com](http://www.hiniker.com)



**CONVENTIONAL PLOWS**



**V-PLOWS**



**SCOOP PLOWS**



**C-PLOWS**



**CONVENTIONAL PLOWS**

**HEAVY-DUTY STEEL PLOWS**

**HIGH-PERFORMANCE TRIP-EDGE PLOWS**



continued from page 2

you are due to move up a level, targeting a certain kind of commercial client, such as hospitals or medical offices, may be your logical next step. Your target might also be a geographical area. At Snow-Proz, my company, it's the suburbs south and west of Chicago.

Things to consider when identifying on your choice of target clients:

- ▶ is there good money to be made there? (Be sure to compare not just gross dollars but profit margins and difficulty.)
- ▶ is the target already "sewed up" by your competition?
- ▶ are the potential clients close to your location?
- ▶ is your business in a position to do quality work of the kind they require?

## The competition

Next, you need to do a competitive analysis. Ask: Who is the competition, and what sets you apart from them?

A big part of answering that question is "walking the talk." You need to have an existing client base that demonstrates the areas in which you excel. For example, at Snow-Proz we have a 90-plus-percent retention rate with our commercial clients. You need to be able to point to similar instances of your company's quality, and your existing client base can also be a source of references and word-of-mouth.

Your operations must live up to its sales pitch. Your company must consistently deliver a quality level that meets or exceeds customers' expectations. Overselling and underproducing will guarantee few satisfied clients, but will guarantee failure.

"Walking the talk" puts the commer-



cial customer at ease. And remember, this client is looking for a reliable snow contractor. If nearly all of your existing clients sign up again with you, that's a great thing to be able to show the prospective commercial client. It informs the prospect that you're a contractor who's in it for the long haul, and who can deliver for their businesses even if the weather itself is unpredictable!

Remember: Operations must deliver what sales sells, so don't overdo it and be ready to "back it up".



Randy Reeder started doing snow in 1987.

## Build your brand

Image is everything! In that light, it's important for you to create an image of quality and reliability. A good place to start is with a logo. It should appear on everything from your trucks (we call them "mobile billboards") to your polo shirts. For example, Snow-Proz leaves logo-

labeled salt containers at some of our key client locations. This reduces liability for when we are not on site, and also keeps our name out there. Your logo is a key branding element in. It's part of your identity and function. Make it positive, memorable and protect and copyright it.

And of course you need to advertise. The means will vary, depending on who your target is. When I present on this topic, as I did recently at the Snow and Ice Management Association's (SIMA) June

Symposium, I show a TV clip from a "Simpsons" episode called Mr. Plow, which humorously describes the advertising war between Homer ("Mr. Plow") and Barney ("The Plow King") as a competitor.

The hilarious episode was all about competition and marketing, with the tactics starting out as flyers and eventually escalating up to television commercials.

Commercial clients are serious business people and they expect you to be, too.

The point was the great importance of identity, with first impressions being extremely important, and the cutthroat nature of competition.

Once you've got your image, your service quality and your potential clients lined up, your next challenge is "How Do I Get in the Door?"

## Meet and mingle

To make your commercial client contacts, join organizations in the market you're looking to enter. For example, if you're looking to go into the municipal public works area, you'll want to belong to the American Public Works Association (<http://www.apwa.net/>).

Attend some of their local meetings.

continued on page 6





**"I Wouldn't Trust Another Plow To Get The Job Done."**

"With 250 plowing contracts, I need equipment that is durable and reliable day in, day out. Which is why BOSS has been my plow of choice for more than seven years. They're the best-built, best-designed, most reliable snowplows you can buy. BOSS cares about my business. Fact is, while other plows break down after the warranty is up, BOSS plows are designed for THE long haul."

*Norm Detrick • Macedonia, Ohio • Reliable Snowplowing  
14th Largest Plowing Contractor in North America*



# THE BOSS SNOWPLOW THIS PLOW AIN'T YELLOW.

If you're looking for the toughest, smartest, most reliable snowplow on the market, look no further than The BOSS. In fact, no one's better at bringing you the tools you need to get the job done. From the fastest, simplest attachment system; to the fastest, most reliable hydraulics; to the most advanced light package; to rugged, durable designs; no other manufacturer even comes close. Which is why, no matter how hard they may try to follow in our footsteps, The BOSS leads the way.



**Smart Hitch 2**

Still the fastest.  
Still the simplest  
attachment system.



**Speed and Reliability**

Quick, smooth performance  
from the fastest, most reliable  
hydraulics in the industry.



**Smart Light**

Outshines the competition  
with up to twice the light  
output of typical plow lights.

**THE BOSS**  
SNOWPLOW

**For more information or The BOSS dealer nearest you, call 800-286-4155, or visit [bossplow.com](http://bossplow.com)**

©2004 BOSS Products/Northern Star Industries, Inc.



# SNOW & ICE GUIDE

continued from page 4

Meet and mingle with people. If you're targeting shopping centers, you will want to belong to The International Council of Shopping Centers ([www.ICSC.org](http://www.ICSC.org)). The

Chamber of Commerce is a must if your audience target is geographic.

As you start meeting people and lining up specific target clients, remember to find out two vital things:

► what are their issues? What do they need from snow contractors? What aren't they getting that you could provide?

► who are the decision makers?

These will be the people you want to talk to – since they're the ones who will be deciding whether to hire you or not.

Once you have a name, ask for an appointment. Don't be bashful. Remember, your commercial clients are business people, so they're used to being approached. Be direct; be professional.

## The presentation

When you get in the door, remember my earlier point about image and first impressions. In our industry, too many contractors show up for business meet-

Operations has to always deliver what sales promises. If you can't walk the walk, don't talk the talk.

ings in blue jeans and T-shirts. A jacket and tie will work better, and if you want to present a relaxed image, dress casually but well — Dockers for pants and a clean polo shirt with your company logo, for example.

The same applies to your presentation material. I've seen snow contractors come in with everything from handwritten notes to generic Office Max proposals to professional-looking bound packages with company logos and letterheads. Needless to say, in the commercial arena, the latter is what you want.

Your presentation should include some reference to what sets you apart from the crowd. For example, are you a

continued on page 8

WASTING TIME  
CHASING SNOW?



YOUR V-PLOW FEEL  
LIKE A WEE PLOW?



EARN  
YOUR WINGS.



THEN SUPERSIZE  
TO A BLIZZARD.



DIMENSIONS COMPARE AN 8'-2\"/>

For a dealer near you,  
visit us online or call toll free  
1-888-680-8600.



**BLIZZARD®**  
SNOWPLOWS

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







# SKID STEER / COMPACT TRACTOR ATTACHMENTS

Quality • Value • Performance • Affordability • Reliability



61", 73", 85"  
Models Available

QUICK SNOW AWAY Snow Blower

## PRESEASON SALE

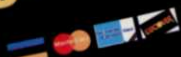
- Up to \$1,000 Discount on Select Models
- Guarantee Your Greatest Savings Now
- No Payments until 2005 (oac)
- Program Ends Soon
- Call for Details

# BUY DIRECT!

# 1-866-428-8224

## Call... FREE Catalog!

Phones open 24 hours a day, 7 days/week



72", 84", 96", 108"  
Models Available

QUICK PUSH Snow/Light Material Blade



68", 84"  
Models Available

QUICK SWEEP Power Angle Broom



72", 84", 96"  
Models Available

BIG BUCKET Snow/Light Material Bucket



# SNOW & ICE GUIDE

continued from page 6

member of SIMA? I have been for five years, and I always mention it. I also feel you should seriously consider qualifying with SIMA as a Certified Snow Professional (CSP), something I'm also proud of. Your package could also include testimonials or referrals from existing clients, plus statistics about your renewal rate with customers.

All those things will tell the decision maker, "This is someone I can rely on to help me with my business come winter."

## Close the deal

Too often, the contractor makes some small talk with the decision maker, leaves the presentation/proposal on the desk,

SnowProz does a good job of getting its name in front of key commercial clients.



and walks away, figuring "They'll get back to me." That's a mistake! Remember, these are business people. They expect you to pitch them, so do it. Come right out and say, "I'd like to be your

snow contractor. What will it take for me to sign you?"

You'd be amazed how well that works, especially if you've done your preparation by getting your image and your service quality in line to support your pitch.

## After the sale

Always nurture your existing clients. After you've signed a contract, stay in touch with them (including the off season), and keep an ear open for anything you need to know to keep them happy. Too many of us only make contact before the sale. You'll distinguish yourself from the crowd if you show your clients the courtesy of staying in touch afterwards as well.

Keep your ears open for anything you can do to meet or exceed customers' expectations. That's the key to repeat business. Work to make your existing clients become a firm base of referrals and word-of-mouth when you go out looking for new clients next year! **LM**

— The author is a Certified Snow Professional and the president of

Snow-Proz, Inc., a "snow only" contractor servicing the southwest suburbs of Chicago since 1987 (<http://www.snowproz.com>).

In season, Snow-Proz will have over 90 employees and subcontractors. Most of its clients are commercial.

## DOZER BLADES

Bobcat • Case • Caterpillar • Daewoo • Gehl • Hydra Mac • JCB  
John Deere • Mustang • New Holland • Posi-Track • Thomas

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

\*Patent No. 5,960,569

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

Our heavy duty angle blade meets the high performance standards that are needed in today's competitive market.  
Available in Manual and Hydraulic.

**KWIK-WAY**

Kwik-Way Manufacturing Co., Inc. • 10000 Highway 101 • Sioux Falls, SD 57108

1-800-843-3720

Sioux Falls, SD • FAX 605-336-6033 • [www.kwmanufacturing.com](http://www.kwmanufacturing.com)



# 54 YEARS

## OF BLOWING AWAY THE COMPETITION!

- **Industry Leader**
- **Experienced**
- **Quality**
- **Reliability**
- **Innovative**
- **Affordable**

ERSKINE  
Since 1950



SKID LOADER MOUNT  
ES2000  
ES2400



FRONT  
MOUNT



NEW INNOVATIVE  
PRODUCT

TWO STAGE PULL TYPE

# ERSKINE<sup>TM</sup>

**Attachments, Inc.**

121 Bradley Blvd • Box 100  
Erskine, MN 56535  
sales@erskineattachments.com

Call for Your Nearest Dealer

# 1-800-437-6912



# Battle of the Brine

**Your ammunition and know-how to fight the annual war on ice — profitably!**

BY JAY TRUAN

**B**efore long it will be too cold to install patio block and plant trees, and the annual struggle against weeds, vegetation-feasting pests and overgrown grasses will temporarily reach an armistice.

When the temperatures drop and the snow begins to fall, professionals will arm themselves with pickup trucks equipped with spreaders and loaded with de-icing material. The annual war on ice has officially begun. And with the right strategy, the potential profits are astounding.

But as with most services, there are those that are doing the job, and those that are doing it right. The difference lies in understanding the problem and knowing what is needed to address it.

Most people have a basic understanding about how ice forms. Unfortunately, effectively melting ice using a de-icing element is not quite as simple. Not to worry, one doesn't have to hold a degree in chemistry to properly address ice buildup, but knowing the basics about how de-icing materials interact with ice can make a big difference in each application's success.

Generally, the melting potential of most de-icing materials is determined by the ability of the agent to attract sufficient moisture from the environment, which then forms a liquid brine. The

brine, a mixture of water and the active de-icing material, lowers the freezing point of water and therefore begins to melt the surrounding ice and snow.

As the de-icer is applied, it breaks the hydrogen bond that forms when water freezes. As it absorbs the surrounding moisture, the brine solution increases and bores its way toward the pavement. There it fans out underneath the ice and snow and breaks the bond formed with the pavement. Sufficiently applied, the de-icer weakens this bond to the point that snow and ice can be easily removed.

The concentration of the brine solution determines the de-icer's effectiveness. The greater the concentration of brine, the better the melting performance at lower temperatures. But just because a product may be working at first, doesn't mean it will eventually reach the pavement. As the melting process occurs, the brine solution progressively gets more diluted, effectively becoming more water than brine. As this occurs, the freezing temperature of the brine rises, and ice can reform.

#### **Don't skimp on product**

Therefore, the key to successful melting lies in selecting the right de-icing material depending on the application environment and applying it in an adequate concentration. Knowing the basic capabilities of de-icers is crucial, but given the wide



Match the proper material for the conditions, apply it efficiently and you'll keep clients' happy and make a nice profit, too.

variety of materials available, the choice can be rather confusing.

Consider several factors when selecting a de-icing agent. First and foremost, the primary objective when choosing a material should be its overall ability to get rid of ice and help prevent slip-and-fall accidents. Two of the most important material factors are melting speed and melting temperature. Other factors to be taken into consideration include environmental impact, interior impact, particle size, shape and consistency, and cost. Materials score differently in some of these categories.

Of primary concern is melting speed. Clients want solutions — right now.

*continued on page 12*



**Trophy wife.**

**Trophy buck.**

**Trophy plow.**

**XBLADE™**

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



# SNOW & ICE GUIDE

*continued from page 10*

Given the potential for litigation, don't blame customers for being demanding.

Remember, the speed in which a de-icer begins to work is determined by its ability to form a brine. The faster a material begins to absorb moisture, the faster the melting process. Temperature plays an important role here. Above 25° F, all de-icers work about the same, but as temperatures drop, so too does the effectiveness of some materials.

The ability of a de-icer to perform at certain temperatures depends on the freezing point of the material's brine and the amount of ice melter in the solution. Determining how this will work in the field, though, is a bit trickier. For instance,

when reading the specifications printed on a product's bag, many de-icers will list a eutectic temperature measurement. Eutectic temperatures are the lowest temperatures at which brine will still melt ice. This is regardless of how much de-icer is used. This is a maximum performance rating determined in a lab environment using much more material than the suggested application amount. In the field, expect different results. A "practical use rate temperature" measurement is a more useful specification.

#### **Accurate grading**

Grading the product based on the suggested application rate printed on the bag (typically about one-half to one-

pound of material per 100 sq. ft.), practical use rate temperature will provide a more accurate measure.

Also, ice penetration and effectiveness can be greatly influenced by the size and shape of the de-icing material. Angular material granules are more effective for ice melting because a greater portion of their surface area is in contact with the ice or snow. Round particles will have a tendency to roll off targeted areas during application whereas angular particles typically stay in one place – further increasing their ice penetration capabilities.

Particle size also plays a part. Very small material granules and flakes potentially will not completely bore through

*continued on page 14*



## THE SPREADING CHOICE!

MANAGE SNOW AND ICE WITH ULTIMATE EFFICIENCY!



VEE PRO 6000

The revolutionary finger-tip controlled Vee Pro bed-mount spreader. Designed for short beds and standard pickup boxes. With a hopper constructed entirely of heavy-duty polyethylene.

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

1-800-SALTERS  
586-756-6555  
Patents Pending

**SNOWEx** ✓  
LEADERS IN ICE CONTROL



# CLIP

## for **Snow Removal Contracts**

### **CLIP - The Leader in Service Software** **now helps you plow through your paperwork ...**

For over 16 years  
**CLIP** has been  
specializing in  
time-saving  
software and  
solutions for the  
service industry, **CLIP**  
products give users  
the ability to do  
scheduling, routing,  
revenue tracking,  
billing and more -  
all from the  
convenience of  
their desktop.

**CLIP** has been enhanced to handle a variety of Snow Removal contracts. Due to the unique nature of Snow Removal and the way contracts are set-up, handling all the details can be very daunting. **CLIP** for Snow Removal makes it easy and profitable.

There are five different contract types that have been integrated into the **CLIP** for Snow Removal Program.

1. **Per Inch Contract** - Charge by the inch, quickly and easily.
2. **Limited Seasonal Contract** - Set your Maximum number of visits or inches or bags, charge extra for extra work.
3. **Minimum Charge or Monthly retainer** - **CLIP** automatically figures out if your customer has paid you at least the minimum amount in your contract.
4. **Multiple Installments** - Charge monthly fees for different services. Separate your salt from snow removal, from de-icing.
5. **Multi-Year automatic price changes** - enter the prices for a multi-year contract all at once and let **CLIP** keep track of it.

*... and many other Snow Removal Specific Enhancements.*

### Stay **Connected** with **Your Business**



**CLIPConnect**

**CLIPConnect** - Allows real-time transfer of data from your web-enabled cellular phone to your **CLIP** program. No more waiting for crews to get back. Saves time and money.



**CLIPtrak**

**CLIPtrak** - GPS integrated with **CLIP**. Track, monitor and communicate with any mobile workforce. "Live" updates back to your **CLIP** program. Complete and accurate job costing.

Call 800-635-8485 for more information

**www.clip.com**

**CLIP** Service  
Software



# SNOW & ICE GUIDE

continued from page 12

the ice to the pavement's surface. This eventually creates the opportunity for a new layer of ice to form on top of the original ice sheet.

Unfortunately, many contractors use price as their primary decision-making criteria. Don't do this. You risk providing ineffective applications, encountering maintenance issues and gaining dissatisfied customers.

Of course, this doesn't mean that you should always buy the most expensive material. In some cases, the least expensive material will be the best for the job. Take a big-picture approach when addressing each application, knowing that the chosen material's effectiveness could

determine how much time is required on the job and could also affect future business. Along with choosing the best ice-fighting material, you have to deliver it to the job site.

## The right tools for the job

A simple hand-held material applicator or walk-behind spreader is handy when dealing with smaller applications, such as side-walks and entryways, for instance. Though you may want to employ a larger capacity option, many times site constraints or other limitations prevent the use of a vehicle-mounted spreader. Therefore, simply carry a bucket and scoop, or a small walk-behind spreader to accommodate.

There are two basic types of walk-be-

hind spreaders: drop spreaders and rotary spreaders.

However, the true workhorse of a winter-maintenance contractor's equipment fleet is a larger tailgate or vee-box spreader. Used for driveway, parking lot and roadway applications, these spreaders range in material capacity from 200 lbs. to more than 1,200 lbs. The choice between the two styles can depend on several different factors including size of application, size of vehicles, the ability to load bulk materials and customer conditions or requests.

Tailgate spreaders attach to the back of a truck or SUV tailgate, allowing for spreading applications without limiting the payload of the vehicle. This is of par-

## Cover-All – The Ideal Storage Solution



Like Rob, thousands of customers across North America have discovered why Cover-All® is the building of choice. Why a Cover-All® building? Because the clear-span space is ideal for a multitude of applications. Because Cover-All® buildings can be expanded or relocated to suit changing needs. Because Cover-All® buildings can be installed in less time than traditional buildings to get you up and running fast. Because Cover-All® buildings are right for any job.

call **1.800.268.3768**  
web **www.coverall.net**

**COVER-ALL®**

**allied**  
TUBE & CONDUIT

**Client:** Rob Buchanan, Senior Geo-Scientist

**Project Details:** Nearly 500,000 square feet of Cover-All buildings for salt sheds and equipment warehouses.

**Customer Comments:** "The buildings are superior to our old wood storage buildings because we can dump twice as much salt directly inside and away from the moisture."

Rob Buchanan – BC Ministry of Transport



Legend® Series: 18' – 82' wide



TITAN® Series: 30' – 160' wide



ticular interest to a contractor who also must use the truck to carry other winter-maintenance equipment, such as a snow-blower and a sidewalk sweeper. Conversely, though a vee-box style spreader

The concentration of  
brine solution will  
determine the de-icer's  
effectiveness.

typically fills the entire truck bed, the benefit is much longer spreading intervals to accommodate much larger projects.

One spreader development that has

grown in recent years is the availability of units with hoppers constructed entirely of poly. For years, tailgate and vee-box spreaders had only been available in steel-built designs.

Of course, combining a material like sodium chloride with a metal delivery device has always been a recipe for corrosion. All it takes is a slight chip or scratch in the paint and corrosive elements such as water, salt and air are directly exposed to the metal.

Though costing about 10% to 20% more, poly-built equipment is non-corrosive and will not scratch, pit or scale. Additionally, poly offers non-stick characteristics, which helps keep the material flowing during applications. Poly also of-

fers a lighter construction – about half the weight of a similar capacity steel unit.

With the growing demand for winter-maintenance services, the increasing amount of more effective materials and the new spreading technologies, it's hard for landscape professionals to ignore the potential that lies in ice.

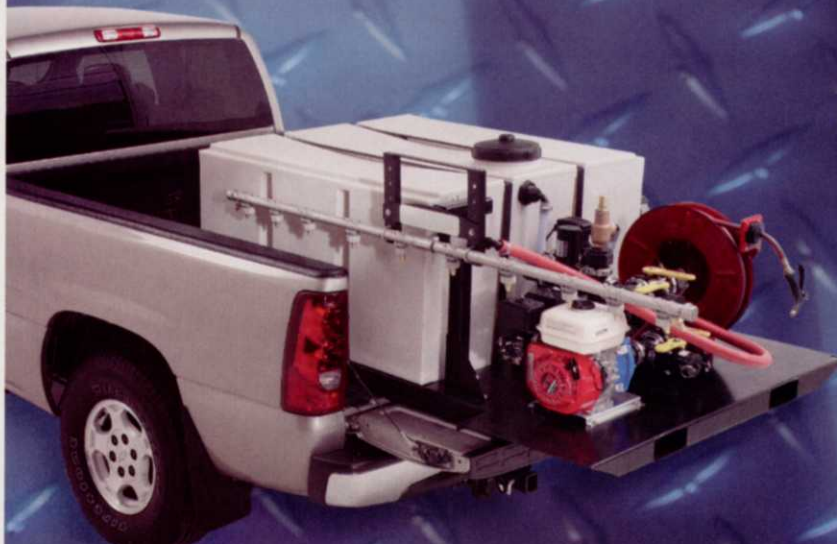
What began as a way for contractors to make a few extra bucks during the off-season, is now a must-provide service that helps even out revenues over the year. By focusing on working outside of their "green" season, contractors are gaining more clients – and seeing more "green." **LM**

— The author is Director of Sales & Marketing, TRYNEX INTERNATIONAL and can be reached at 800/725-8377.

## Setting the New Standard...

Critical Spot Sprayer for light and medium duty anti-icing and vegetation spraying systems.

- **Turn-key System** - 200 and 400 gallon systems
- **Hitch-style Mounting** - Ready for use in seconds
- **Integrated Liquid Transfer** - No additional systems needed
- **In-cab Controls** - Pressure and ground based electronic controls



Ultra-compact design fits  
all standard pickup bodies  
and flatbeds!

**FORCE**  
America

**888-99FORCE**

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

©2004 FORCE America Inc. FA707



# Fighting the monster storm

**Integrated Resource Systems discovers that being prepared means never having to say you're sorry**

BY RON HALL / Editor-in-Chief

**P**rofessional snow contractors don't mind a good dusting every now and again. Indeed, they look forward to the occasional storm. It keeps crews and subcontractors sharp as it brings in needed cash.

But is 72-in. of snow in a 42-hour period too much of a good thing?

Well, yes and no, says snow fighter Sam Granados, recounting how his company Integrated Resource Systems battled the biggest snowstorm ever to hit the Denver area. The storm began March 18, 2003, and before it was done it had dropped anywhere from 40 to 72 inches of snow on the communities dotting Colorado's Front Range.

"There were times we thought the storm was going to break, then it would let us have it again," recalls Granados, whose company is headquartered in Wheatridge, CO. At times it seemed as if the leaden sky had crashed down upon mountains as it dumped up to 4 inches of snow per hour, he said. This was no light, fluffy event. The storm started with 3 inches of rain, but as the air temperature

dipped it turned to a heavy wet snow, a sodden mass that weighed 25 lbs. per sq. ft., Granados' estimated.

Amazingly, Integrated Resource Systems wrapped up its plowing operations within 6 hours after the storm ended. That didn't mean its work was done though; it hauled snow from its commercial accounts for the next 3 days. It also spent days clearing storm drains to prevent flooding and repairing curbs damaged during snow removal.

Granados is proud of the performance of his company during the storm, but he says it taught him and his managers valuable lessons, lessons that would be valuable to any snow contractor facing a major snow event. Says Granados. "Actually, I think what we did was quite an accomplishment."

For starters, a commercial snow/ice contractor has to have the capability to

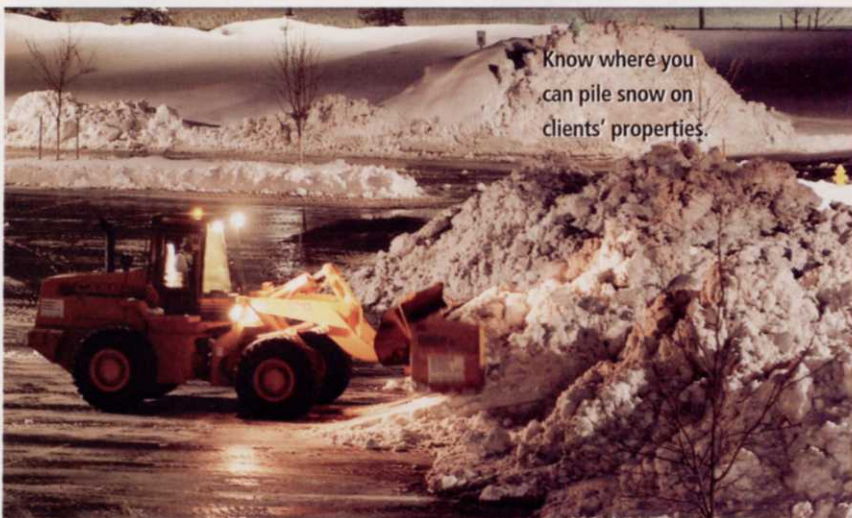
service each and every client — even in a once-in-a-lifetime storm.

"Some the area contractors lost accounts due to the storm. We were fortunate. We picked up some key accounts for this last season because of the storm," he says.

Granados offers these tips for dealing with the "big" one:

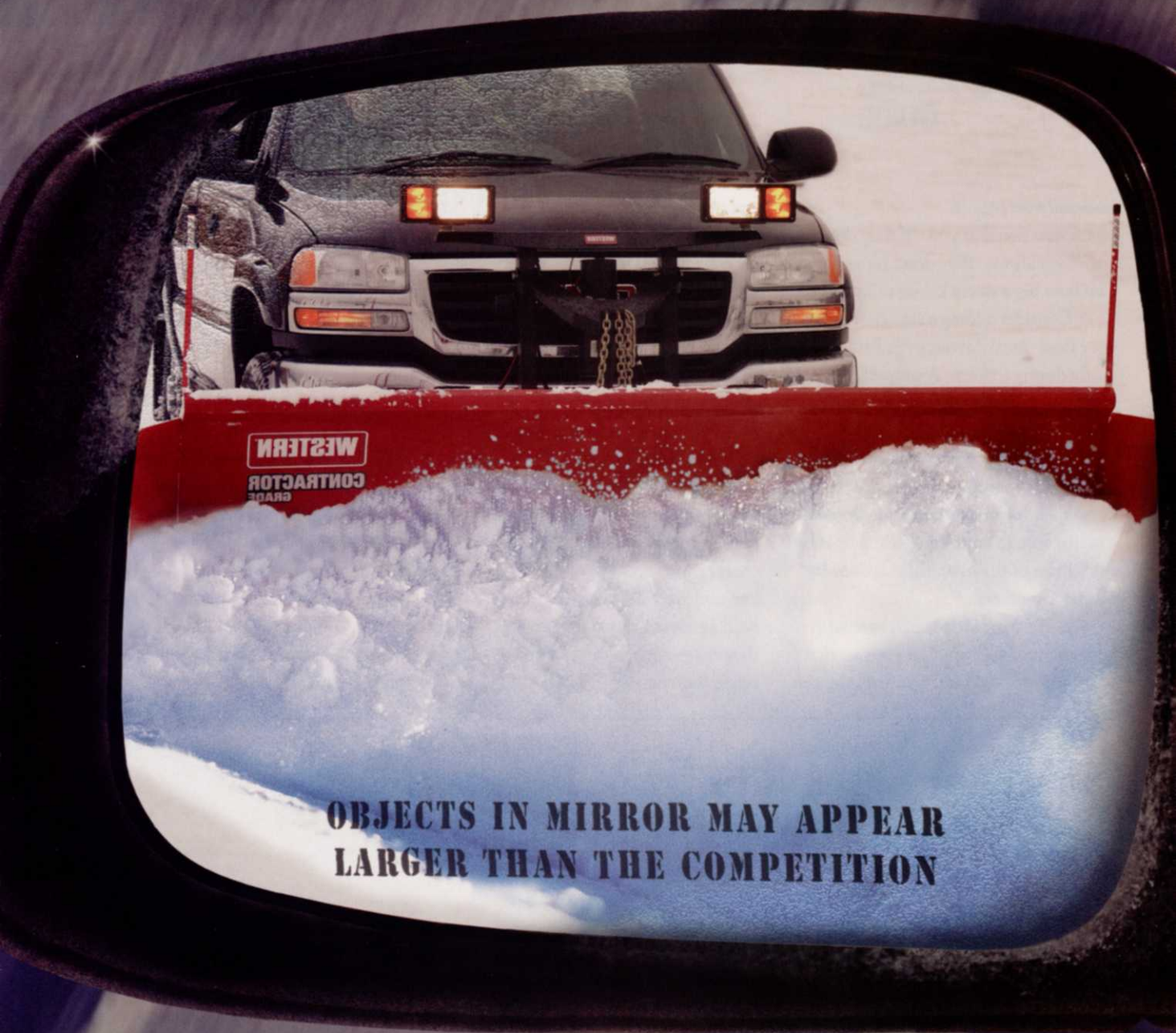
- ▶ Review your contracts and keep them up to date.
- ▶ When you tell customers what you're going to do, make sure you get approvals. "We had five or six properties that told us to stop, go home, come back when the storm is done," says Granados. "If you do that you might want to inform them that it's going to cost three to five times more than if we keep pushing."
- ▶ Make sure all your subcontractors have insurance. If you have to, get the

*continued on page 18*



Know where you can pile snow on clients' properties.





**OBJECTS IN MIRROR MAY APPEAR  
LARGER THAN THE COMPETITION**

**PRO+PLUS®**

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

That's because they are! In fact, you get up to 30% more carrying capacity with the optional Plow Wings on the New PRO PLUS® from WESTERN®. No installation is required — wings quickly attach and detach with a single pin. Designed for 3/4 Ton to F-550 size trucks, the New PRO PLUS® is available in 7 1/2' to 9' blade widths.

**Put a little distance between you and the competition!**





continued from page 16

certificates faxed to you. "If they don't have a certificate, they don't plow. I don't care how big a storm is," says Granados.

► Consider adding a service truck to your fleet. Breakdowns, even flats, can be costly during a storm. A properly equipped service truck can get your equipment running again promptly.

► Follow the storm updates. Keep in touch with your dispatcher and office personnel. Integrated Resource Systems can dispatch in both English and Spanish, since most of the hand labor is done by Hispanic workers.

► After the storm, touch base with customers. Make sure that your service was good and you didn't plow in the gen-

eral manager's car.

► Ask your clients for referrals and renewals after the storm, especially if you know you've done a good.

► Always think safety first. Outfit your crews with proper dress and equipment.

In his outfit, supervisors wear distinctive pullovers with their names and the company logo on the back. This lets customers know who is out there and in charge. Shovelers wear vests with a number, and all employees have a lanyard holding identification and a badge, which they receive when they complete appropriate training.

## Equipment used in the storm

- 500 shovels
- 72 snow plows
- 71 loaders
- 15 backhoes
- 38 end dumps
- 8 ATVs
- 4 sand trucks
- 8 low-boys
- 2 4500-gal. tankers
- 15 motor graders

But the best advice Granados has for anybody offering professional snow and ice management is what anybody who was ever a Boy Scout already knows — be prepared.

Inspect clients' properties prior to a storm, determining where to put out markers and identifying areas to pile up the snow on each property.

Says Granados: "You have to think of everything possible that can go wrong and then check that list. The preparation has to be phenomenal, working with everybody, getting everything set." **LM**

## Machinability Snowplows

- Plows from 16' to 4' wide in Straight Power Vee Plow and Fixed Vee Plow with Quick Attachments.

- Applications for Farm Tractors, all Skid Steers, Wheel Loaders, Loader/Backhoes and Sidewalk Equipment.



**(905) 332-8088**  
**Toll Free: 1-877-321-2282**

**www.machinabilitysnowplows.com**



Manage  
your snow  
and ice  
removal  
without  
moving  
mountains.

The Symbiot Snow & Ice Network serves regional and national customers, along with Symbiot's complete suite of property services.

Snow Providers:

- Buy market exclusivity for your area.
- Get the power of a national company and stay independent.

**SYMBIOT**  
**www.symbiot.biz**  
**866.223.9049**

**Contact Us Today**



# FACTORY DIRECT PRICING. MAKING HEADS TURN.

## SAVE UP TO 30%.\* ORDER BY SEPT 15<sup>TH</sup> FREE SHIPPING. 2 YEAR WARRANTY.



### SKID LOADERS



8'  
Direct +5%  
Savings  
**\$2252.**

38 SERIES	RETAIL WAS	DIRECT +5% SAVINGS
SIZES		
8'	\$2964.	\$2252.
10'	\$3395.	\$2580.
12'	\$3729.	\$2834.

**ADD REQUIRED BOLT-ON BRACKET**  
Universal Skid Steer  
Universal Flat Back  
\$339.  
\$211.

### AG TRACTORS



10'  
Direct +5%  
Savings  
**\$2580.**

38 SERIES	RETAIL WAS	DIRECT +5% SAVINGS
SIZES		
8'	\$2964.	\$2252.
10'	\$3395.	\$2580.
12'	\$3729.	\$2834.
14'	\$4415.	\$3355.
16'	\$4990.	\$3792.

**ADD REQUIRED BOLT-ON BRACKET**  
3500 Series Degelman Bulldozer  
(8', 10', 12')  
\$721.  
46/5700 Series Degelman Bulldozer  
(8', 10', 12', 14', 16')  
\$729.

### AG 3 POINT HITCH



12'  
Direct +5%  
Savings  
**\$2834.**

38 SERIES	RETAIL WAS	DIRECT +5% SAVINGS
SIZES		
8'	\$2964.	\$2252.
10'	\$3395.	\$2580.
12'	\$3729.	\$2834.
14'	\$4415.	\$3355.
16'	\$4990.	\$3792.

**ADD REQUIRED BOLT-ON BRACKET**  
3 Pt Hitch Category II  
3 Pt Hitch Category II & III  
\$444.  
\$473.

### AG LOADERS



14'  
Direct +5%  
Savings  
**\$3355.**

38 SERIES	RETAIL WAS	DIRECT +5% SAVINGS
SIZES		
8'	\$2964.	\$2252.
10'	\$3395.	\$2580.
12'	\$3729.	\$2834.
14'	\$4415.	\$3355.
16'	\$4990.	\$3792.

**ADD REQUIRED BOLT-ON BRACKET**  
Universal Bucket  
Universal Flat Back (8', 10', 12')  
Universal Flat Back (14', 16')  
\$612.  
\$211.  
\$276.

### BACKHOE LOADERS



16'  
Direct +5%  
Savings  
**\$3792.**

38 SERIES	RETAIL WAS	DIRECT +5% SAVINGS
SIZES		
8'	\$2964.	\$2252.
10'	\$3395.	\$2580.
12'	\$3729.	\$2834.
14'	\$4415.	\$3355.
16'	\$4990.	\$3792.

**ADD REQUIRED BOLT-ON BRACKET**  
Universal Bucket  
Universal Flat Back (8', 10', 12')  
Universal Flat Back (14', 16')  
\$612.  
\$211.  
\$276.

### WHEEL LOADERS



16'  
(50 SERIES)  
Direct +5%  
Savings  
**\$5016.**

50 SERIES	RETAIL WAS	DIRECT +5% SAVINGS
SIZES		
16'	\$6600.	\$5016.
18'	\$7090.	\$5388.
20'	\$7574.	\$5756.

**ADD REQUIRED BOLT-ON BRACKET**  
Universal Bucket  
49/7200 Series Degelman Bulldozer  
7900 Series Degelman Bulldozer  
\$732.  
\$1448.  
\$1698.

All Prices in USD and include freight anywhere in Continental USA & Canada. Additional savings on multi-unit orders. Prices & equipment subject to change without notice. Protected by Patent #D478,097. Other foreign domestic patents pending.



DEGELMAN.COM 1.800.667.3545 1.306.543.4447

**Degelman**



## New products

### Hands-free spreader

Model 500 low profile tailgate spreader from Western products fits compact pickups and SUV's with a Class III trailer hitch. It has a 5-cu.-ft. capacity poly hopper (up to 225 lbs.); a poly spinner as standard equipment; and an



adjustable deflector (shown) is optional.

For more information contact Western

414/354-2310 or

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

### Spray away winter woes ▲

Turbo Technologies offers a full line of Ice Control Sprayers in capacities from 30 gal. sprayers for ATV's to 1600-gal. truck-

mounted units. The sprayers are designed with electronic pumps, or gasoline-powered engines and pumps. Integrated liquid transfer is standard on gasoline-powered units. Remote-operated booms for up



to three-lane coverage are available.

For more information on Turbo Technologies

contact 800/822-3437 or

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

### ▼ Wear 'n tear protection

The new Storm Guard powder coating process, now applied to all Fisher snowplows, provides protection against wear and rust.

The coating is formulated with an 8-wheel shot blaster to remove mill scale and profile steel surfaces for best adhesion.

For more information

contact Fisher Engineering

207/701-4200 or

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

*continued on page 22*

## LOFTNESS US ATTACHMENTS SNOW BLOWERS

*Handle any drift  
they run into!*



*Two new 200  
HP models have 8'  
and 9' double augers.*

*Over 30 different models  
of tractor or skid steer  
mounted snow blowers.*



**1-800-828-7624**

Hector, Minnesota 55342 Phone: 320-848-6266

[www.loftness.com](http://www.loftness.com) [info@loftness.com](mailto:info@loftness.com)

## THE LEADING NAME IN Deicing



- Superior deicing
- Prevents adhesion to pavement
- Effective to -20F
- Non toxic to plants & animals
- Virtually non corrosive
- Safe for all surfaces
- Ice Ban Liquid Deicer & Coated Salt
- Gallons, Pails, Drums available

complete info at: [www.bareground.com](http://www.bareground.com)



**Bare Ground Systems**  
92 Bolt Street  
Lowell, MA 01852

ph: 888-800-8356

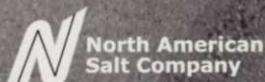
fax: 800-646-9029



# Removing snow is what you do.

## melting ice is what we do.

FreezGard® Snow & Ice Melter.  
*It's simply the best there is.*



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



# SNOW & ICE GUIDE

continued from page 20

## Mean, mean snow machine ▼

Erskine's new model ES2000 snow blower for standard flow skid steer loaders with flows from 11 gpm to 25 gpm has sizes ranging from 61 in. to 79 in. and special sizes are available upon request. The snow blower fits most skid steer models.

For more information contact Erskine Attachments 800/437-6912 or [www.erskineattachments.com](http://www.erskineattachments.com).



## There's always an angle

With fully seam-welded construction, the SnoVantage plowing system can place the snow as high as the machine will reach. The blades are fully functional in any position, with left and right blades operating independently of each other with electric-over-hydraulic controls (special order). It has replaceable wear edges. The 32-in-high moldboard comes in 16-, 18-, and 20-ft. widths.

For more information contact SnoVantage 888/526-5288 or [www.snovantage.com](http://www.snovantage.com).

## Trio of troubleshooters ►

Three plowing systems from Daniels provides easy work for difficult snow jobs: the Wing

Plow in 12-ft. to 23-ft. sizes with wings that fold either hydraulically or manually; the Box Plow, available in sizes from 8 ft. to 32 ft., has a bucket mount (quick disconnect mounting is available); and the Pull Plow with



a patented speed hitch and is designed to eliminate inefficient backdragging. It is available in 72 in. to 96 in.

For more information contact Daniels 847/426-1150 or [www.danielsplows.com](http://www.danielsplows.com).

# DROP THE BUCKET AND GET MORE DONE!



"Last winter we replaced our Bobcat's bucket with the Falls SSTR Skid Steer Reversible Snow Plow. Our productivity doubled — on our own lots as well as on our commercial accounts. And when we put the optional wings on, it saved so much clean-up time we couldn't believe it. I've checked the competition and the SSTR is the slickest, strongest little plow out there." 8' x 10'

Marlin Parker  
General Rental Center, Little Falls, MN



Optional Wings turn the SSTR into a "pusher."

SSTR Skid Steer Reversible Snow Plow available for Bobcat®, Caterpillar®, John Deere® and all other skid steer loaders.



**1-800-772-PLOW**  
300 Lindbergh Drive South  
Little Falls, MN 56345

Find out more at [www.fallsplovs.com](http://www.fallsplovs.com)





### Blade for heavy snow falls ▲

Blizzard Corp.'s newest straight blade snowplow model has a 350-lb. lightweight steel blade with a patented Power Hitch mechanism, extended moldboard design, adjustable push beam kickstand and full weld torque box.

For more information contact Blizzard 888/680-8600 or [www.blizzardplows.com](http://www.blizzardplows.com).



### Snow connection ▲

The Sport-Duty Snowplow for down-sized 4X4 trucks is the latest addition to the line of BOSS Snowplows. It also happens to be the smallest weighing in at 450 lbs. Designed for plowing applications on lighter weight trucks, the Sport-Duty Snowplow comes with standard features such as the Boss RT3 Quick Hitch System or the optional SmartHitch 2 Attachment System. Additional features include the Poly Blade, high-performance hydraulics and joystick in-cab control. A heavy-duty control plug has large-diameter pins to provide a better truck-to-plow connection.

For more information on The Boss contact 800/286-4155 or [www.bossplo.com](http://www.bossplo.com).

### Plow for more profits

Sidewing adds a full 4 feet of clearing width and moves at least 50% more snow than a front blade alone, reports Sidewing North America. The operator can clear the road and shoulder without fear of going

into a ditch. With a highly maneuverable pick up truck the side plow gets up to 12 feet of clearing capacity.

For more information contact Sidewing 866/755-2244 or [www.sidewing.net](http://www.sidewing.net).



## Double your Plowing Capacity with Sidewing!



3'	4'	4'
Spillage Containment	Actual Plowing Area	Double your productivity with Sidewing

- Most passes with an 8' front blade on angle move 4' or less of snow, add Sidewing and **double** the snow you move with each pass.
- Sidewing can pay for itself in as little as one year, by cutting your fuel and labor costs in half to do your contracts. Use the increase in productivity Sidewing offers to dramatically increase the return on your investment in equipment.
- Sidewing balances your truck while plowing, making it easier to drive than with a front blade alone and spreading plowing forces through the entire vehicle.
- Take on more contracts simply by adding Sidewing to your fleet!



**CALL US  
FOR YOUR FREE  
DEMONSTRATION  
DVD**

1-866-755-2244 • [www.sidewing.net](http://www.sidewing.net)



### Satisfied Sidewing Customers

*"It takes me half the time now to do my contract of 45 miles of roads, with Sidewing it's one pass instead of two."*

*"We got 6" of new snow and normally my run today would have taken at least 12 hours, with Sidewing I did it in 9."*

*"I used Sidewing to windrow for 2 big Cat loaders and cut our time by 1/3 on a large Sears lot."*





# SNOW & ICE GUIDE



## Snow's no match for skid steer

SSTR Skid Steer Reversible Snow Plow from Little Falls features a trip edge, heavy-duty 31-in. moldboard, industrial-style single-acting reversing cylinders, universal quick coupler mounting plate, and optional snow wings. The SSTR is built with the same quality and pride as the Falls industrial-size V-Plows,

High-Speed Plows, and Snow Wings, reports the company.

For more information contact Little Falls at 800/772-PLOW or [www.fallsplovs.com](http://www.fallsplovs.com).

## Ice control? No problem ▶

SnowEx, a division of TrynEx International, offers the Mini Pro 575 Tailgate Spreader designed for both the large and small snow and ice control contractors. Intended for spreading salt, sand and de-icing materials the spreader comes standard with a receiver hitch mount. Optional mounting kits include a utility mount and three-point mount for tractors. Designed with a low-maintenance, direct-



drive system, the spreader offers trouble-free operation. With no belts, pulleys or chains, downtime is minimized. Mounted in a weather-tight enclosure, the direct-drive system includes a 12-volt DC motor.

For more information contact TrynEx 800/725-8377.



## Like Summer On Your Sidewalk

More melting action for your money.

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



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

## TURBO TURF

### ICE CONTROL SPRAYERS

Anti-Icing Sprayers starting @ \$ 695.00



Check out Turbo Turf's full line of Ice Control/Anti-Icing sprayers. We have sizes from 30 gallon tailgate mounted units to 1600 gallon skid units. We have kits to let you use your Turbo Turf Hydroseeding System as an anti icing sprayer in the winter, and units you can use with your tailgate salt spreader.

For a FREE Anti-Icing info pack call:

**TURBO TECHNOLOGIES, INC.**

1500 First Ave., Beaver Falls, PA 15010

1-800-822-3437 [www.IceControlSprayers.com](http://www.IceControlSprayers.com)





# 70 Years of Snow

(And Not Even Winded)



← **New High-Profile  
Steel Discharge Chute**  
Throws snow higher and farther.

*Smarter By The Yard®*



For seventy years, Ariens® Company has been making high-quality, rugged products that stand the test of time. Like our Professional Series Sno-Thro® machines, engineered and tested in the frozen Midwest. Guaranteed to start in 0° weather and chew through tough clumps of ice and snowdrifts with ease. Think of them as your plow's trusty sidekick.

For more information on our Professional, Deluxe, Compact or Single-Stage machines, visit your local Ariens dealer today or visit us at [Ariens.com](http://Ariens.com).







## ONE SLICK PIECE OF EQUIPMENT.

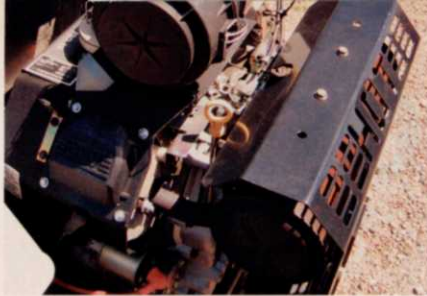
Snow may stick to the ground, but it won't stick to a Meyer® Max® snowplow.

Snow rolls off it with ease thanks to its slick polyethylene moldboard and precision-formed curvature. You plow faster. And you finish faster with Meyer Max.

Meyer Max also helps lower your maintenance costs. It'll never rust. It never needs painting. And its full-trip design protects your equipment from damage caused by snow-covered objects.

With eleven models available, there's a Meyer Max to match your vehicle requirements. Slide over to your authorized Meyer dealer or visit [www.meyerproducts.com](http://www.meyerproducts.com) for more information.





the product. Ask the dealer about the reliability and long-term performance of the engine and how good the manufacturer is when problems arise. If the dealer can't answer your questions, ask the distributor or manufacturer. You may even want to call the manufacturer of the engine. If you don't get the answers you're looking for, you probably won't get good service when a legitimate problem arises.

Some maintenance, such as valve servicing for example, will require professional help. When you're considering a new machine, ask about the training the technicians that work on your equipment. Do they attend manufacturers' update schools for the engine and machine you're planning to purchase? Reputable shops will have their technicians' certificates proudly hanging in the service area. Are the technicians certified by any industry-recognized organization like the EETC (Equipment and Engine Training Council)?

With fuel-injected engines, proper training of technicians is critical. Also, engines built today have to adhere to strict emissions standards, and the dealers main-

taining these machines must keep them running at these standards when servicing them. Ask what their shop turnaround time is, especially in the busy season, and what their policy is for commercial equipment that needs immediate attention.

### Don't forget the warranty

The manufacturer's warranty is another consideration. Most engine manufacturers have a standard 2-year warranty and some even offer three years. Warranties generally cover manufacturing defects in material and workmanship. Once again, you must maintain the engine. For example, don't use an air filter of lesser quality to save a buck. Would that be a manufacturing defect or just a bad business decision?

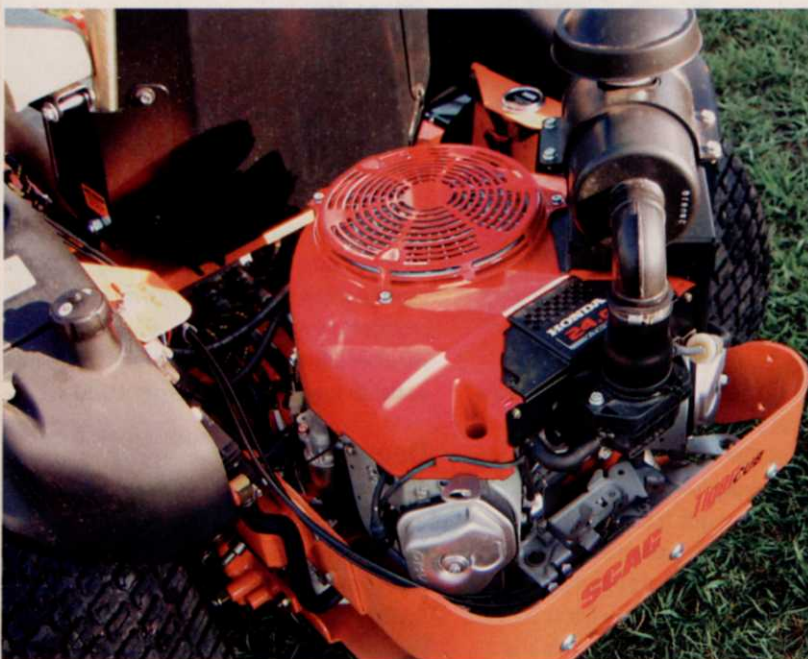
Competition among most engine manufacturers has driven the cost down on most routine maintenance items. Don't skimp. Buy and use of OEM parts. If you do have a problem and your local dealer says it isn't covered by warranty, ask them to give you an explanation as to why. Most dealers will do this voluntarily and show you exactly why the engine failed. If

you aren't satisfied, then start calling. Have as much information as possible when you call a manufacturer so they can assist you with your questions (i.e. model code and serial number of engine, hours used, date of sale, and model of application.) Don't forget that one person's opinion of a failure may be different from another's – like with a doctor, you may want to get a second opinion.

It may seem like a lot of work to ask all of these questions, but you're running a business, right? You need to be well informed to make good business decisions. Use the Internet to quickly and efficiently look at different manufacturers, distributors and associations' Web sites. Keep in mind that not all information you read about in chat rooms or on postings is true. Some people are frustrated, angry and misinformed about particular issues, and if you read some of them and are concerned, get an expert's opinion. **LM**

— The author is a Technical Instructor with Kawasaki Motors Corp., USA.

He can be reached at 616/954-3002 or [brian.o'neil@kmc-usa.com](mailto:brian.o'neil@kmc-usa.com).

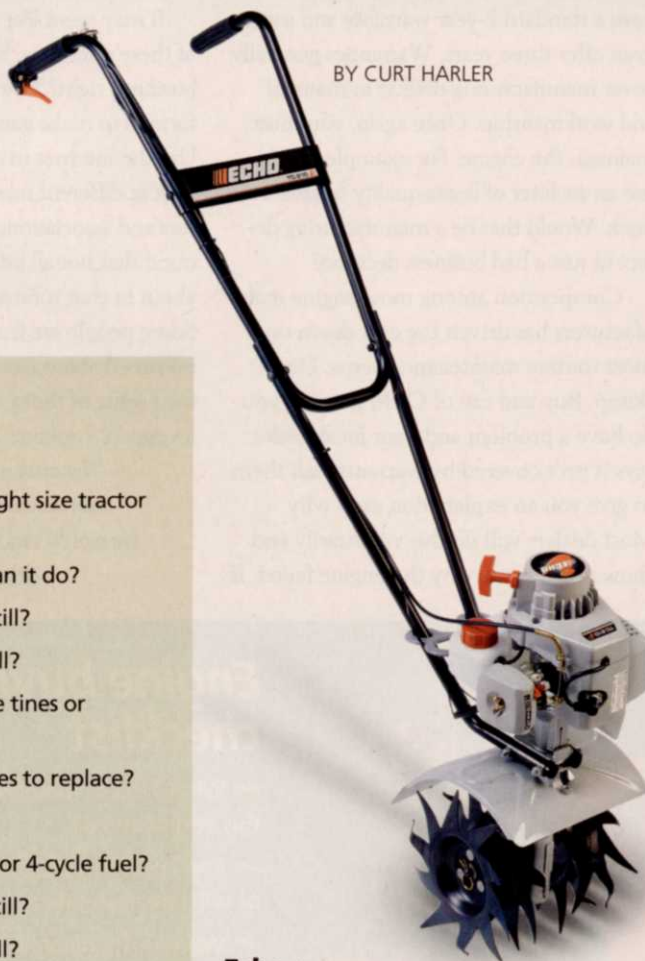


## Engine buying checklist

- ✓ What kind of maintenance will this engine need?
- ✓ Can I perform the maintenance myself or will I need to take it to a professional?
- ✓ What is the reliability and long-term performance of this engine?
- ✓ How good is the manufacturer when problems arise?
- ✓ Are the technicians at my local dealer properly trained?
- ✓ What is the turnaround time for repairs?
- ✓ How extensive is the warranty?



# Cultivators & soil renovators



BY CURT HARLER

## Buying tips

### For larger units:

- ▶ Do you own the right size tractor to use with it?
- ▶ What other jobs can it do?
- ▶ How wide does it till?
- ▶ How deep will it till?
- ▶ How tough are the tines or blades?
- ▶ How easy are blades to replace?

### For smaller units:

- ▶ Does it use 2-cycle or 4-cycle fuel?
- ▶ How wide does it till?
- ▶ How deep will it till?
- ▶ Is it easy to get on/off the truck?

### For hand units:

- ▶ How tough are the tines?
- ▶ How solid is the tine-handle attachment?
- ▶ Check for a comfortable grip on the handle

## Echo ▲

Weighing under 20 lbs., TC-210i Tiller/Cultivator combines user-friendly and commercial-duty features. The 4, 10-tooth reversible hardened-steel tines dig furrows 9 in. wide and 6 deep. Worm gear-type transmission delivers efficient low RPM and high-tine torque. The i-start System reduces starting effort by 75%. Commercial-duty 21.2cc Power Boost Tornado engine provides 2-stroke performance and

light weight. Meets current EPA, CARB regs. Variable Slope Timing (VST) delivers smooth engine acceleration.

For more information contact Echo at 847/540-8400 or [www.echo-usa.com](http://www.echo-usa.com) / circle no. 254

## BLEC USA

The Blecavator cultivates soil to a depth of 8 in., buries rocks, overgrowth and debris. Heavy duty contra-rotating rotor equipped with special bolt-on blades digs deep. Models available from 40 to 120 in. wide. Units from 40 to 70 inches require 540 rpm, larger units require 1000 rpm. Rear packer roll with scraper bar standard on all units.

For more information contact BLEC USA at 864/225-3666 or [www.blec.co.uk](http://www.blec.co.uk) / circle no. 255

## Caterpillar

Finish the job of breaking up hard-packed soil or cracking boulders into smaller, more manageable pieces on jobsites. Two sizes of Cat Hydraulic Hammer, the H50 and H63 attach to Cat skid steer loaders. Hammers use standard auxiliary hydraulics. Slip-fit thrust ring dissipates harmful shock loads. Full-length side plates protect front end from damage.

For more information, see your local Caterpillar dealer or [www.cat.com](http://www.cat.com) / circle no. 256

## Deere

The heavy-duty Deere 673 tiller is one of four commercial units in widths ranging from 55-81 inches. All have hybrid-shaped tines to create a fine, finished seedbed texture. Can be set for depths from 1/2 to 7 in.. The 73-in. 673 works with iMatch quick hitch and requires 540 rpm





tractor. Balanced heavy-duty driveshaft is slip-clutch equipped for durability.

For more information contact John Deere at 800/537-8233 or [www.deere.com](http://www.deere.com) / circle no. 257

## BCS

Three tiller models include the 18-inch with 5.5 hp Intek OHV; 26-in. with 6.5 hp Intek; or a 26-inch 8 hp with B&S IP. Smallest unit has .6 mph forward, 1.4 mph reverse. Others offer .6, 1.3 and 6.8 mph forward speeds and .7 and

1.4 mph reverse. Choose recoil or electric start tillers, all with available mower and snow thrower attachments.

For more information contact BCS at 978 456-3327 or [www.bcshop.com](http://www.bcshop.com) / circle no. 258

## Mantis

Mantis Tiller now has a quiet, easy starting Honda 4-cycle engine. No fuel mixing required. Weighs 24 lbs., tills 9-in. strip up to 10 inches deep. Unit uses all the attachments of the original Tiller: border edger, furrower, crevice cleaner, lawn aer-



ator and dethatcher. Tines guaranteed for life against breakage; balance is under a 2-year commercial warranty.

For more information contact Mantis at 877/596-6337 or [www.littlewonder.com](http://www.littlewonder.com) / circle no. 259

## First Products

Grasshopper AERA-Vator Model 720 features a 20-hp air-cooled Kohler Command, V-Twin OHV, horizontal crankshaft, pressure lube/oil filter, gasoline engine. Unit has 8-gallon fuel tank or 4.3-gallon auxiliary tank. Choose dual fork and wide stance single or dual fork tail wheels. Comes with 44-, 48-, 52-, 61-in. out-front decks and a mulching package. Other attachments, accessories available.

For more information contact First Products at 800/363-8780 or [www.1stproducts.com](http://www.1stproducts.com) / circle no. 260



# SMART

## That's One Way to Describe Our Aerating Fountains.

Fight weeds and algae with Otterbine's revolutionary Aerating Fountains. In addition to offering a wide range of interchangeable spray patterns, these Aerating Fountains are tested by the University of Minnesota and have been proven to create excellent circulation and oxygen transfer. Effective circulation is key in reducing algae and the beauty of an Otterbine spray pattern speaks for itself.

For over 50 years, Otterbine has manufactured high quality systems that improve water quality and create eye-catching displays. Otterbine's industry leading experience is evident with an Aerating Fountain five-year warranty, worldwide distribution and a complete product line that includes:



- Aerating Fountains
- Industrial Surface and Sub Surface
- Giant and Instant Fountains
- Fountain Glo™ Lighting

Product Leasing Available

For more information call 800-AER8TER, 610-965-6018 or visit [www.otterbine.com](http://www.otterbine.com).



# LM Reports

## Seymour

The Seymour GC-40 Professional garden cultivator features forged 4-tine head for added strength for heavy-duty use. Premium nylon connector provides completely solid riveted connection that is tight, strong and crack-resistant. Fiberglass handle is lightweight, yet stronger than wood and will not crack, dent or rot. Vinyl grip for comfortable, secure grip

For more information, contact Seymour at 800/457-1909 or

[www.seymourmfg.com](http://www.seymourmfg.com) / circle no. 261



pto and Cat-1 hitch. Adjustable, 4-position skid shoes control tilling depth. Rotor shaft guard prevents binding on the end bearing, adjustable lower hitch clevises make hook-up and detachment easy. Comes in 52-in. with 28 blades, 60-in. with 32 blades, and 72-in. width with 36 blades. All till to 7.25 inches depth.

For more information contact Woods at 866/869-6637 or [www.woodsonline.com](http://www.woodsonline.com) / circle no. 262

## Toro

The Toro soil cultivator attachment, for use on Toro Dingo compact utility loaders, efficiently transforms rough terrain into an ideal planting bed in a single pass. It's designed for seed and flower bed preparation; cultivating and leveling soil; burying stones, soil clods, debris and grass; blending landscape materials, compost and fertilizer; seeding turfgrasses; and renovating



golf course tees and fairway areas. An optional seed box attachment allows users to cultivate and seed simultaneously.

For more information contact Toro at 800/344-8676 or [www.toro.com](http://www.toro.com) / circle no. 263

## Woods Equipment Co.

The Woods Commercial Duty GHG tillers work with 20-50 hp tractors equipped with 540 rpm

ils Landscape Management Forestry Tree Planting Arboriculture Horticulture Landscape Management Envi



## Makes weeds tremble in their boots. That is, if weeds wore boots.

At a glance, the Field King is just another sprayer. Strap it on, and you'll see why it's called the Field King. Thanks to its comfortable, molded lumbar support and soft, cushioned shoulder straps, it can be used for hours of stress-free operation. Plus it features a left- or right-handed pump handle, palm activated trigger with lock and grip, an in-line poly filter to protect the trigger and nozzle from clogs, a fully adjustable brass nozzle, a fan spray nozzle, and a big-mouth opening with a filter basket.

When your job is the outdoors, your work is only as good as the tools you use. That's why Forestry Suppliers, Inc., features more than 9,000 top-quality products geared especially to outdoor professionals from agriculture to zoology—and just about all points in-between. Every product we sell comes with the best technical support and customer service in the business, and each is backed by a 100% Satisfaction Guarantee!

Check us out for yourself. Give us a call or log on to [www.forestry-suppliers.com](http://www.forestry-suppliers.com) to get a free copy of our latest 672 page catalog today!



**Forestry Suppliers, Inc.**  
[www.forestry-suppliers.com](http://www.forestry-suppliers.com)

Sales 800-647-5368  
Catalog Request: 800-360-7788



Check out [www.forestry-suppliers.com](http://www.forestry-suppliers.com) to see our entire line of landscaping and horticulture products.

Sprayers

Search!

©2004 Forestry Suppliers, Inc. All rights reserved.



Circle 128



## Unverferth

The One-Bar Mounted Harogator leveler is an economical leveling attachment. It mounts to any 3x3- to 6x6-in. toolbar and is available in 3 to 9-ft. sections. The spring-tension adjustment for each arm is easily set. Left-hand and right-hand designs provide symmetrical mounting and leveling action, and the center Y-tooth ensures complete smoothing of the center. Check powder-coated paint, heat-tempered teeth, "kick-back" hinged leveling bar that protects against damage from rocks or when implement is being backed or lowered.

For more information contact Unverferth at 800/322-6301 or [www.unverferth.com](http://www.unverferth.com) / circle no. 264

## MACKISSIC ►

Tines on the Merry Tiller are set back farther than standard front tine tillers, putting engine



weight directly over tines for greater digging capacity. Company says its mid-tine tiller, when used properly, will out-perform a rear tine tiller in fresh ground. All-welded tine made

from 1/4-in. x 2.5-in. steel hardened to a Rockwell rating of RC37-43. Transmission casing is lubricated with "00" grease allowing for basically a maintenance-free system. Shafts, sprockets are heat treated and hardened to a Rockwell rating of RC 40-45.

For more information contact Mackissic at 800/348-1117 or [www.mackissic.com](http://www.mackissic.com) / circle no. 265

## RedMax

Prepare, maintain smaller planting beds with the RedMax CV225 cultivator. Compact and lightweight, it goes anywhere a person can go; weighs 20 lbs. Powered by the G24LS 2-cycle engine. Rugged bolo tines. Engine has 5-year warranty, other components a 2-year warranty.

For information contact RedMax at 800/291-8251 or [www.redmax.com](http://www.redmax.com) / circle no. 266

## Setting the New Standard...

Look to the leader, FORCE America, for your next light to medium duty central hydraulic system requirement.



**FORCE**  
America

**888-99FORCE**

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

©2004 FORCE America Inc. FA706  
VT15 Valve/Tank Assembly covered by U.S. Patent No. 6,688,328



# Solutions Center

TECHNOLOGY

REAL ANSWERS TO REAL CHALLENGES

## Signature matches 'speed', efficiency

BY HAL G. DICKEY

**S**ignature Landscape works to reduce labor required to maintain customers' turf and also to maintain quality — keeping turf dark green and weed-free. Signature, with 115 in-season employees, is one of the largest landscape maintenance contractors in the Greater Kansas City, KS, market. It serves commercial accounts exclusively.

The company purchased PermaGreen ride-on spreader-sprayers this past year and saw its applicators' efficiency increase significantly by reducing the number of passes required to treat lawns.

### The Problem:

#### Callbacks

The company still had to tackle one vexing problem — callbacks, a.k.a. profit killers.

"Providing our customers the best broadleaf weed control available was our objective," said Mark Nelson, the firm's "chemical guru." Nelson joined Signature five years ago and upgraded its lawn program. Key to his success was the attention he pays to university studies, test plots and demos. He had previewed the



Mark Nelson boosts lawn care efficiency by matching Ride-On Ultras with fertilizers and herbicides.

data on the post-emergent herbicide SpeedZone before PBI/Gordon brought it on the market, and was impressed by its fast weed curling and next-day wilting of treated weeds. He knew that clients would appreciate this "sizzle" feature.

### The Solution:

#### Speedy weed control

In 2002 the company began using the post-emergent herbicide. Bill Gordon, who founded Signature 15 years ago, says it has virtually eliminated callbacks. He was equally impressed with the product's white clover control. "In the past, you sprayed and two or three weeks later you checked for clover to see if you got a complete kill," he said. Not any

more. The clover is finished within two or three days.

Equipped to spot spray throughout the season, Signature's main broadleaf cleanup efforts in October and November have been very effective, given the cool-temperature activity of the product.

The round one application of SpeedZone is sprayed at the same time as granular application of Barricade pre-emergent herbicide, using the Ride-On spreader sprayers. Choosing a split-application, Signature applies a half-rate of the Barricade on a fertilizer such as Lebanon's MESA Pro 16-4-8. The remaining Barricade is spray-applied, generally during a round three application while the Ride-On spreads fertilizer.

Signature was the first major contractor the Kansas City market to equip their technicians with Ride-Ons, these dual application units from PermaGreen Supreme.

"Doing both jobs in a single pass means our production acreage can easily be tripled or more," Nelson says. "And the work can be more accurate and precise," he added, "because the operator doesn't tire out nearly so soon when he's riding."

Ride-On Ultras come with a 100-lb. capacity LESCO hopper in front and an 8-gal. spray tank. They cover an 11-ft. swath that can be halved (without slowing down) by a handle-bar adjustment that switches off one of the unit's two nozzles and/or engages the spreader's deflector. The ultra low spray volume, 1 qt. per 1000 sq. ft., is included on the SpeedZone label.

Based on the 560 acres of turf in the apartment and condo parks, corporate campuses, and other high-end properties serviced by Signature, it was projected that four of these self-propelled fert-and-squirt units would be needed. With their production averaging 25 acres a day, they have met all their needs using only three of them. "But remember, we're always planning for more growth," declares Bill Gordon. **LM**

— With 40 years in the Green Industry the author enjoys winters in Florida and roams the growing season, camera and notebook in hand for PBI/Gordon.





**Anyone can kill grass.**

**Selective control of cool-season grasses without harming warm-season grass is another matter.** With new Revolver™, the days

of damaged turf, multiple applications and overly restricted use are over.

Revolver is the least phytotoxic, most effective postemergent herbicide in the business. It's gentle to bermudagrass but deadly for grassy weeds like

perennial ryegrass and goosegrass. So you get the control you need without the unsightly damage. To learn more about

Revolver, call 1-800-331-2867 or visit [BayerProCentral.com](http://BayerProCentral.com).

**REVOLVER™**

**BACKED  
by BAYER.**

Bayer Environmental Science, a business group of Bayer CropScience | 95 Chestnut Ridge Road, Montvale, NJ 07645 | Backed by Bayer and Revolver are trademarks of Bayer. Always read and follow label directions carefully. | ©2004 Bayer CropScience



# University of Pittsburgh

2003 PGMS Honor Award Winner for School or University Grounds

## Property at a glance

**Location:** Pittsburgh, PA  
**Grounds Supervisor:** David Heintzinger  
**Category:** School or University Grounds  
**Total budget:** \$854, 416  
**Year site built:** 1908  
**Acres of turf:** 30  
**Acres of woody ornamentals:** 6.5  
**Acres of display beds:** 2  
**Total paved area:** 40 acres  
**Total man-hours/week:** 920

## Maintenance challenges

- ▶ Working around an urban setting
- ▶ Completing jobs while dodging 30,000 students

## Project checklist

- Completed in last two years:
- ▶ Installing the Panther bed
  - ▶ Placing hanging baskets throughout the campus

## On the job

- ▶ 23 full-time staff, 27 seasonal employees, 1 licensed pesticide applicator

**Y**ou'd think that it would be hard to work for someone else after working for yourself for 15 years. But Dave Heintzinger says that's not the case. The grounds manager for the University of Pittsburgh had a successful run with his landscape and garden center company, but the opening of a nearby Home Depot and cutthroat competition convinced him to sell and do something else.

"I kind of like this better," Heintzinger says of his five-year career as a diehard Panther fan. "I kind of run my own show here. You have to follow your budgets, but I enjoy it a lot more."

The biggest thrill for Heintzinger is to hear the parents of prospective students say how beautiful the campus is while attending a tour. It's not easy to keep it that way, given that there are 30,000 students and that the college is located in an urban setting. The school grounds are surrounded by residential homes and commercial areas, so pedestrian traffic never seems to end. That means spending a great deal of time picking up trash.

Every spring, Heintzinger and his crews plant over 34,000 annual flowers and up to

1,000 perennials, and every year that list grows in an effort to expand and beautify the campus. A recent project was creating a bed for the "Pittsburgh Panther," an eight-foot-long, 6,000-lb. sculpture of the school's mascot delivered from Italy. The three-man crew had to find just the right rocks to attach to the Panther, and added a slate walkway along with the landscaping.

Heintzinger's overall work philosophy? "We want to do the job right the first time and not have to do it again," he says. "I take a lot of pride in what we do, and I know our crews do, too."



Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Grounds Management Awards for outstanding management of residential, commercial and institutional landscapes. The 2004 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2003 awards, contact PGMS at: 720 Light St. • Baltimore, MD 21230

**PGMS Landscape**  
MANAGEMENT

• Phone: 410/223-2861. Web site:  
[www.pgms.org](http://www.pgms.org)





When prospective students and their parents visit the campus, they can't believe it's surrounded by a city. The grounds crew plants 34,000 annuals and 1,000 perennials each year.



Dave Heintzinger's experience of running a landscape/garden center is evident. Note the variety of plant types in these high-visibility areas of campus.





# Products

RESOURCES

TOOLS OF THE TRADE

## Get hooked

The JRCO Hooker aerator offers zero-turn maneuverability. The unique tine rotors utilize the forward force of the mower to make holes up to three in. deep. The Hooker pulls loose plugs of soil, eliminating messy hard cores and soil compaction.

For more information  
contact JRCO at  
800/966-8442 or  
[www.jrcoinc.com](http://www.jrcoinc.com) /  
circle no. 267



## Fit and trim

Husqvarna's new 324Lx commercial trimmer has a fuel-efficient 4-stroke engine that provides powerful performance with lower noise levels and reduced emissions while eliminating the need to mix gas and oil. It comes equipped with a heavy-duty commercial gear box for smooth operation, durability and reduced "grass wrap." With an ergonomically designed adjustable loop handle, the trimmer is easy to rotate for use at varying angles. The 324Lx's straight shaft allows extended reach under trees and shrubs. Equipped with Husqvarna exclusives, the trimmer features automatic Smart Start for easier starting and less wear on starter components and the LowVib vibration damping system.

For more information contact Husqvarna at 800/487-5962 or [www.husqvarna.com](http://www.husqvarna.com) / circle no. 268



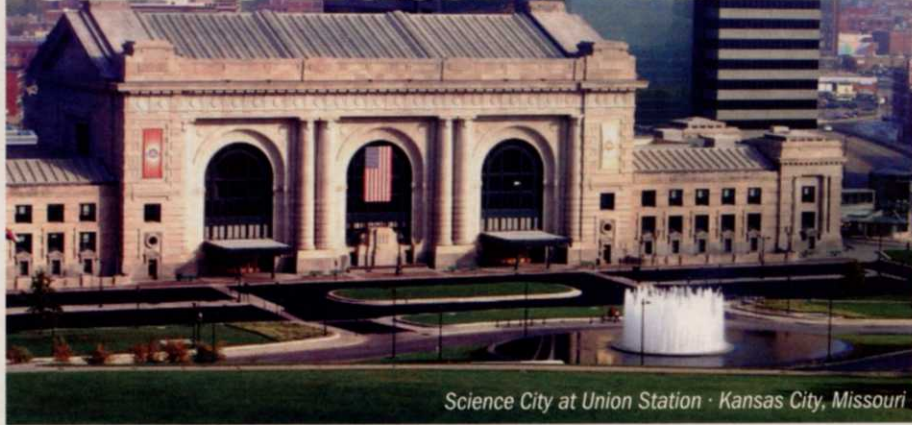
## Not too wet

Verdicon, Inc.'s two newest additions to its wetting agent product line, Respond 3 and Mizer, are specifically designed to battle localized dry spot, compaction and other manage-

ment issues such as water optimization. Respond 3 concentrated wetting and penetrating agent has superior penetration, excellent lateral movement and long residual with extreme turf

*continued on page 68*

## Smart Water Solutions



Science City at Union Station • Kansas City, Missouri

*"Mixed-use developments with heavily traveled public spaces would be wise to engage an ASIC Professional Member. They make the critical difference in developing sustainable and innovative water management solutions. I don't know who else could design an environmentally friendly bio-swaes drainage network for a 1,000-car parking lot like the one we designed for the nation's second largest train station."*

**ANDY SCOTT**

Executive Director • Union Station Assistance Corporation

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.**



111 E. Wacker 18th Floor  
Chicago, IL 60601  
312.372.7090  
Fax: 312.372.6160  
[www.ASIC.org](http://www.ASIC.org)



# Green Industry Conference

*held in conjunction with*

**Green Industry Expo (GIE)**



**Grow**  
With Us

**November 3-6, 2004 • Charlotte, North Carolina**

**The premier networking and educational  
event for the landscape professional.**

**alca.org • (800) 395-ALCA**

**Early bird deadline: September 15, 2004**

**ALCA**  
ASSOCIATED LANDSCAPE  
CONTRACTORS OF AMERICA



# Products

continued from page 66

safety. The residual portion has been greatly enhanced with improved re-wetters that provide effects that last up to 25% longer than the previous formulation. Miser water conserver is designed for use in irrigation systems covering large turf areas. It not only lessens the effects of water-repellent turf, it also reduces costs by conserving water that is lost through surface evaporation plus optimizes water performance from irrigation and rainfall.

For more information contact Verdicon at [www.verdicon.com](http://www.verdicon.com) / circle no. 269

## No strings attached ▲

Woods Equipment Company's Estate Series of compact landscape attachments for light commercial use now include a single spindle rotary cutter, a tiller in three different widths, and a



multi-function loader. The RCC42 rotary cutter has a 42-in. cutting width, 11,400 fpm blade tip speed, 11-gauge cutting deck and side skirt thickness, and 15 to 30 tractor hp. The tillers come in three models: the GTC40, GTC52 and GTC60. The GTC60 has a working width of 60 in. and 25 to 30 tractor hp with maximum tilling depth of 6.8 in.

For more information contact Maruyama at 815/732-2141 or [www.woodsonline.com](http://www.woodsonline.com) / circle no. 270

## A cut above

Remington introduces the Branch Wizard pole pruner with a 6.0 Amp motor that easily cuts through branches up to 6-in. thick with less effort. The unique, in-line power-head design provides improved visibility of the cutting surface and allows for better maneuverability and access in trees. Forget climbing a ladder with a chain saw. The Branch Wizard quickly cuts tall branches up to 12 ft. high with the operator firmly on the ground. It comes with a lightweight, rust-resistant fiberglass pole along with limb gripping teeth to provide the user with an easy and effective way to remove cut branches from trees.

For more information contact Remington at 800/858-8501 or [www.desaint.com](http://www.desaint.com) / circle no. 271

## Princess 77 Provided Cimarrón Golf Course with the Cost Effective Solution for Their Renovation Project

Mario Aguilar, Golf Course Superintendent for Cimarrón Golf Course in Cathedral City, California kneels on a renovated fairway of Princess 77.



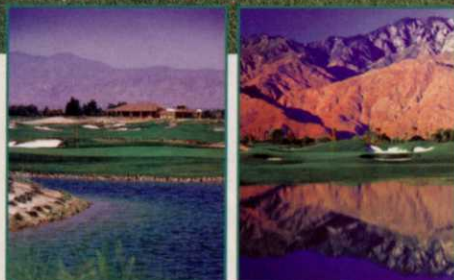
### Why Plant Princess 77?

- Turf quality equal to the best vegetative varieties in the industry
- Requires 21% less water than Tifway (419)\*
- Provides an easy, cost effective tool for renovation projects

Cimarrón Golf Course needed to renovate their fairways to a bermudagrass variety equal in quality to Tifway 419 but couldn't afford to shut down for the renovation. Princess 77 hybrid bermudagrass from seed was the answer.

"We have seen great seedling vigor in Princess 77 being over-seeded into ryegrass fairways" reports Mario. "We had full coverage in eight weeks and never shut down for the renovation. Our fairways look great and we are thrilled with the ease of handling seed as opposed to sod." Princess 77 also helped Cimarrón achieve an environmental goal of cutting their water usage for the year. Mark Goulet, Head Golf Professional for Cimarrón says "We expect to achieve a larger water savings next year by increasing the amount of Princess 77 on our course."

Available in seed and sod.



**PRINCESS 77**



For more information  
1-800-286-6100 EXT 280  
[www.penningtonseed.com](http://www.penningtonseed.com)

\*Response of Bermudagrasses and Zoysiagrasses to Applied Water Using a Linear Gradient Irrigation Design, Sean Reynolds, 2000, Master's Thesis



## Dressed to the nines ▼

Redexim Charterhouse has redesigned its Easy Spread topdresser to include a new hydraulic powered system. The self-loading machine is now available in two sizes (52- and 63-in. working width) and is designed to be loaded, driven to the site and used without the operator ever leaving the seat. An electric switch, ac-



tivated from the tractor cab, engages the hydraulically powered distribution drum, and a variable control valve sets the rotational speed of the drum. The unit is fully supported by a 3-pt. lift, and can spread wet or dry granular material or salt on winter surfaces.

**For more information contact Redexim Charterhouse at 800/597-5664 or**

**[www.redexim.com](http://www.redexim.com) / circle no. 272**

## Automatic improvement ▲

John Deere has expanded its utility ATV lineup with the addition of the new John Deere Buck 500 Auto. Arriving at dealers in early September, this machine will offer the smooth automatic Continuously Variable Transmission (CVT) and specifications of the Trail Buck in the classic green-and-yellow color scheme. Ad-



ditional features of the Buck 500 Auto are hydraulic disc brakes, four-wheel suspension, progressively locking all-wheel drive system and large front storage box.

**For more information contact John Deere at 800/537-8233 or [www.deere.com](http://www.deere.com) / circle no. 273**

## Need a lift?

Tiger Line Equipment's Trailevator is a hydraulically operated elevating trailer that not only lowers itself to ground level for fast, easy loading but also lifts its own weight, as well as the load, back to the hauling position. There's



# SAVE BIG \$\$\$\$



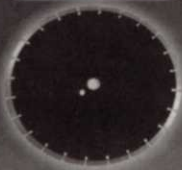
**\*Biggest Selection \*Highest Quality \*Lowest Prices**

### SUPER TURBO



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

### SUPER SEG



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

### SUPER T-SEG



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

### WIDE SLOT



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

### SILENT GRANITE



12"	\$189.00
14"	\$199.00

### SEG SWIRL CUP



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



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

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

**QUALITY DIAMOND TOOLS**



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



## Products



no need to uncouple the trailer from the towing vehicle, and all it takes is one man to load and one man to unload. The Model F37010 features a 3,000-lb. rated load capacity and 1,645-lb. trailer weight.

For more information contact Tiger Line Equipment at 419/628-3388 or [www.fabcor.com](http://www.fabcor.com) / circle no. 274

### No low blow ▲

Tanaka has added a large displacement blower to its lineup, the TBL-7600. The unit comes standard with a large, contoured assist handle and a three-position throttle lever on the frame. For maximum comfort, it weighs just 20.6 lbs., contains heavy-duty padded shoulder straps, extra-thick back padding, a four-pt. anti-vibration system, and a fiberglass enhanced polypropylene housing that adds strength without adding weight. The TBL-7600's 59.2cc (4.2 hp) engine delivers 615 cfm (at the housing) and 215 mph air velocity, reduces engine noise with its heavy duty air filter, and has a primer for fast and reliable starting. The TBL-7600 will be available in early September.

For more information contact Tanaka at 970/221-5614 or [www.tanaka-ism.com](http://www.tanaka-ism.com) / circle no. 275



### The switch is on

The Switch-N-Go (SNG) detachable truck kit allows a truck to 1) convert from body to body in six minutes — no hassles; 2) dump loads at 50 degrees; 3) winch cargo from ground level onto the truck chassis. The kit is electric over hydraulic and can be installed in eight hours on most trucks. Also, the kit is portable and can be unbolted from the chassis at trade-in time — which means the owner only had a truck chassis to buy or sell, not a van truck or dump truck, opening up the market of inter-

ested buyers and sellers of new and used trucks. The SNG is for medium duty work trucks 11,000 to 26,000 GVW.

For more information contact Switch-N-Go at 800/233-0867 or [www.bucksfab.com](http://www.bucksfab.com) / circle no. 276



## THE GLOVES ARE OFF.

Legislation and regulation have been throwing the green industry some rough punches...and we're about to fight back. Project EverGreen is an alliance of green industry associations, companies and professionals dedicated to educate the public, protect the green industry and grow our business. It was created in response to unfavorable regulations in many parts of the United States and Canada—ones that cause consumers to question green industry products and the use of resources such as water. If the services our industry professionals offer are restricted or made illegal, everyone will lose revenue and customers.

Help Project EverGreen educate consumers on the environmental, economic and lifestyle benefits of green spaces. For more information or to make a contribution, call **1-877-758-4835** or visit [www.projectevergreen.com](http://www.projectevergreen.com).



Ad developed courtesy of Swanson Russell Associates. Ad space donated by this publication.



# 25th Annual International Irrigation Show

If you're in irrigation, or support the industry, plan *now* to be in Tampa Bay for the world's largest show dedicated to irrigation.



Official International Buyer Program Show



**THE SHOW for Irrigation Professionals**  
**AGRICULTURE • GOLF COURSE • TURF/LANDSCAPE**

**Tampa Convention Center**  
**Tampa, Florida, USA**

You'll join industry innovators from around the world as you see what's new, meet face-to-face with company representatives, walk away with new skills—and new contacts!

**TAMPA BAY**  
**NOVEMBER 14-16, 2004**

- Exhibition
- Technical Sessions
- Industry Field Tours
- International Business Center
- Education Courses
- Business Seminars
- Certification Exams
- New Product Contest
- And more!

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

The Irrigation Association® • 6540 Arlington Boulevard • Falls Church, VA 22042 USA  
+1.703.536.7080 • +1.703.536.7019 fax • [www.irrigation.org](http://www.irrigation.org)

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

**Please print legibly in dark ink**

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

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

Title \_\_\_\_\_ Company \_\_\_\_\_

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

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

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

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



# Golfdom presents... **Education at the EXPO!**

September 23-26, 2004 • Kentucky Exposition Center • Louisville, Kentucky

## A DON'T MISS EVENT!

An all star-cast of industry experts providing outstanding presentations!



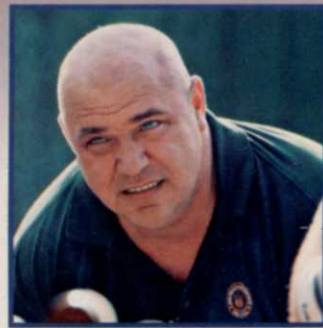
**Geoff Shackelford**  
Design Author & Critic



**Dr. Joe Vargas**  
Michigan State University



**Dr. Karl Danneberger**  
Ohio State University



**Jay Rehr**  
Former Augusta National Golf Course  
Chief Mechanic

**Hosted by Golfdom's Pat Jones**

**Thursday, September 23 • 1-4:30 p.m.**

**Pesticide Recertification Session**

or

**Tips and Tactics in Equipment Maintenance**

**Jay Rehr** - former Augusta National Golf Course Chief Mechanic

**Friday, September 24 • 8 a.m. - Noon**

**Poa Annua Management**

**Dr. Karl Danneberger** - Ohio State University

**Art & Science of Bunker Design and Renovation**

**Geoff Shackelford** - Design Author & Critic

**New Disease Trends**

**Dr. Joe Vargas** - Michigan State University

**Career Survival Skills for Today's Superintendent**

**Pat Jones** - publisher, Golfdom

### HUGE OUTDOOR DEMO AREA!

A 20-acre outdoor demo area allows you to try-before-you buy! More than 500 indoor & outdoor exhibitors showcasing products & equipment!

### FUN ATMOSPHERE!

Truck Giveaway Contest! Free Receptions! Fabulous Local Eateries & Attractions! Free Entertainment including Nashville's **Trick Pony!**

### GREAT DEALS!

- On Thursday, choose one workshop for only \$75!
- Friday's seminar package includes access to the Tradeshow & Outdoor Demo area for only \$100!
- Special golf attendee hotel deals.

REGISTER ONLINE AT

**WWW.EXPO.MOW.ORG**



**First 100 Online  
Registrants Receive a  
2004 Golfdom Cap!**

**EXPO**  
The International Lawn, Garden  
& Power Equipment Exposition

**2004**

**&  
Golfdom**



# Landscape MANAGEMENT

**AUGUST 2004**

This card is void after September 15, 2004

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

Signature:(required) \_\_\_\_\_ Date: \_\_\_\_\_  
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 \_\_\_\_\_

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 am and 5:00 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. Or, indicate so below.

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

**CONTRACTORS/SERVICE COMPANIES**

- 255 ☐ Landscape Contractors (Installation & Maintenance)  
260 ☐ Lawn Care Service Companies & Custom Chemical Applicators (ground & air)  
285 ☐ Irrigation Contractors & Consultants  
800 ☐ Other Contractors/Service Companies (please specify) \_\_\_\_\_

**LANDSCAPING/GROUNDS CARE FACILITIES**

- 290 ☐ Sports Complexes 295 ☐ Parks 305 ☐ Schools, Colleges & Universities  
825 ☐ Other Grounds Care Facilities (please specify) \_\_\_\_\_

**SUPPLIERS AND CONSULTANTS**

- 355 ☐ Extension Agents/Consultants for Horticulture 360 ☐ Sod Growers, Turf Seed Growers & Nurseries  
365 ☐ Dealers, Distributors, Formulators & Brokers 370 ☐ Manufacturers  
850 ☐ Other (please specify) \_\_\_\_\_

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

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

**3. Which of the following services does your company provide? (Fill in ALL that apply)**

**Maintenance/Services**

- A ☐ Mowing F ☐ Turf Fertilization C ☐ Tree Care  
B ☐ Turf Insect Control D ☐ Turf Aeration L ☐ Pond/Lake Care  
J ☐ Turf Weed Control E ☐ Irrigation Services N ☐ Snow Removal  
G ☐ Turf Disease Control H ☐ Ornamental Care O ☐ Other (please specify) \_\_\_\_\_

**Design/Build**

- I ☐ Landscape Design M ☐ Landscape Installation P ☐ Irrigation Installation  
K ☐ Paving/Deck/Patio Installation Q ☐ Other (please specify) \_\_\_\_\_

304RS

**4. Type of customer served? (Fill in ONE ONLY)**

- A ☐ Commercial B ☐ Residential C ☐ Both

**5. Which of the following landscape products do you purchase or specify? (Fill in ALL that apply)**

- B ☐ Blowers H ☐ Herbicides Y ☐ Ornamental/Nursery Products P ☐ Tractors  
C ☐ Chain Saws I ☐ Insecticides Z ☐ Pavers/Masonry/Bricks/Rocks Q ☐ Truck Trailers/Attachments  
U ☐ Engines W ☐ Irrigation Systems (Hardscape Materials) R ☐ Trucks  
V ☐ Erosion Control X ☐ Landscape Lighting 3 ☐ Seed/Sod S ☐ Turfseed  
F ☐ Fertilizers J ☐ Line Trimmers 1 ☐ Skid Steers T ☐ Utility Vehicles  
G ☐ Fungicides K ☐ Mowers N ☐ Spreaders 2 ☐ Water Features

**6. My firm's annual revenue is: (Fill in ONE only)**

- F ☐ More than \$4,000,000 B ☐ \$1,500,000 - \$1,999,999 D ☐ \$500,000 - \$999,999  
G ☐ \$2,000,000 - \$4,000,000 C ☐ \$1,000,000 - \$1,499,999 E ☐ Less than \$500,000

Publisher reserves the right to reject incomplete or non-qualified requests.

**LMSCPR**

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

AN ADVANSTAR PUBLICATION  
©2004 Advanstar Communications Inc. All rights reserved.

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

**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL

PERMIT NO 9335

BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE

**Landscape  
MANAGEMENT**

ADVANSTAR COMMUNICATIONS INC  
PO BOX 5152  
BUFFALO NY 14205-9836

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES





NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

## BUSINESS REPLY MAIL

FIRST-CLASS MAIL

PERMIT NO 9335

BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE

# Landscape MANAGEMENT

ADVANSTAR COMMUNICATIONS INC  
PO BOX 5152  
BUFFALO NY 14205-9836



# Landscape MANAGEMENT

AUGUST 2004

This card is void after September 15, 2004

I would like to receive (continue receiving)  
LANDSCAPE MANAGEMENT free each month:

☐ Yes ☐ no

Signature:(required)

Date:

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

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 am and 5:00 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. Or, indicate so below.

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

#### CONTRACTORS/SERVICE COMPANIES

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

#### LANDSCAPING/GROUNDS CARE FACILITIES

- 290 ☐ Sports Complexes 295 ☐ Parks 305 ☐ Schools, Colleges & Universities  
825 ☐ Other Grounds Care Facilities (please specify)

#### SUPPLIERS AND CONSULTANTS

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

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

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

### 3. Which of the following services does your company provide? (Fill in ALL that apply)

#### Maintenance/Services

- A ☐ Mowing F ☐ Turf Fertilization C ☐ Tree Care  
B ☐ Turf Insect Control D ☐ Turf Aeration L ☐ Pond/Lake Care  
J ☐ Turf Weed Control E ☐ Irrigation Services N ☐ Snow Removal  
G ☐ Turf Disease Control H ☐ Ornamental Care O ☐ Other (please specify)

#### Design/Build

- I ☐ Landscape Design M ☐ Landscape Installation P ☐ Irrigation Installation  
K ☐ Paving/Deck/Patio Installation Q ☐ Other (please specify)

304RS

### 4. Type of customer served? (Fill in ONE ONLY)

- A ☐ Commercial B ☐ Residential C ☐ Both

### 5. Which of the following landscape products do you purchase or specify? (Fill in ALL that apply)

- B ☐ Blowers H ☐ Herbicides Y ☐ Ornamental/Nursery Products P ☐ Tractors  
C ☐ Chain Saws I ☐ Insecticides Z ☐ Pavers/Masonry/Bricks/Rocks Q ☐ Truck Trailers/Attachments  
U ☐ Engines W ☐ Irrigation Systems (Hardscape Materials) R ☐ Trucks  
V ☐ Erosion Control X ☐ Landscape Lighting 3 ☐ Seed/Sod S ☐ Turfseed  
F ☐ Fertilizers J ☐ Line Trimmers 1 ☐ Skid Steers T ☐ Utility Vehicles  
G ☐ Fungicides K ☐ Mowers N ☐ Spreaders 2 ☐ Water Features

### 6. My firm's annual revenue is: (Fill in ONE only)

- F ☐ More than \$4,000,000 B ☐ \$1,500,000 - \$1,999,999 D ☐ \$500,000 - \$999,999  
G ☐ \$2,000,000 - \$4,000,000 C ☐ \$1,000,000 - \$1,499,999 E ☐ Less than \$500,000

Publisher reserves the right to reject incomplete or non-qualified requests.

LMSCPR

Save TIME and fax it: 416-620-9790

AN ADVANSTAR PUBLICATION  
©2004 Advanstar Communications Inc. All rights reserved.

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



## Controllers, Drip Emitters, Filters, Microsprinklers

Your Preferred Irrigation Provider



### Series TOP 12-outlet PC drip emitters:

Retrofit 1/2" riser, below or above grade with our self-cleaning 0.5, 1, 2 or 3 GPH for a wide range of applications.

**Series 500 battery operated controllers:** No wiring, waterproof solution to a power problem using our one, four or six station controllers.

**Series 4000 & X LEIT Ambient Powered controller:** Four to 28 station water management. Controls your irrigation system in any region, under any weather conditions, day or night using ambient light as the energy source.

**DIG CORPORATION** • 1210 ACTIVITY DR. • VISTA, CA 92081-8510  
760-727-0914 • 1-800-322-9146 • FAX 760-727-0282 • [www.digcorp.com](http://www.digcorp.com)

Circle 133



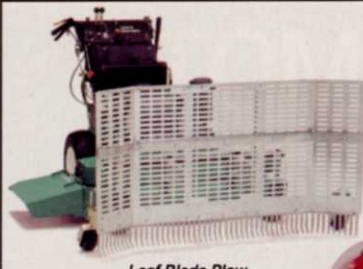
COMMERCIAL MOWER  
**INNOVATION**

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

Circle 135

## Jrco

Heavy-duty Attachments  
for Commercial Mowers



Leaf Blade Plow

Fall leaf clean-up attachments  
attach to JRco mount  
bar with clevis pins



Blower Buggy Carrier

Call for dealer **800.966.8442**

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

Circle 134

## AerWay®

Turf experts agree regular aeration  
is the one thing that will immediately  
improve health and vigor.

**Expand your business with Municipal &  
School Sports Turf Maintenance**



Minimum time - Maximum benefit - for Cost effective contracting

Deep tine "venting" aeration every two weeks will  
improve drought resistance, reduce weed pressure, and  
produce a resilient playing surface that will bounce back  
from the pressures of daily play.

**Only AerWay® lets you aerate and play right away!**  
AerWay® systems start at \$3000.00

for further information call **1-800-457-8310**

**Advanced Aeration Systems**

[www.aerway.com](http://www.aerway.com) email: [aerway@aerway.com](mailto:aerway@aerway.com)

Circle 136



# PROMOTE Your Business

## Custom & Affordable

- Stuffers • Flyers • Postcards
- Brochures • Promotional posting signs
- Newsletters • Door hangers

Call today for a free folder of sample layouts & images  
RND Signs 800-328-4009 or visit [www.rndsigns.com](http://www.rndsigns.com)

Circle 137

## INTRODUCING

# FLUSHING CROSS

## SPRINKLER TOOL

- Easy Access to Riser Stem
- Flush Water In Any Direction
- Dirty Water Can't Flow Back into Open Stem
- Works on Most Plastic Pop-Up Heads

**\$549**  
12 YEAR DISTRIBUTION

VALVETTE SYSTEMS CORPORATION  
[www.valvettesystems.com](http://www.valvettesystems.com)

(866) 200-8590

© & TM 2003 VALVETTE SYSTEMS

Circle 138

## THE WALKER BY WALKER



Walker Manufacturing introduces the Walker by Walker—a compact, mid-size, walk-behind mower. The 15-hp Kawasaki engine runs all Walker side-discharge and mulching decks up to 56 inches, including the deck tilt-up function. Proven Walker engineering such as a simple, unique forward speed control and easy steering, flexible deck suspension (using a castoring tail wheel), a manually-tensioned PTO clutch, efficient use of weight, compact overall dimensions, and sturdy construction are all incorporated into the Walker.

# WALKER MOWERS

5925 E. Harmony Road • Fort Collins, CO 80528  
(970) 221-5614 • [www.walkermowers.com](http://www.walkermowers.com)

Circle 139

North  
America's  
Largest Lawn Care  
Franchise Company!

# Weed Man®

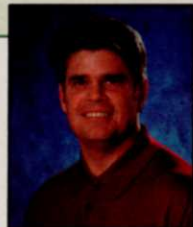
## Why are Industry Professionals Embracing the Weed Man Opportunity?

- Our Industry leaders act as consultants united in a common cause — your growth and success.
- You become a part of an exciting strong alliance of dealers dedicated to high standards and maximizing your opportunity.
- WEED MAN offers proven systems, backed by unmatched support that enhances your productivity and profits.

"After researching several lawn care franchises, it was obvious Weed Man was the best choice for Hillenmeyers. We made our decision based on their products that are superior to what we were able to provide to our customers. Their management systems are very easy to use in addition to providing excellent information.

I believe the biggest asset from Weed Man is the dealer support we receive to help us make this opportunity a success."

Stephen Hillenmeyer,  
Hillenmeyer Nurseries



**Call Now to See if the Weed Man Opportunity is Right for You!**

**1-888-321-9333 • [www.weed-man.com](http://www.weed-man.com)**

Circle 140



### ALCA / p67

800/395-ALCA  
www.alca.org

### ASIC / p66

312/372-7090  
www.asic.org

### Amigos / p20

Circle # 113  
877/326-4467  
www.amigos-inc.com

### Ariens Stens Gravelly/ cv3

Circle # 102  
800/678-5443  
www.ariens.com

### Auburn Consolidated Ind / p29

Circle # 116  
402/274-8600  
www.everridemowers.com

### Bayer Corp / p15

Circle # 111  
919/549-2000  
www.bayer.com

### Bayer Corp / (reg) p52, 53

Circle # 124/125  
919/549-2000  
www.bayer.com

### Bayer Corp / (reg) p63

Circle # 130  
919/549-2000  
www.bayer.com

### Beacon Ballfields / p10

Circle # 108  
800/747-5985  
www.ballfields.com

### Bobcat Co / p25

Circle # 115  
701/241-8700  
www.bobcat.com

### Chevrolet Truck / p27

313/556-5000  
www.chevrolet.com

### Dig Corp / p75

Circle # 133  
800/322-9146  
www.digcorp.com

### Evergreen Fnd / p70

Circle # 111  
877/758-4835  
www.projectevergreen.com

### Ewing Irrigation Prod / p54

Circle # 126  
800/343-9464  
www.ewing1.com

### Express Blower Inc / p19

800/285-7227  
www.expressblower.com

### F M C Corp/ p16

Circle # 123  
215/299-6000  
www.fmc.com

### F M C Corp/ (reg) p31

Circle # 117/118  
215/299-6000  
www.fmc.com

### Ferris Ind Inc / p7

Circle # 105  
800/933-6175  
www.ferrisindustries.com

### Ferris Ind Inc / p75

Circle # 135  
800/933-6175  
www.ferrisindustries.com

### Force America / p61

Circle # 129  
888/993-6723  
www.forceamerica.com

### Ford Motor Co / p2-3

800/392-3673  
www.ford.com

### Forestry Suppliers Inc / p60

Circle # 128  
800/647-5368  
www.forestry-suppliers.com

### G M C Truck / p43

800/462-8782  
www.gmc.com

### Green Ind Expo / p55

888/303-3685  
www.gieonline.com

### Company Page #

ALCA	13, 17
BCS	59
Blec USA	58
Bucks Fabricating	70
Caterpillar	58
CoCal Landscape	26
Davey Tree	18
Deere	58
Desert Mesa Landscps & Designs	23
DeVisser Landscape Services	24
Dickerson Landscaping	28
DiSabatino Landscaping	28
Dixon Industries	19
Echo	58
Ewing Irrigation	18, 20
FEMCO, Inc.	19
First Products	59
Georgia-Pacific Resins, Inc.	20

Grassroots Consulting	41
GreenScapes Landscape Co.	20
Green Earth Landscaping	20
Howard Price Turf	44
Husqvarna	66
Hydro Environmental	24
JP Horizons	32
JRCO	44, 66
John Deere	69
Kawasaki Motors Corp.	57
LESCO, Inc.	50, 51
Mackissic	61
Mantis	59
NIOSH	19
OSHA	13
OPEI	20
PBI/Gordon	18
PLCAA	17
The Pattie Group	26

Polaris Industries	44
ProGreen International	28
ProSource One	20
Pursell Industries	20
Redexim Charterhouse	69
RedMax	61
Remington	68
Roundtree Landscaping	24
Scag Power Equipment	19
Seymour	60
Shindaiwa	44
Synthetic Lawns International	22, 28
Tanaka	70
Tiger Line Equipment	69
Toro	60
Tranquil Settings	23
Universal Industries	28
Unverferth	61
Verdicon	20, 66
Woods Equipment Co.	60, 68
Yards R Us	23
STMA	18

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



# Events

RESOURCES

WHAT, WHEN & WHERE

## Holland Equip / p75

Circle # 136  
888/290-7377  
[www.newholland.com](http://www.newholland.com)

## Husqvarna / cv2-1

Circle # 101  
800/438-7297  
[www.husqvarna.com](http://www.husqvarna.com)

## Irrigation Assoc / p71

703/573-3551  
[www.irrigation.org](http://www.irrigation.org)

## J R C O Inc / p75

Circle # 134  
800/966-8442  
[www.jrcoinc.com](http://www.jrcoinc.com)

## John Deere and Co / p4

Circle # 104  
309/765-8000  
[www.deere.com](http://www.deere.com)

## John Deere Const / cv4

Circle # 103  
800/333-7357  
[www.deere.com](http://www.deere.com)

## Lebanon Turf Prod / p47

Circle # 120  
800/233-0628  
[www.lebturf.com](http://www.lebturf.com)

## Otterbine Barebo Inc / p59

Circle # 127  
800/237-8837  
[www.otterbine.com](http://www.otterbine.com)

## PA Landscape & Nursery / (reg) p51

Circle # 143  
800/898-3411  
[www.plna.com](http://www.plna.com)

## Pennington Seeds Inc / p68

Circle # 131  
800/285-7333  
[www.penningtonseed.com](http://www.penningtonseed.com)

## Pro Source One / p10

Circle # 107  
877/350-3999  
[www.prosourceone.com](http://www.prosourceone.com)

## Quality Diamond Tools / p69

Circle # 132  
800/285-0163

## R N D Signs/ p76

Circle # 137  
800/328-4009  
[www.rdsigns.co.uk](http://www.rdsigns.co.uk)

## Rain Bird / p45

Circle # 142  
520/741-6100  
[www.rainbird.com](http://www.rainbird.com)

## Symbiot / p12

Circle # 110  
866/223-9049  
[www.symbiot.biz](http://www.symbiot.biz)

## Syngenta / p9

Circle # 106  
800/759-4500  
[www.syngenta.com](http://www.syngenta.com)

## Turf Seed Inc / p21

Circle # 121  
800/247-6910  
[www.turf-seed.com](http://www.turf-seed.com)

## Turfco Mfg Inc / p11

Circle # 109  
800/679-8201  
[www.turfco.com](http://www.turfco.com)

## Valvette Systems Co / p76

Circle # 138  
866/200-8590  
[www.valvettesystems.com](http://www.valvettesystems.com)

## Walker Mfg Co/ p76

Circle # 139  
800/279-8537  
[www.walkermowers.com](http://www.walkermowers.com)

## Weed Man / p76

Circle # 140  
416/269-5754  
[www.weed-man.com](http://www.weed-man.com)

## Husqvarna Leadership Insights / p33-40

800/438-7297  
[www.husqvarna.com](http://www.husqvarna.com)

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

## August

### 18 OSU/OTF Turfgrass Research

Field Day / Columbus, OH;  
888/683-3445

### 19 Ohio Lawn Care Diagnostic Seminar /

Columbus, OH;

800/510-5296

### 19-21 Summer Green Show /

Greensboro, NC; 919/816-9119

### 20 INLA 2004 Field Day /

Charles City, IA; Sponsored by the Iowa Nursery & Landscape Association; 816/233-1481;  
[www.iowanla.org](http://www.iowanla.org)

### 21 ILCA Certified Landscape

Technician Exam / Joliet, IL; Sponsored by the Illinois Landscape Contractors Association; 630/472-2851; [www.ilca.net](http://www.ilca.net)

## September

### 1 Nursery, Landscape & Urban

Forestry Field Day / Virginia Beach, VA; Sponsored by the Virginia Nursery & Landscape Association; 800/476-0055

### 9-10 Southwest Horticultural

Trade Show & Conference / Phoenix, AZ; 480/966-1610;  
[www.azna.org](http://www.azna.org)

### 14 Clemson University Annual

Turfgrass Field Day / Clemson, SC; 803/957-0616

### 20-23 NAWMA Conference &

Trade Show / Rapid City, SD; Sponsored by the North American Weed Management Association; 970/887-1228

### 22-23 Western Expo /

Las Vegas, NV; 800/748-6214;  
[www.westernexpo.com](http://www.westernexpo.com)

### 24-26 International Lawn, Garden & Power Equipment

Expo / Louisville, KY; 800/558-8767; [www.expo.mow.org](http://www.expo.mow.org)

### 29 Effectively Managing Palms /

Brea, CA; 949/454-2409

### 30-1 FNATS Short Course /

Orlando, FL; Sponsored by the Florida Nursery & Allied Trades Show; 800/375-3642

## October

### 1-2 Middle Tennessee Nursery

Trade Show / McMinnville, TN; 931/668-7322; [www.mtna.com](http://www.mtna.com)

### 5 OTF Annual Golf Tournament /

Dublin, OH; 888/683-3445

### 6 Transplanting Palm Trees in the Urban Landscape /

Brea, CA; 949/454-2409

### 6 Demo Day & Knowledge

Network Event / Frank Liske Park, Concord, NC; 910/695-1333;  
[www.ncturfgrass.org](http://www.ncturfgrass.org)

### 8-9 Turfgrass, Landscape and Equipment Expo /

Pomona, CA; Sponsored by the Southern California Turfgrass Council; 800/500-7282; [www.turf-council.org](http://www.turf-council.org)

### 10-21 Garden Expo /

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



## ADVERTISING INFORMATION:

Call Brian Olesinski at  
800-225-4569 x2694  
or 440-891-2694,  
Fax: 440-826-2865, E-mail:  
bolesinski@advanstar.com



## BUSINESS FOR SALE

### LANDSCAPE CONSTRUCTION COMPANY

Well Established  
20-year Landscape Company  
Boston, Massachusetts Area.

Annual volume \$3.5-\$4.0 million!

Company breakdown:

- 75% Construction
- 10% Maintenance
- 15% Snow Operations

Highly recognized, well-managed and organized operation with a meticulous fleet of over 50 pieces of equipment. Will sell with or without the real estate, which has all the necessary provisions for repairs and parking.

NASH & COMPANY

Contact Mr. Kurt Lawson: 1-508-428-1201  
Fax: 1-508-428-9586

### 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

◆ \$1,600,000 ◆

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

### Landscape Business for sale in Southern Oregon

Regional leader. Gross \$1.3 million. Profits above industry average. Financials flawless.  
cynthia@scherrconsults.com

## BUSINESS OPPORTUNITIES

### LAWN DOCTOR

The cure for the common job.  
Existing, successful Lawn Doctor Franchise  
In Chicago suburbs- NOW FOR SALE.  
Fully equipped, Turn-Key. Excellent demographic area. Six figure gross sales. Huge growth potential.  
Asking \$260,000. Reasonable offers considered.

Please call Joe Farber at Lawn Doctor's  
National Headquarters: 800-631-5660, Ext. 228.

- 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 Classifieds*, LM Box # \_\_\_\_\_  
131 W. First St., Duluth, MN 55802-2065. (please include LM Box # in address).

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

## BUSINESS OPPORTUNITIES (CONT'D)



### Back-Yard Putting Greens

Synthetic greens are one of the fastest  
growing segments of the \$50 Billion  
a year golf industry

Reasons to call us:

- Huge Profit Center - Up To 65%
- Easy Year Round Install Process
- Carry NO Inventory
- Excellent Add-On Service
- Utilize Existing Equipment
- Buy Manufacturer Direct - Save 70%
- Many Extras

**FREE  
VIDEO**

**800-334-9005**  
**www.allprogreens.com**

### BIDDING STRATEGIES

#### LAWN PROFESSIONALS Take Notice

- 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 ..... \$34.95
- Telephone Techniques ..... \$24.95
- Selling & Referrals ..... \$44.95

Take advantage of our **★ Buy 4 or More & Save!**  
experience and improve your  
opportunities for success. Our lawn service was  
recently rated in the **TOP 10 Nationally**.

#### PROFITS UNLIMITED

Call 800-845-0499

**www.profitsareus.com**



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

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



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



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

The Best in Synthetic Golf Facilities

Call the Putting Green Pros

Toll Free 877-881-8477

**www.theputtinggreengroup.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.

182 Homestead Avenue, Rehoboth, MA 02769

**708-744-6715 • Fax 508-252-4447**

E-mail **pbcmello1@aol.com**

**PUT THE DYNAMICS OF CLASSIFIED ADVERTISING TO WORK FOR YOU!**



## FOR SALE

**TURBO TURF**  
**HYDRO SEEDING SYSTEMS**



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

**HERITAGE BUILDING SYSTEMS®**  
800.643.5555  
[heritagebuildings.com](http://heritagebuildings.com)

Call us with our competitors' quote. If we can't beat it, we will send you a Visa Gift Card for a dinner for two.

**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".  
\$97 + \$6.75 s/h. CA add 7.75% tax. (Checks delay shipment 3 weeks.) VISA, MasterCard, or Money Orders shipped next day. FREE BROCHURE

Local 916-687-7102  
TOLL FREE 877-687-7102  
[www.americanstampco.com](http://www.americanstampco.com) 12290 Rising Road LM, Wilton, CA 95693

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

## HELP WANTED

### LANDSCAPE DESIGNER/SALES CONSULTANT

A dynamic, growing and full service high-end residential landscaping company in Northern Virginia is looking for an energetic sales representative with experience in the landscaping industry.

This person will be a highly-motivated, industry-knowledgeable, sales professional that will assist with the expansion of our customer base and service existing customers.

Responsibilities include the identification and conversion of leads, meeting with clients to develop a landscaping plan/design, effectively managing the client-company relationship, analyzing customer needs and assessing job sites for future services. A landscape designer is preferred.

If you believe that you have the knowledge, experience and capabilities to assist us in meeting our sales goals with an opportunity for unlimited compensation, please fax your resume to  
703-734-1438,  
or email [terrij.morris@verizon.net](mailto:terrij.morris@verizon.net)

## HELP WANTED (CONT'D)

**SAN DIEGO, CALIFORNIA**  
**CAREER OPPORTUNITIES**  
**IN LANDSCAPE MANAGEMENT**  
Commercial Installation & Maintenance

**HIRING**  
• Irrigation Technicians • Crew Leaders  
• Supervisors • Account Managers  
• Branch Managers • Project Managers

**CONTACT**  
Fax 858-513-7191  
e-mail: [craigm@benchmarklandscape.com](mailto:craigm@benchmarklandscape.com)  
[www.benchmarklandscape.com](http://www.benchmarklandscape.com)

**Benchmark** "Setting the Standard"  
Landscape, Inc.

### GROWTH OPPORTUNITIES AVAILABLE

**Viking Termite & Pest Control, Inc.,**  
an industry leader, is seeking enthusiastic career minded individuals to join our team.  
If you are interested in a management position, sales, customer service, or technician position, please forward your resume and salary requirements to:  
[careers@vikingpestcontrol.com](mailto:careers@vikingpestcontrol.com)  
Fax: (732) 563-0400  
Viking maintains a drug free policy.  
Field positions require a good driving record.  
EOE

**FLORAPERSONNEL, INC.**  
In our third decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide.  
Retained basis only.  
Candidate contact welcome, confidential and always FREE.  
1740 Lake Markham Road  
Sanford, FL 32771  
407-320-8177 • Fax: 407-320-8083  
E-mail: [hortssearch@aol.com](mailto:hortssearch@aol.com)  
[www.florapersonnel.com](http://www.florapersonnel.com)

### 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)



### HURRY!

If your ad isn't here, call  
Brian Olesinski  
(800) 225-4569 x2694

### TRUGREEN LandCare™

Seeking Highly Qualified Landscape Professionals  
**We're Expanding Our Operations in 2004!**  
Excellent Management Opportunities throughout the entire East Coast

**REGIONAL MANAGER**  
**BRANCH MANAGERS**  
**INSTALL/MAINTENANCE MANAGERS**  
**SALES REPRESENTATIVES**  
**SUPERVISORS**

Excellent compensation, bonuses and incentives, company vehicle, complete benefits package and much more!

Fax resume to 301-924-7782  
or E-mail [Ron\\_Anduray@landcare.com](mailto:Ron_Anduray@landcare.com)

### PLANT HEALTH CARE TECHNICIAN DULLES, VA

Seeking an experienced Integrated Pest Mgmt/Plant Healthcare Technician to Manage and Implement IPM/PHC programs. Must have background and Experience in Plant & Insect diagnostics and carry out treatments, ability to manage 1-2 assistants, time management skills & pesticide control knowledge. Must possess the ability to work in a fast paced, energetic environment. Valid CDL and pesticide applicators license preferred. Benefits include Health/Life Insurance, Paid Vacation/Personal days, profit sharing, 401k Employee stock ownership, competitive compensation.

Please submit resume via email to  
Shannon Byrne, [sbyrne@thecareoftrees.com](mailto:sbyrne@thecareoftrees.com)  
or via fax at 610-239-7576.

### 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  
5 Concourse Parkway, Suite 3000, Atlanta, GA 30328

### LANDSCAPE MANAGEMENT OPPORTUNITIES

Wheat's Lawn & Custom Landscape, a \$9 million residential landscape firm in Northern Virginia since 1978, has positions available for **MANAGERS, ASSISTANT MANAGERS 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
- Vacation/Holidays

Wheat's Lawn & Custom Landscape, Inc.  
8620 Park St., Vienna, VA 22180  
[www.wheats.com](http://www.wheats.com)

Fax: 703-641-4792 • Email: [wheats@wheats.com](mailto:wheats@wheats.com)



## 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)

### GOTHIC LANDSCAPE, INC.

An established landscaping firm that is dedicated to creating long-term relationships with clients by providing the best possible service. We are one of the largest landscape contractors in the southwestern U.S., operating in CA, AZ and NV. The company specializes in landscape construction and maintenance for residential master-planned community developers, public works and industrial commercial developers. We offer excellent salary, bonus and benefits package.

Outstanding career opportunities exist in each of our fast-growing branches for:

- Sales
- Estimators
- Account Managers
- Supervisor
- Senior Foremen
- Irrigation Tech

For more information, contact:  
Elisabeth Stimson, Human Resources Director  
E-mail: [estimson@gothiclandscape.com](mailto:estimson@gothiclandscape.com)  
Ph: 661-257-1266 x204 • Fax: 661-257-7749

### SALES REPRESENTATIVES WANTED

Expanding Oregon nursery growing Specimen/container trees & shrubs is seeking knowledgeable, motivated independent sales representatives to market to the Rocky Mountain, Southeast U.S. and East Coast Areas.

Write LM Box #100.

### MANUFACTURER'S REP

Cutler Malone Industries has developed a line of pneumatic fertilizer sprayers and are looking for established manufacturer's reps. This product has been successfully sold throughout Florida to landscaping, nursery and grove operations. We are now looking to establish territories throughout the southeast.

For an information package, please contact us at: 954-873-2820 or [cuttermalone@comcast.net](mailto:cuttermalone@comcast.net)

## SERVICES

### Vanity, Toll Free & Shared Use Numbers for Your Landscape Business

Great Advertising



Easy to Remember

Examples of toll-free numbers available:  
800-ONLY-LANDSCAPING • 866-WEED-CONTROL  
888-LAWNS-HELPED • 888-LAWNS-GROOMED

For more information or to contact us

Web: [www.advertisetollfree.com](http://www.advertisetollfree.com)  
Ph: 1-800-Mr-Telephone (800-678-3537)  
email: [SearchForNumbers@AdvertiseTollFree.com](mailto:SearchForNumbers@AdvertiseTollFree.com)

**REPEATING an ad ensures it will be seen and remembered!**

### THREE WAYS TO REPLY TO BLIND BOX #'S

#### MAIL TO:

Landscape Management Magazine,  
LM Box #, 131 W. First St.,  
Duluth, MN 55802

OR YOU CAN SEND YOUR BLIND BOX REPLY VIA EMAIL OR FAX

EMAIL: [blindbox@advanstar.com](mailto:blindbox@advanstar.com)

or

FAX: 218-723-9683

Don't forget to include the magazine name and blind box number in your correspondence!!

### • BRANCH MANAGER •

If you are looking for a career opportunity to join a proactive, progressive, well established and fun company to work with, this is it!

Hillenmeyer Landscape Services located in Lexington, KY has an immediate opening as Branch Manager in Commercial, Residential and Equine Division. The job requires experience in managing people, customer interaction and computer skills.

EMAIL [MISSY@HILLENMEYERS.COM](mailto:MISSY@HILLENMEYERS.COM)  
PHONE 859-255-1091  
FAX 859-255-8789  
WWW.HILLENMEYERS.COM

## SOFTWARE



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

### PhoneCenter Software

Never forget to call a customer back or lose another phone message! Works with Caller ID to track all incoming phone calls into a database.

Schedule appointments with easy-to-use drag and drop calendar. Route appointments with MS MapPoint. Synchronize customer information to QuickBooks!

View demo at [www.PhoneCenterSoftware.com](http://www.PhoneCenterSoftware.com)  
or call Tree Management Systems, Inc.  
at 1-800-933-1955

**Use Color to Enhance Your Ad!**

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

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

### GROUNDSCKEEPER PRO

BUSINESS SOFTWARE

Invoicing  
Scheduling  
Routing  
Estimating



[www.adkad.com/LM.htm](http://www.adkad.com/LM.htm) : 1-800-586-4683

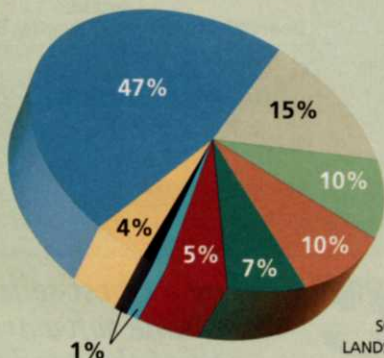




## 2002 WISCONSIN GREEN INDUSTRY

### PRODUCER SECTOR, RECEIPTS BY SERVICE

GREEN SERVICE	RECEIPTS (\$)
Landscape Installation	382,550,000
Landscape/Lawn/Garden Maintenance	125,790,000
Landscape Architecture, Design, or Planning	82,890,000
Tree and Shrub Service	78,660,000
Fertilizer/Pesticide Application for Customers	55,800,000
Irrigation Installation/Maintenance	43,420,000
Florist Services	9,800,000
Interiorscape	4,820,000
Other	35,720,000
<b>Totals</b>	<b>819,450,000</b>



SOURCE: WISCONSIN LANDSCAPE FEDERATION

## 2003 T&O CHEMICALS MARKET

Category	\$\$ (millions)	%
Fungicides	212	32
Insecticides	181	27
Herbicides (post)	116	18
Herbicides (pre)	119	18
PGRs	34	5

SOURCE: SPECIALTY PRODUCTS CONSULTANTS, LLC

## HOME OWNERS SKIMP ON FIRST-YEAR FIX-UPS

A March survey conducted by the Home Improvement Research Institute showed that just 22% of new home buyers do landscape projects in the first year. These projects include seeding lawns, purchasing or relocating plants, installing mulch and building fences and retaining walls. Only 7% of those who sold a home prior to moving reported making landscape improvements to the old home to improve its value. New home buyers spent an average of \$7,000 in home improvements in the first year.



## THE GREEN INDUSTRY'S ECONOMIC IMPACT ON VIRGINIA

Virginia's Green Industry provided more than 23,300 jobs in 2002

The state's economy benefits from the industry's \$175 million per year contribution

Total gross receipts from Virginia's Green Industry in 2002 were \$1.1 billion

Market value of land, structures, and equipment relating to the horticultural industry was \$898.5 million in 2002

The total area of covered nursery space in 2002 was more than 17 million square feet

The horticultural industry is the fourth largest in the state of Virginia

**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 \$6.50 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 55806-6198. Canadian G.S.T. number: R-124213133RT001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.



Copyright ©2004 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.





# A PROFITABLE NEW VISION

NEW!  
Only from  
**GRAVELY**

Introducing the new EYE-Q™ Productivity System: cutting edge technology that keeps you cutting.

The NEW state-of-the-art EYE-Q™ Productivity System\* helps make downtime and unnecessary maintenance a thing of the past.

As a standard feature on all 100- and 200-Series Gravely riding mowers, the EYE-Q™ Productivity System does everything from assessing equipment maintenance needs to analyzing time management. It's safe to say this ingenious device is sure to give your bottom line a high-tech boost.

Think of the EYE-Q™ Productivity System as your personal, profit-generating assistant. (And it's only available from Gravely.)

For more information on how the Gravely EYE-Q™ Productivity System will help you grow your business, call your local Gravely dealer or visit us online at [www.gravelye-q.com](http://www.gravelye-q.com).



\*Patent pending. © 2003 Ariens Company. Made in the U.S.A.





# "Showoff"

Need a skid steer that's not afraid to strut with your stuff? Get a new 300 Series Skid Steer. Its optimal 60/40-weight distribution, low center of gravity, long wheelbase, and high ground clearance deliver unsurpassed balance and agility. But getting there is only half the battle. Deere skid steers also excel at putting material in its place with a patented vertical-lift boom that delivers exceptional lift height and reach. And numerous Worksite Pro™ attachments put a wide variety of material-handling tasks easily within your grasp. Stop by today and check out all five Deere skid steers. We'll be glad to show you what they can do.

