

Employee
incentive tips

MULCH BLOWERS

Insect
control basics

Landscaping

SOLUTIONS FOR A GROWING INDUSTRY

MANAGEMENT

MARCH 2004 / www.landscapemanagement.net



Advice *for a price*

The reasons why you can't afford NOT
to pay for professional business coaching



H Husqvarna

FEEL THE

A TOTAL LINE OF SUPERIOR LANDSCAPER EQUIPMENT



BAM MOWERS

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



GEAR & HYDRO DRIVE WALKS

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



SMALL, INTERMEDIATE & LARGE ZTH MOWERS

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



AERATORS

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



SOD CUTTER

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



DETHATCHERS

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

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

qvarna

THE FOREST, LAWN & GARDEN
EQUIPMENT OF



POWER.



HEDGE & POLE TRIMMERS

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



HAND-HELD AND BACKPACK BLOWERS

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



CHAIN SAWS

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



TRIMMERS AND EDGERS

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

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

Circle 101

PERFORMANCE.

 **Husqvarna**

© 2004 Husqvarna



You can count the number of applications on one finger.

smivpeth®



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.



Barricade®
Herbicide

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.

NEED SPEED?



Start Fast...Finish Faster

SpeedZone® – advanced chemistry for broadleaf weed control in turf.

University tests and field trials have consistently shown fast control of tough weeds such as clover, plantain, ground ivy and spurge.

SpeedZone® also gives you a big lead on easy-to-control weeds like dandelions. Get your weed control program on the fast track with SpeedZone® Broadleaf Herbicide For Turf.



- Visible results in just 24 hours
- Fast-acting, cool-weather performance
- Clover control in as little as one week
- Rain-fast in 3 hours
- Low odor formulation
- Sites include home lawns, golf courses, commercial property, schools and many other turf sites.
- CAUTION signal word



An Employee-Owned Company

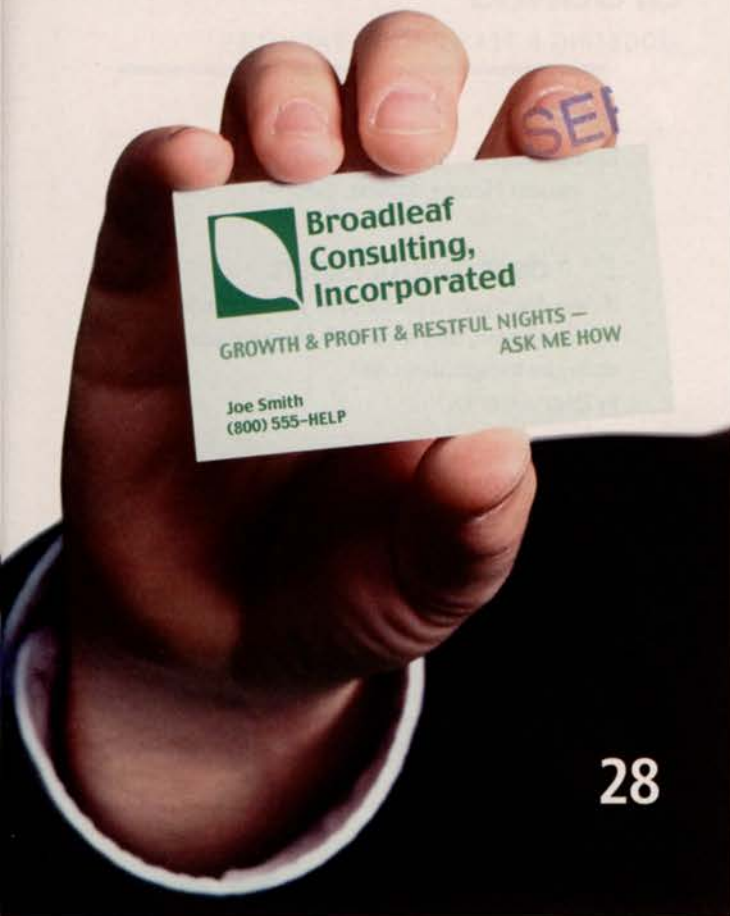
1-800-821-7925
pbigordon.com

SpeedZone®
BROADLEAF HERBICIDE FOR TURF

Always Read and Follow Label Directions.

Contents

MARCH 2004 / ISSUE #3 / VOLUME 43



28

Business

OPERATIONS ► MANAGEMENT ► MARKETING

13 On the Record

Takes these ideas; use them

BY RON HALL / Editor-in-Chief

14 Best Practices

Cut costs? No, build.

BY BRUCE WILSON



16 In the Know

ALCA honors NYC heroes, MD lawn pros oppose tax bill, PLCAA Management Forum a success

28 Advice for a price

The reasons why you can't afford NOT to pay for professional business coaching

BY RON HALL

36 The case for employee incentives

Identify and reward those performers who exceed their position's key success drivers

BY TOM OYLER

42 Solutions Center

Be a pruner powerhouse

44 Business Ideas

Know everything about clients

BY JUDY GUIDO

46 My Way

Turn employees into marketers

BY JON CUNDIFF

48 Inside the Owner's Head

From used car salesman to great landscaper

BY JASON STAHL / Managing Editor



Technology

RESEARCH ► EQUIPMENT ► CHEMICALS

50 Innovations

54 From the Shop

Sharp blades not enough

BY HARRY SMITH

Contents



Grounds

BUDGETING ► PERSONNEL ► FACILITIES

92 PGMS

Doing things the organic way at Post Ridge Apartment Homes, Atlanta, GA

94 Be a deer control expert

If deer don't pose a problem to your grounds operation now, they soon will. Here are some strategies to fight them off

BY JOHN VAN ETEN

100 A major score

This Texas-sized renovation involved 75 truckloads of turfgrass . . . and caused a few sleepless nights

Technology (continued)

59 Insect control for a new era

The latest findings from researchers developing environmentally sound approaches to pest management

BY RICK BRANDENBURG, PH.D.

68 Nice job, nematodes

Until recently everybody poo-poo'ed nematodes in fighting turf pests. Now attitudes are changing

BY PARWINDAR GREWAL, PH.D.

83 PGRs to the rescue

If you're not using PGRs to slow the growth of turf and ornamentals, you're missing out on a real time and labor saver

BY RON HALL

88 LM Reports: Mulch blowers & equipment

BY CURT HARLER



90 Ask the Expert

Scale back, mulch fungi

BY BAL RAO, PH.D.

Resources

PRODUCTS ► EVENTS ► FYI

104 Products

108 FYI: Ad Index

109 Events

120 Statistics



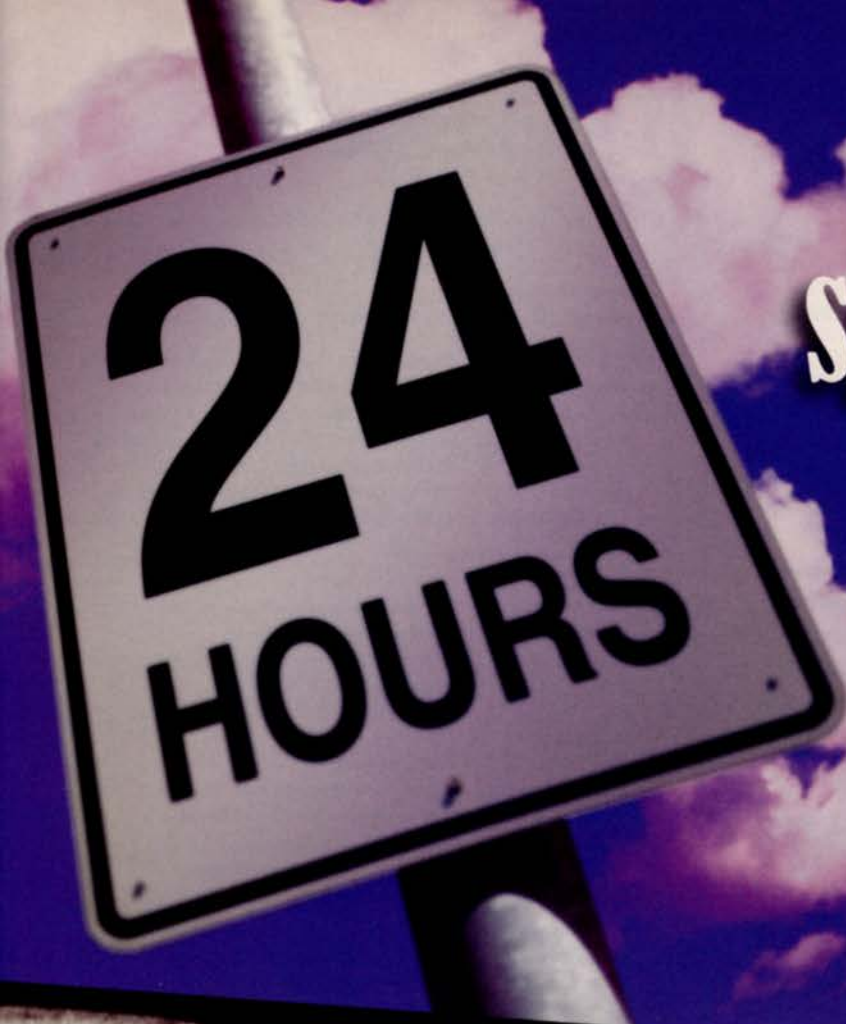
Inside

Leadership Insights

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

75





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.



© 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



Contributors

BUSINESS

WHO'S WHO IN LM



Rick Brandenburg, Ph.D. is a Professor of Entomology and the Co-Director of the Center for Turfgrass Environmental Research and Education at North Carolina State University. His research and extension efforts focus on environmentally sound and cost effective means to manage a wide range of insect pests on both cool and warm-season turfgrasses. He's invited to speak at numerous conferences across the country each year and also teaches a full-day seminar called "Advanced Management of Warm Season Insect Pests" at the annual conference of the Golf Course Superintendents Association of America. He has spoken in foreign countries such as Singapore, Australia, Indonesia, Argentina, France, Scotland and South Africa. His expertise is best put to use when involved in more important things like coaching his three kids in baseball, softball and basketball as well as cleaning up after the dog in the front yard. And no, Dr. Brandenburg doesn't have an insect collection.

Tom Oyler is the architect, founder and former president of U.S. Lawns, Inc. and has vast experience as an entrepreneur, franchise executive and landscape contractor. Prior to establishing U.S. Lawns, he founded The Oyler Bros. Companies, a Florida-based landscape and construction organization, Central Florida Marine, and Sunshine State Cypress, Inc. A two-time nominee for the International Franchise Association's Entrepreneur of the Year award, he was also recognized by the City of Orlando as its Businessman of the Year. He also speaks on human dynamics, market positioning, customer service and branding. His commitment to industry professionalism is reinforced through affiliations with the American Landscape Contractor's Association, Professional Lawn Care Association of America, Responsible Industry for a Sound Environment, Florida Irrigation Society and the International Franchise Association.



Parwinder Grewal, Ph.D. is Associate Professor with the Department of Entomology at The Ohio State University. Despite earning his Ph.D. from the University of London in 1990, he does not have a British accent. His research interests encompass ecosystem level approaches to pest management with current emphasis on the interactions among trophic levels in turfgrass. Much of the work in his laboratory is focused on microbial control of arthropods with fungal endosymbionts of grasses, and entomopathogenic and molluscicidal nematodes.

John Van Etten is a deer, er, dear man. When people hear his name, they think of deer. Why? Because a 17-year battle with plant-ravaging deer at Mohonk Mountain House resort in New Paltz, NY made him the foremost expert in deer control. He left the deer behind recently to become Landscape Manager for Hoffman Development, owner of Jiffy Lube. It's at the Jiffy Lube sites that he surprises people by planting heirloom varieties of seeds — they'll call and demand, "What is this type of plant?" Van Etten earned a degree in ornamental horticulture from the State University of New York-Uster. He joined PGMS in 1994 and has served as president of the association's Northeast Branch.



Landscape MANAGEMENT

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

Editorial staff

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

Reader advisory panel

DEBBY COLE	Greater Texas Landscapes / Austin, TX
JOHN GACHINA	Gachina Landscape Management / Menlo Park, CA
DR. BEN HAMZA	TruGreen-ChemLawn / Delaware, OH
BILL HOOPEES	Scotts Lawn Service / Marysville, OH
FRED HASKETT	U.S. Lawns / St. Louis, MO
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
RICK KIER	Pro Scapes / Jamesville, NY
GARY LASCALEA	GroGreen / Plano, TX
MILTON HALLMAN III	Sylvan Abbey Memorial Park / Clearwater, FL
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DR. BARRY TROUTMAN	ValleyCrest Companies / Sanford, FL
GEORGE VAN HAASTEREN	Dwight-Englewood School / Englewood, NJ
BRIAN VINCHESI	Irrigation Consulting / Pepperell, MA

Business staff

Group Publisher	TONY D'AVINO / 440/891-2640 / tdavino@advanstar.com
Admin. Coordinator	MINDY MOCZULSKI / 440/891-2734 / mmoczulski@advanstar.com
Production Manager	JILL HOOD / 218/723-9129 / jhood@advanstar.com
Production Director	ROSY BRADLEY / 218/723-9720 / rbradley@advanstar.com
Circulation Manager	JESSICA BORGREN / 219/723-9356 / jborgren@advanstar.com
Green Book Coordinator	CANDACE HAUSAUER / 218/723-9175 / chausauer@advanstar.com

Advertising staff

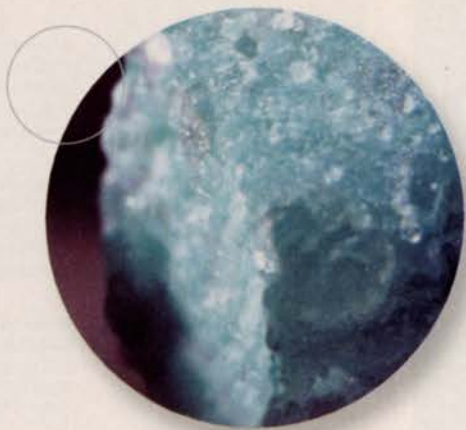
Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Associate Publisher	KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675 kstoltman@advanstar.com
National Account Manager	PATRICK ROBERTS / 440/891-2609 Fax: 440/891-2675 proberts@advanstar.com
Account Manager	MICHAEL HARRIS / 440/891-3118 Fax: 440/891-2675 mharris@advanstar.com
Account Executive & Classifieds	TOM CERMAK / 440/891-3170 Fax: 440/891-2675 tcermak@advanstar.com

Marketing/magazine services

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



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



*How can something that works
so fast...last so long?*

Extended-release MESA greens faster and lasts longer than SCU.



With methylene urea and sulfate of ammonia combined in each tiny granule, MESA works immediately to provide a rich green color. And by slowly releasing its nitrogen, MESA lasts considerably longer than sulfur-coated urea without causing unwanted flush growth.

So protect your turf with fast acting, long lasting MESA. Look for ProScape 323-6 with 30% MESA. Visit your LebanonTurf Distributor, or call 1-800-233-0628. For a free copy of our Agronomy Manual, visit www.LebanonTurf.com. Click on promotions and use coupon code LM2034.

LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

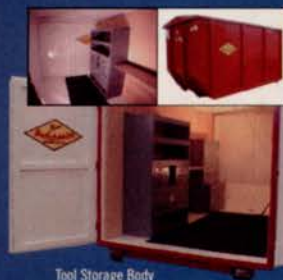
Detachable Truck Bodies

Easy to Operate!

- Quick Change
- Lifts 15,000 lbs
- Full Dumps



Hydroseeder body



Tool Storage Body

A product of
Bucks Fabricating

www.bucksfab.com
800-233-0867

Sponsored by
Monarch
Venco
Warn



Circle 108

DENTCO

A National Exterior Services Management® Company Specializing in:

Green Care Parking Lot Repair Snow Removal

Our Contractor Partners benefit from:

- National marketing efforts
- Ability to reach national companies
- Technologically advanced communication
- Guaranteed payment on all submitted invoices on time, every time
- Quality Assurance Managers as local points of contact
 - The Clippings quarterly newsletter
- Multiple-year contracts, allowing planned growth
- One contact and customer service call center

Register today online at
www.contractorpartners.com

Circle 109

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



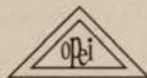
THE OFFICIAL PUBLICATION OF
American Society of Irrigation Consultants
111 East Wacker Dr. 18th Floor • Chicago, IL 60601
Voice: 312/372-7090 / Fax: 312/372-6160
www.asic.org



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



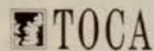
Professional Lawn Care Association of America
1000 Johnson Ferry Rd., NE, Suite C-135
Marietta, GA 30068-2112
770/977-5222
www.plcaa.org



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



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



It's OK to cry. Who wouldn't? There you were, just humming along, getting the job done so you could get to the baseball game tonight. Then you heard that awful silence. The good-for-nothing engine in your mower quit. Done. You've had relationships that have lasted longer, and that isn't saying much. So now you're stuck with a piece of equipment that won't budge and a half-done job. Your crew isn't thrilled either. If a Kawasaki engine was powering your mower, you'd still be humming along. Thinking about the game. Because Kawasaki engines are seriously durable. Everyone in the industry knows Kawasakis are unstoppable, job after job, season after season. Well, everyone except the poor schmucks who aren't using them. So go ahead, let it out. Maybe they'll hear you all the way over at the baseball field.

Kawasaki Engines. OUTLASTING.

Kawasaki
Engines/Power Products

For more information on our complete line of products or to locate your nearest dealer, visit www.kawpowr.com, or call 1-877-KAWPOWR.



**When the job is measured in miles and acres you need
an office that's measured in payload and horsepower.**



©2004 The Toro Company

Presenting the Toro Workman®1100 and 2100 utility vehicles.

They let you haul up to 1650 pounds under the power of either a twin-cylinder 16 hp or a single-cylinder 12 hp engine. And their get-the-job-done features don't end there. There's a double-walled cargo box with compartments you can customize, an optional ballfield grooming attachment and Active In-Frame™ suspension so you can float over curbs and bumps. All of which means you can sum up these machines with just two words: Can do. To learn more, call your Toro distributor at 1-800-803-8676, or visit www.toro.com.

TORO

Count on it.

Ideas you can use now

BY RON HALL / Editor-in-Chief

I heard so many great ideas these past few weeks that I could hardly wait to start pounding them out for you. To say that I'm juiced would be a gross understatement.

Let's start with this season's prospects.

They have the potential to be big...as in BIG.

The economy is looking better than it did a year ago. (Hey, it's an election year.) New home construction has leveled off but is still strong. Multi-family and commercial construction is on the uptick. Consumer spending for home improvements remains

robust. Let's keep our fingers crossed for an early and long spring season.

From this corner, it looks like '04 is going to be a good one. And here are some ideas that can make it even better for you. They came so hot and heavy at the recent Executive Forum put on by the Associated Landscape Con-

tractors of America that I didn't have time to figure out who tossed them out. But since they were so freely and generously offered, let's have at them. Here goes:

- ▶ Begin your contract renewal process in mid-summer. Why wait until everybody else does?
- ▶ Start a "Gold Club" with special mailings, extra communication, etc. for the top 20% of your customers? (Psst, aren't they at least 70% of your sales.)
- ▶ Offer enhancements to ALL of your clients, and develop a system to track these sales. If you're not billing 25% to 30% above your basic maintenance contracts, you're probably leaving money on the table.

- ▶ Put together a 3-ring binder for your important clients. In addition to your literature, include photos of the site. Don't forget images of areas that need improvement. You'll get this work sooner or later.
- ▶ Systemize and speed up your proposal process. Often it's not the best presentation or lowest price that lands the contract, but the first one the client sees.
- ▶ Give clients a personalized CD with a Power-Point presentation briefly explaining your company, its mission statement, before and after images of their property and a reminder to visit your company Web site. Include photos of your smiling crew on the finished landscape. Try to include the happy family with the crew on the CD.
- ▶ Add the following notation to your employees' checks — "This check came from our customers."
- ▶ On big construction or installation jobs, send letters to neighboring property owners explaining that there will be some disruption and traffic. Most will appreciate your thoughtfulness. Some will become your customers.
- ▶ Throw in one free maintenance service after an installation.
- ▶ Provide property evaluations two and five years after a construction project and offer to replace non-performing plants gratis.

Take what you like. Use it.
Let me know if it worked.

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



ALCA Executive Forum roundtable participants busted their brains for great ideas.

From this corner, it looks like '04 is going to be a good one. And here are some ideas that can make it even better for you.



Many companies spend too much time and money trying to find “magic bullet” systems for saving labor and too little time analyzing their business numbers.



The mad hunt to cut costs

BY BRUCE WILSON

It amazes me that so many companies, even good ones, spend so much time and money trying to find “magic bullet” systems for saving labor and so little time analyzing their business numbers and their own business work processes.

More attention needs to be paid to work processes. Let's start with the premise that, “Yes, we can cut costs and improve quality at the same time.”

You may be thinking that now that I've been a consultant for a few years, I too have lost touch with the real world. But I base this premise on leading, managing and coaching multiple branches in multiple markets, most struggling with the issues you face daily.

We annually scored our branches on key result areas of their operations — sales growth, net profit, client retention, employee retention, average age of receivables, quality, safety and equipment cost. The top branches were always in the top five in all or most categories out of 20 plus branches. The categories were relatively equally rated. Therefore I know it works.

Key success drivers

- ▶ **Job sequencing:** This is the process of wetting up routine work so that the crew proceeds through the job in a systematic way, producing the work on-time, on-budget and to standard the first time.
- ▶ **Plan non-routing tasks to not overlap:** This is the process of making quarterly plans to do non-routine

tasks, such as mulching, annual color changeouts, irrigation start-ups, fertilization, pruning, etc. so that they don't overlap and cause unplanned overtime or a need to staff up for short periods. Those “short periods” always seem to go longer than planned.

▶ **Right size crews:** Size your crews to the work. No, one size doesn't fit all. Determine size by the size of the jobs on the route by day or week and the size of the route, also.

▶ **Sound agronomics:** The key here is a turf program that keeps the turf “screamin' green” without flushes of growth. Use combinations of slow-release iron and quick-release products applied at the right time. We eliminated hand weeding by using pre-emergent weed controls combined with spot spraying as needed. The final piece of the puzzle is the use of PGRs (plant growth regulators) wherever possible to reduce pruning labor and cut debris removal costs.

▶ **Proactive supervision:** Train supervisors to see jobs prior to crew arrival, prioritize work and make educated decisions on which tasks to do during the planned visit. The leverage point here is that they can decide to skip a task if it won't hurt quality or customer expectation. Crews should normally do all routine tasks without thinking or skipping something they shouldn't.

▶ **Inspect and score quality:** This is a must to reinforce company “signature standards” for quality.

This isn't rocket science, but it takes discipline, planning and a culture of accountability. Is it worth it? Let your bottom line tell you that.

— *The author spent 30 years with Environmental Care, Inc. before partnering with Green Industry entrepreneur Tom Oyler to form the Wilson-Oyler Group, which offers consulting services. Visit www.wilson-oyler.com.*





TIRED OF LOOKING FOR GRUBS?

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

MERIT[®]

**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

In the Know

BUSINESS

NEWS YOU CAN USE

ALCA park will honor NYC heroes

BY RON HALL / Editor-in-Chief

NEW YORK — As summer approaches, you'll be learning more about a fascinating park project that's being spearheaded by the Associated Landscape Contractors of America (ALCA) and its members.

They have designed, submitted plans and are gaining final approval for a new 1/2-acre park about 14 blocks from the World Trade Center disaster.

No, this urban park will not be a memorial for victims of that tragedy. Rather it will be a tribute to the city, specifically the thousands of rescue and construction workers who toiled day and night for months following the events of September 11, 2001.

"It will be a gift from a lot of us, from ALCA, to the City of New York," says Mark Polinko, who is managing the project from his office at ILT Vignocchi, Inc., in Chicago.

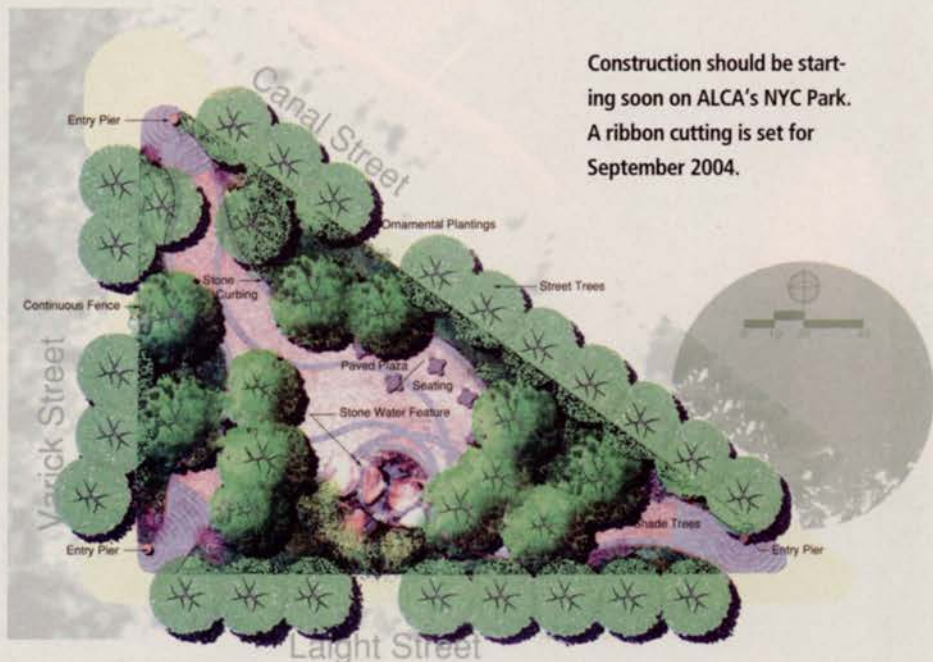
Polinko says that when the idea for the park first surfaced among ALCA members, the response, in the form of a flood of let-

"It will be a gift from us, from ALCA, to the City of New York."

— Mark Polinko

ters and e-mails, was instantaneous and almost overwhelming. Project chairs Rick Doesburg and Bruce Hunt quickly realized they had to limit participation (at least in terms of actual work) in the project to get it off the ground and organized.

Representatives from 20 firms met for two days in Chicago this past April and broke into four teams of five people each, each group being challenged to come up



Construction should be starting soon on ALCA's NYC Park. A ribbon cutting is set for September 2004.

with a design for the park. Then, the landscapers and designers voted and chose a basic design. That was the easy part.

Since that meeting, Polinko and ALCA staffers such as Vicky Bender and Laurie Saunders have kept the project moving, coordinating the efforts of contractors and working with government agencies such as the NYC Parks & Recreation Department.

More than just trees

The park will be historically significant, says Polinko, who headed the team that came up with the park's design. It's being built on a half-acre patch of asphalt in the Tribeca section of New York. This area was the gateway to Lower Manhattan during the recovery effort and the checkpoint for residents living there as they went to their homes to secure their belongings and temporarily move out of their residences.

It was on the fence surrounding this site that the public tied the yellow memorial ribbons that we all saw on television.

Although the name for the park has yet to be decided upon (initially, it was referred to as Phoenix Park, but no longer), some names in consideration include: Heroes Park, Valor Park, Unity Park and Ribbon Park.

Time to get started

Polinko says that the ALCA park team will begin construction this spring and is confident the park can be completed in time for a ribbon cutting sometime in September.

Can you still help in getting this park built? Absolutely. You can help with a financial donation.

Participants at the recent ALCA Executive Forum learned that the proposed park has been divided into 1,400 "parcels" of 16 sq. ft. each, and each parcel is available for a \$500 tax-deductible donation to the ALCA Educational Foundation.

To make a donation or to learn more about the project, call ALCA at 800/395-2522 or visit the Web site www.alca.org.

Pull a fast one on weeds.

QuikPRO
Herbicide

for quick action.



2 hours
after
treatment

YOU'VE WAITED 25 YEARS FOR 24 HOURS.

Spray QuikPRO® herbicide and weeds will never know what hit them. Its killer speed goes right to the root, combining fast action with complete control, roots and all. Results are visible in as little as 24 hours — that's four times faster than Roundup PRO. And quick uptake makes QuikPRO rainfast in just one hour, guaranteed. There's simply no better choice for immediate, visible results and unsurpassed, long-term control.

For more information on making quick work of weeds — and giving your bottom line a fast boost, see your authorized Monsanto dealer today, call 1-800-ROUNDUP or visit www.monsanto.com/ito.

No patience necessary.

LOOK HOW
QUIKPRO DELIVERS
QUICK RESULTS.



24 hours
after
treatment*



Prior
to
treatment



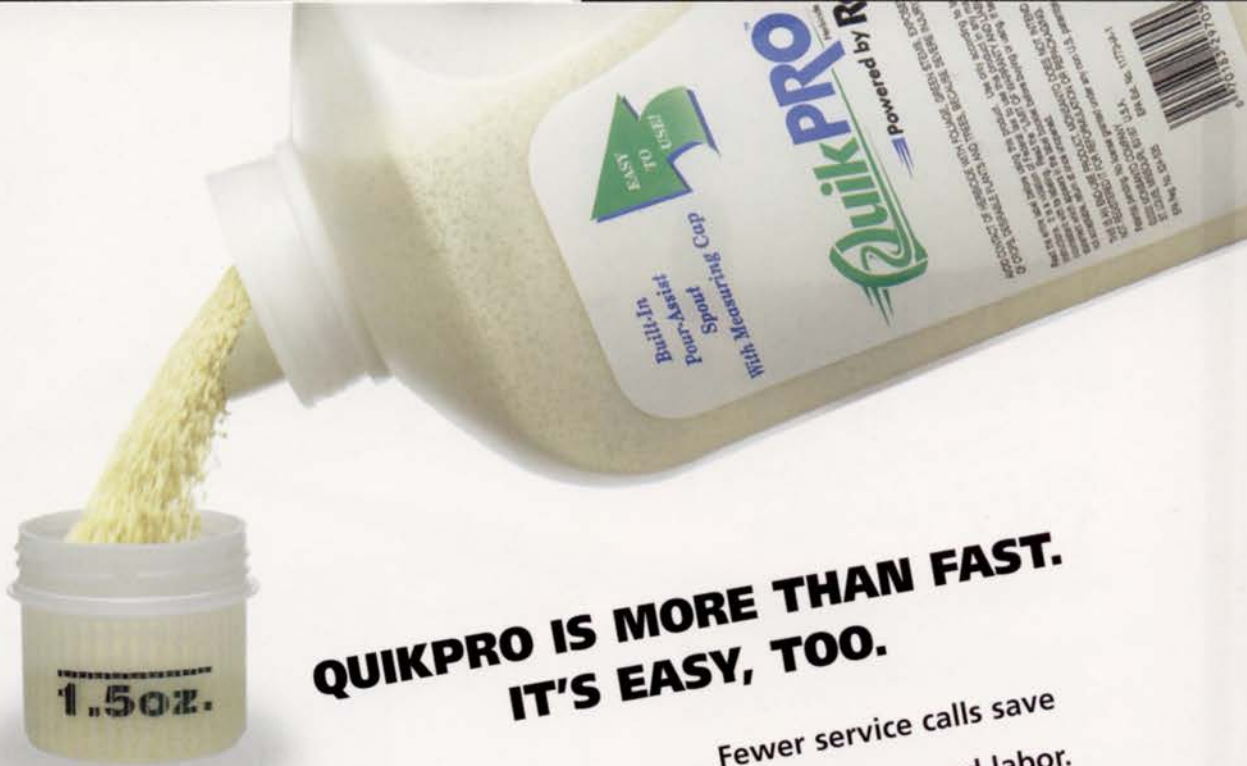
1 day
after
treatment



5 days
after
treatment

QuikPRO
Herbicide
Powered by **Roundup**
TECHNOLOGY

*Time may vary
depending on conditions.



QUIKPRO IS MORE THAN FAST. IT'S EASY, TOO.

QuikPRO provides the convenience and performance you need to do your job efficiently and effectively. Use QuikPRO, you have it this good:

- No-fuss container with integrated measuring cap for correct application rates.
- Easy one-step measuring saves time.
- No more messy jugs or measuring containers.
- Quick burndown and complete control, roots and all, reduces the hassle of customer complaints and callbacks.

Fewer service calls save valuable time and labor.

- Complete weed-killing performance provides long-lasting satisfaction for you and your customers.

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

QuikPRO[®]
Herbicide
Powered by **Roundup**[™]
TECHNOLOGY

Always read and follow pesticide label directions. Roundup Technology includes Monsanto's glyphosate-based herbicide technologies. Roundup[®] refers to Monsanto's Roundup branded agricultural herbicides. QuikPRO[®], Roundup[®] and Roundup PRO[®] are registered trademarks of Monsanto Technology LLC.
(19118-1 jl 12/03) ©2004 Monsanto Company. 179-03-006

Guidelines in lawn care's future?

SAN ANTONIO, TX — Business, government and environmental groups will gather here March 14-17 to adopt a common set of environmental guidelines for responsible lawn care and landscaping.

The conference known as "Environmental Lawn Care and Landscaping: Reaching the Consumer" is being organized by the "Lawns & Environment" coalition (L&E) under the auspices of an entity known as the Center for Resource Management (CRM).

L&E is a voluntary coalition of lawn care/landscaping industry organizations, environmental groups and government agencies who are involved in residential landscaping issues. It includes the U.S. Environmental Protection Agency, U.S. Department of Agriculture, The Scotts Company, Toro Company, National Audubon Society, National Wildlife Federation, PLCAA, RISE, San Antonio Water System, GCSAA and several other groups.

The coalition has developed a common set of environmental guidelines for responsible lawn care and landscaping that will be presented at the conference.

"Scotts is pleased to join with other

leading organizations in a common effort to educate consumers about best management practices of responsible lawn care and landscaping. We support the consensus building approach demonstrated by the Lawns and the Environment Initiative," said Chris Schmenk, Scotts' Director of Environmental Stewardship.

Conference participants will have opportunities to voice their opinions and provide recommendations concerning the proposed environmental guidelines and how best to educate and motivate consumers to adopt these practices in their home yards and landscapes.

The conference is open to individuals and organizations who are active in lawn care and landscaping.

For more information about the "Lawns and Environment Initiative" and how to participate in the conference, contact Paul Parker or Nancy Nelson at 801/466-3600. Or e-mail them at pparkercrm@msn.com or nnelsoncrm@mns.com.

To learn more about the Center for Resource Management, visit the Web site www.crm.org.

MD lawn pros oppose tax bill

BALTIMORE, MD — The Green Industry opposes Maryland House Bill 84 that includes landscaping, lawn and grounds care as taxable services. If passed, the measure would result in these service companies passing on a 5% tax to their customers. Also included in the proposal are sightseeing tours, theater performances, bowling, miniature golf, horse

boarding and even tattooing and piercing. The Bill was introduced Jan. 14 and drew an immediate response from the Green Industry.

"We are opposing House Bill 84. We are part of a coalition called MaGIC (Maryland Green Industry Council) that has retained a very well known and respected lobbyist that is familiar



with our industry," said Jim McWilliams, President of Maxalea Inc., Baltimore, and new president of the Maryland Nursery and Landscape Association.

People & companies

Stihl, Inc. promoted **Roger Phelps** from sales promotion specialist to Promotional Communications Manager.



The Professional Lawn Care Association of America (PLCAA) named **April Hobbs** as its Member Marketing and Communications Manager.

Syngenta appointed **Steve Stansell** Marketing Manager for lawn and landscape and aquatics, **Bob Froelich** Ornamental Sales Specialist for the Midwest District, and **Amy Holm** Ornamental Sales Specialist for the Northeast District.

Simplot Partners named **Lee Simpson** Turf Sales Representative for the Central Kentucky, Louisville and Southern Indiana markets.

LESCO, Inc. named **Bob West** Director of Marketing, **Chris Paczak** category director, combination and control products, **Dave Woznicki** product manager, combination and control products, **Tom Newbould** merchandising manager, **Adam Shaw** product analyst, equipment, and **Jeanne Hui** product analyst, fertilizer and seed.



Bayer Environmental Science named **Bryan Gooch** Business Manager — Insecticides.

Vista Professional Outdoor Lighting named **Jerry Ewing** as regional field technical specialist for southern California.

Otterbine Barebo appointed **Rich Daly** as Midwest Regional Sales Manager.

Tech solutions abound at PLCAA Forum

BY JASON STAHL / Managing Editor

BOCA RATON, FL — With the right technology, a lawn care business can increase its efficiency and make its profits soar. No one knows that better now than the 70-plus attendees of the 2004 Professional Lawn Care Association of America's (PLCAA) Management Forum held here Feb. 5-7.



Bill Hildebolt (left) and Gary Clayton were both pleased by the PLCAA Forum's outcome.

Unlike previous Forums, this year's had a theme: technology. Representatives from Service Pro Net, Real Green Systems, CLIP, Syngenta and Practical Solutions were on hand to discuss with lawn care professionals how their software could help them run a tighter ship at home.

"With the Forums, we wanted to start hitting on central themes that owner-operators could glean real-life information from and take back to the office and implement," says Bill Hildebolt, PLCAA board member and owner of Nature's Select, Winston-Salem, NC. "We also wanted to encourage owner-operators to bring office staff members with them, the people that were going to go home and actually execute the things that were talked about."

The Service Pro.net, a package of software and hardware solutions from Service Communication Software (SCS), showed attendees how they could map, route, schedule and bill more efficiently. Their scheduling software opened the most eyes.

"We have a very unique scheduling system which allows customers to view their information online. It's kind of like on-line banking," says Andy Deering, sales manager of SCS.

Another great idea that came from the Forum? How about tracking dollars per hour? That was the message from Glenn Zior, vice president of Sensible Software, Inc. (CLIP). For those who asked, "Why should I care?," Zior had the answer.

"Because if you track dollars per hour, you'll know who your most profitable customers are," he says. "You'll also know who your low-profit customers are and alter your focus accordingly."

Zior also talked about the benefits of Palm Pilots and bar code scanners, and the CLIPConnect product which allows real time tracking of crews.

"It allows you to talk live with the main office so you can find out when crews started certain jobs and where their current location is, etc.," says Zior. "All you need is an Internet-ready cell phone."

The Forum wasn't all tech talk, though. A golf outing and deep sea fishing expedition allowed attendees to socialize in a relaxed environment.

Judging from the comment cards turned in, Hildebolt says the technology-themed forum was a huge success. "It seemed to really strike a responsive cord for a lot of people's needs in office administration," he says. "One guy came up to me and said it was the best meeting he'd ever attended."

"The speakers did a wonderful job," adds Gary Clayton, Executive Director of PLCAA. "As industry leaders, they talked candidly about how technology could be applied to current business. The roundtables worked well because there was a broad range of companies geographically that were able to exchange ideas."

CLIPPINGS

JDL opens 12 new branches

MOLINE, IL — John Deere Landscapes, one of the nation's leading distributors of irrigation, lighting and landscape supplies, has opened 12 new branches across the U.S. The new locations include: Chula Vista, Martinez and Rancho Cordova, CA; Brighton, CO; East Peoria, IL; New Whiteland, IN; Howell, MI; Richfield and Wickliffe, OH; Tulsa, OK; Beaumont, TX; and Eau Claire, WI.

Rain Bird Rewards program restarted

TUCSON, AZ — Rain Bird Corp. announced that its Contractor Division has relaunched the Rain Bird Rewards program. Membership in Rain Bird Rewards is open to every professional landscape and irrigation contractor in the United States and Canada. In addition, the program is free to join and has no minimum purchase requirements.

Husqvarna's '03 sales soar

CHARLOTTE, NC — Husqvarna President David Zerfoss credits his company's "Total Source Solution" program taking hold in the dealer market as a major contributor to its 30% sales increase in 2003. The company added more than 50 new products, including several into the professional market, during the past year. Zerfoss also pointed to a successful nationwide sweepstakes in generating additional interest in Husqvarna's offerings.

B & S restructures distribution

MILWAUKEE, WI — Briggs & Stratton recently announced a restructuring of the U.S. distribution network resulting in a consolidation from 16 to 6 central sales and dis-

continued on page 24

Matching precipitation rates from 25' to 35' just got a whole lot easier.



MPR nozzles feature Rain Curtain™ Nozzle Technology for superior water distribution throughout the radius range.

Install Confidence.™ Install Rain Bird® 5000/5000 Plus rotors with MPR nozzles.

Rain Bird 5000/5000 Plus MPR nozzles simplify both the design process and the installation of rotors, because they reliably deliver matched precipitation rates within and between rotor radii from 25' to 35'. Additional design and installation advantages include:

- **Time, water and money savings**—MPR nozzles with exclusive Rain Curtain™ Nozzle Technology make it easier to match precipitation rates within and between multiple radii, while assuring uniform coverage throughout each zone.
- **Reduced risk of over- or under-watering**—MPR nozzles precisely match precipitation rates without the use of fixed arc plates or patterns, which greatly enhances coverage efficiency.
- **Expanded flexibility across a wide range of arcs and radii**—MPR nozzles are available in 25', 30' and 35' distance of throws in Q, T, H and F arc patterns.

Color-coded 25', 30' and 35' nozzle trees are available with each tree containing Q, T, H and F nozzles.

For more information about how matching precipitation rates just got easier, contact your Rain Bird Representative, or click on www.rainbird.com.

RAIN BIRD®

Kluznik to guide ALCA in '04

HERNDON, VA — The Associated Landscape Contractors of America (ALCA) recently named Kurt Kluznik, CCLP, Yardmaster, Inc., Painesville, OH, president for 2004. He was sworn into office on February 6

"This industry's best kept secret is the fact that it's populated by the most generous, sharing, talented and selfless individuals," says Kluznik.

Kluznik joined ALCA in 1979. He has served in many leadership positions over the years, including chair of the Certification Board of Governors, chair of the Education Committee, founder of the Recruiting Committee, Exterior Landscape Council chair and secretary/treasurer on ALCA's Board of Directors.

Also elected were: President-Elect, Dan



Kurt Kluznik

Foley, CLP, D. Foley Landscape; Secretary/Treasurer, Maria Candler, CLP, James River Grounds Management; Immediate Past President, Byrne Brothers Landscaping.

Serving on the Board of Directors: Jeff Joutras, CLP, The Bruce Company of Wisconsin, Inc.; Peter Howe, CLP, Engledow Group; John Allin, CLP,

Allin Companies; David Snodgrass, CLP, Dennis' Seven Dees Landscaping; James Martin, CLP, James Martin Associates, Inc.; Connie Balint, CLP; Glenn Jacobsen, CLP, Jacobsen Landscape Design & Construction, Inc.; William Braid, CLP, Plant Designs, Inc.; George Gaumer, CLP, Davey Commercial Grounds Management; Roger Braswell, Compact Power, Inc.; Sandy Munley, Ohio Landscapers Association.

continued from page 22

tributors. Those six distributors are: Atlantic Power/Power Equipment Co., Castleton, NY and Visalia, CA; Central Power Systems, Columbus, OH and Tampa, FL; Midwest Engine Warehouse, Aurora, IL and Omaha, NE; Preferred Power, Charlotte, NC; SEDCO, Norcross, GA; Wisconsin Magneto, Milwaukee, WI and Anoka, MN.

T-2-G, Turf-Seed ink supply deal

HUBBARD, OR — Tee-2-Green Corp. and Turf-Seed, Inc. announced that John Deere has named them as the exclusive supplier of quality grass seed to Golf & Turf One Source.

Plant nutrition company formed

WAUKEGAN, IL — Precision Laboratories, Inc., announced the formation of Plant Science, Inc., a company offering new plant nutrition technology for the golf course, specialty turf, sports field and lawn and landscape markets. Plant Science will be offering Nature's Time and Tru-prill fertilizer products in various formulations.

Grigg Bros. get new facility

LOGAN, UT — A new facility for the production of Grigg Brothers fertilizer products was completed on Jan 15, 2004 here. This 26,000 sq. foot concrete facility is dedicated to the manufacturing of all liquid Grigg Brothers foliar fertilizers and liquid fertilizer products. This new facility was two years in planning and construction.

Surfin' Turf

Ready for some pseudo science?

Sometimes you just have to scratch your head and wonder where people come up with some of their crazy ideas when they start talking "science." Maybe they read something in a newspaper or magazine or heard about it on a television program.

Or maybe it was those voices inside their head. We say it's about time they visited the Web site

www.junkscience.com. Some of the folks at the Ohio Turfgrass Conference were talking about this site a couple of weeks ago. We can't vouch for all the books that it recommends since we haven't read them, but there's a lot of interesting food for thought here.



[CLIPPINGS]

Our direct answer for making sod-cutting and aerating **easy!**



KISCUTTER™ SOD CUTTER \$2,245.00

Cutting sod has never been easier!

- The KisCutter gets the job done faster
- Folding handles and light weight make it easy to load and unload
- Lower vibration, less operator fatigue
- Simple, easy-to-use depth adjustment

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

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

\$3,295.00

TURNAER 26



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

Aerators • Dethatchers • Sod Cutters • Seeders

Circle 114



For more information or to order, call: **1.800.679.8201**

Visit us on the web: www.turfco.com

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

**Thingamabob
EXTRA.**

Doodad PRO.

**Whatchamacallit
PLUS.**





The only weed control you really need to know.

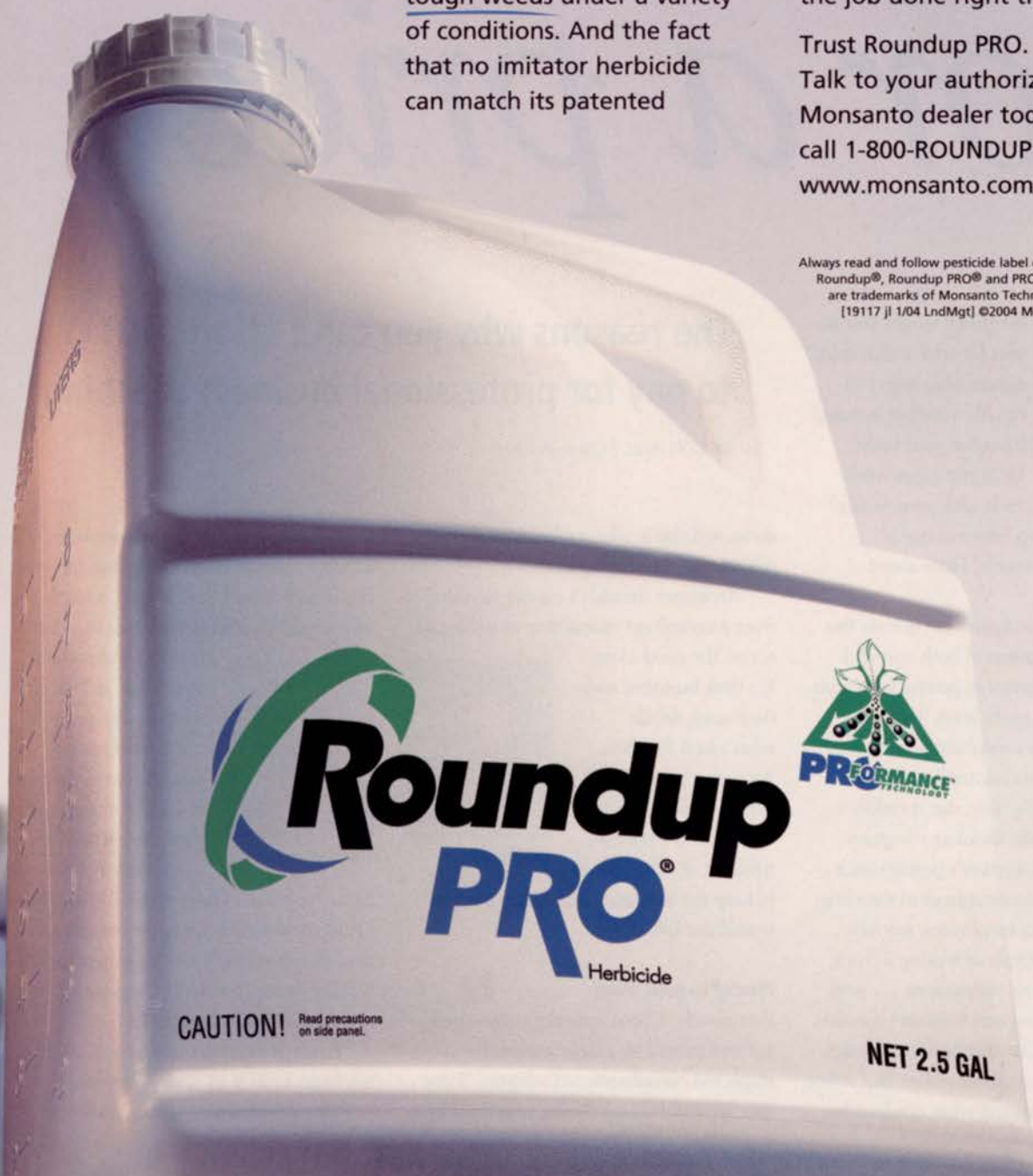
Roundup PRO has been etched in the minds of professional turf managers for nearly a decade.

There's good reason for that. Like its one-hour rainfast warranty. The way it consistently delivers superior control of tough weeds under a variety of conditions. And the fact that no imitator herbicide can match its patented

surfactant system with PROformance™ technology, which speeds weed-killing power right to the root and gets the job done right the first time.

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

Always read and follow pesticide label directions. Roundup®, Roundup PRO® and PROformance™ are trademarks of Monsanto Technology LLC. [19117] | 1/04 LndMgt | ©2004 Monsanto Company.



CAUTION! Read precautions on side panel.

NET 2.5 GAL

Advice *for a price*

How much would you invest for advice that could conceivably help you double your net income? Energize your team? Give you more weekends with your family?

Allow you to sleep better at night?

Is \$2,000 too much? How about \$1,500?

In reality, these figures are merely the starting point in terms of both cost and personal commitment in getting your company to the next profit level. That's because no business consultant serving the Green Industry, no matter how experienced or knowledgeable, can sprinkle magic dust to make an ailing company healthy or lift a company's performance — not without the commitment of the client owner and his/her employees, anyway.

If it were as simple as writing a check and following some instructions . . . well, most reasonable owners wouldn't hesitate to pay that bill. Creating positive change, however, always requires action. But it first requires understanding what needs to be

The reasons why you can't afford NOT to pay for professional business coaching

BY RON HALL / Editor-in-Chief

done, and this is where a knowledgeable advisor can be invaluable.

"An owner shouldn't expect anything from a consultant unless they're willing to act on the good ideas.

It's their business, and they must decide what's best for them. An owner should expect multiple

options and a prioritized list of action steps to help the business," says Tampa-based consultant Bill Phagan.

Plenty to pick from

Fortunately, Green Industry contractors are well served by a large group of respected consultants and advisors. Some specialize in helping clients with their fi-

nancials. Others emphasize operations, account management, estimating, job costing, sales or marketing. Indeed, some bring an evangelistic zeal to their role as team

builders and motivators. Each, in fact, has a unique style.

"Part of my approach is to shake owners and managers out of their destructive habits, to redirect their internal



Tom Oyler



Bill Phagan

focus," says Tom Oyler of the Wilson-Oyler Group, adding that for larger companies this often involves "unsticking them" and for smaller clients "providing them with the proper systems and processes."

To say the consulting business is definitely on a roll is an understatement.

"The demand for consultants keeps

increasing," says 25-year veteran Ed Wandtke, Wandtke & Associates, Westerville, OH. "When companies are losing money or aren't doing so well, they run to consultants and say, 'Tell me what I'm doing wrong.' When they're making money, they want to find out what else they can do to make it faster."

Another reason for the growth of the consulting business is almost too obvious: more companies in the landscape business.

"There are many more contractors with more than \$1 million in revenues than there were 10 to 15 years ago," adds Jim Huston, a popular Denver-based advisor. "And everything is more complex for companies that size or larger than, say, those with revenues of \$500,000. For example, they have more

managers, and they have to deal with more management issues. Many owner/operators aren't prepared for that."

By our count, about 30 individuals offer advice for a price to landscape, irrigation and lawn service contractors. That's a big change from as few as 10 years ago, before national companies such as TruGreen bought out successful regional operations. The buyouts freed dozens of successful owners, some of whom joined the consulting business. Calling upon their own experiences, they now travel the country, opining on every conceivable business issue.



Timing is everything

When should a landscape or lawn care company owner seek a consultant's help? The reasons vary, but they're always rooted in a desire to fix or improve something within the company.

"We went through some financial difficulty back in the late 1980s and early 1990s, and we brought in Frank Ross (Ross-Payne & Associates) to help us. He helped us get turned around," says Bruce Moore, CCLP, Eastern Land Management, Stamford, CT. "If I had had these budgeting and pricing strategies in place, I think we would have avoided those difficulties."

But a company doesn't have to have problems before calling in an advisor. Even profitable, well-run companies are always looking for ways to boost performance.

"The majority of consultants work with healthy companies, and what we do is try to figure out how to get them in even better condition," says Wandtke.

As a company grows and becomes more complex, it begins to trip over its own success. Too many new people, too many new orders; what was once great fun becomes an unwieldy ball of disorganized stuff."

— Jim Collins from his book "Good to Great," available at www.harpercollins.com

Choosing a consultant is an unscientific process. Some owners make their choice based on a consultant's presentation at a conference. Others select a business coach based on recommendations by colleagues.

The consulting process itself seems to take a similar path no matter the advisor. Once the initial contact is made, the consultant will ask for detailed information from the owner. This will likely include financials, a breakdown of management, operations, sales and marketing and more.

Then, a meeting is arranged, generally at the client's business. Often, the advisor also meets with the company's management and key employees and eyeballs its operation. These meetings can last from 1/2 day to several days, depending on the client's needs. Most consultants try to arrange several meetings within a geographic area to minimize travel expenses for customers.

"The best consultants are going to come in with knowledge and a process," says Jim

continued on page 32

Green Industry management consultants

JP HORIZONS TEAM

Jim Paluch
Painesville, OH
440/254-8211
www.jp horizons.com
jim@jp horizons.com

Jud Griggs
Naples, FL
440/254-8211
www.jp horizons.com
jgriggs3445@cs.com

Bob Coulter
Alpharetta, GA
770/814-2407
www.jp horizons.com
bcoulter@comcast.net

KEHOEGUIDO

Kevin Kehoe
Laguna Niguel, CA
714/363-8416

www.kehoeguido.com
kkehoe@earthlink.net

Judy Guido
Laguna Niguel, CA
713/965-0336
www.kehoeguido.com
jmguido@sbcglobal.net

VANDERKOOI AND ASSOCIATES

Charles Vander Kooi & Associates
Littleton, CO
303/697-6467
www.vanderkooi.com
vanderkooi@worldnet.att.net

Tony Bass
Bonaire, GA
478/922-0818
www.vanderkooi.com
Bass_T@customlandscape.com

Joe Palimeno
Philadelphia, PA
856/468-1700
www.vanderkoi.com
JoeP@leddenpalimeno.com

Jerry Gaeta
Charleston, SC
843/886-3363
www.vanderkoi.com
Vkasc1@comcast.net

Marcus vandeVliet
Wilmington, DE
302/239-6612
www.vanderkoi.com
Marcus@aol.com

WILSON-OYLER GROUP

Bruce Wilson
Thousand Oaks, CA
866/517-2272
bwilson@wilson-oyler.com
www.wilson-oyler.com

Tom Oyler
866/517-2272
Maitland, FL
toyler@wilson-oyler.com
www.wilson-oyler.com

INDEPENDENTS

John Allin
Snow Management Group
Erie, PA
814/452-1221
John@allinco.com
www.snowmanagement-group.com

Rodney Bailey, CCLP
Alder Spring Enterprises, LLC
Woodinville, WA
425/788-3328
rod Bailey@hotmail.com

Charlie Bowers
CBowers & Associates
Ellicott City, MD
410/203-2130

continued on page 32



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

Granular GRASS AND BROADLEAF PREEMERGENT Herbicide

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

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

Day and Night. Month after Month.

Dow AgroSciences

Snapshot[®]

Specialty Herbicide

continued from page 30

Paluch of JP Horizons, Painesville, OH. "Most importantly, they're going to come in with open eyes and ears."

Is this initial meeting all an owner should expect from a consultant? No way. Follow-up is critical for the owner to get lasting value for his/her consulting dollar. This involves some type of tracking mechanism, maybe a periodic "tune-up." Or, it may (and often does) evolve into an ongoing fee-based relationship. Many owners build these fees into their budgets. Also, most consultants say that they encourage ongoing communication with clients, either via the phone or e-mail.

"We tell our clients, 'If you have any questions, any at all, contact us,'" says Charles Vanderkooi, Vanderkooi and Associates, Denver, CO. "An owner probably should look at least a half a day or a day a year as a tune-up, like seeing your doctor."

Consultants, as you've probably guessed, realize the value of their time and

charge accordingly. Generally, their fees range in the neighborhood of \$1,500 to \$2,000 per day, plus travel expenses.

"If the consultant is good, the fees will never cost a client anything because the consultant will have always generated enough money in savings, in efficiencies, in sales that that little fee is nothing compared to what they're getting back," says Ed Laflamme, Grassroots Consulting, Inc. A good consultant becomes, in effect, one of the least expensive and most valuable employees of a client company, he adds.

Even so, most contractors think hard before signing a check for a day's worth of advice and coaching.

"We went back and forth on whether we could afford this, but I knew we had to go forward to keep from going backward," says Mike Russo, owner/operator of Russo Lawn and Landscape, Inc., Windsor Locks, CT. Russo says he typically budgets about \$10,000 for consultants and outside

continued on page 34

One consultant's process

- 1 Start with an assessment and audit of the company
- 2 Write a targeted plan with input from the company team
- 3 Find executable solutions for greatest "pain" points
- 4 Find executable solutions for seizing opportunities
- 5 Review financials for pricing and supply chain management
- 6 Find synergistic alliances/partners to grow the company
- 7 Identify, create and communicate the company brand
- 8 Design a targeted sales and marketing plan and associated materials (collateral, web, reports and manuals)
- 9 Train the team to carry out the strategy, sales and marketing program
- 10 Make sure the company is properly organized to work its plan

— Judy Guido of Kehoe/Guido

Management consultants

continued from page 30

www.gardengate.net
Charlie@gardengate.net

Rick Carver
The Compass Management System
New Castle, DE
302/324-1614
www.compasssystem.com
rick@compasssystem.com

Gary Goldman
Gary S. Goldman & Associates
Sherborn, MA
508/652-9771
gmanaf@msn.com

Marty Grunder
Miamisburg, OH
937/847-9944
nancy@martygrunder.com
www.martygrunder.com

Ken Hochkeppel
Enterprise Analysis
Centreville, VA
703/266-3106
kenhoch@aol.com

Jim Huston
Englewood, CO
800/451-5588
www.jrhuston.biz
jrhei@jrhuston.biz

Larry Iorri
Wilmington, DE
302/654-8113
www.landscapewithlarry.com

Ed Laflamme
Grassroots Consulting, Inc.
Huntington, CT
203/225-0807
www.grassrootsconsulting.com
ed@grassrootsconsulting.com

Jack Mattingly
Woodstock, GA
404/403-2733

www.mattinglyconsulting.com
jkmattngly@comcast.net

Phil Nilsson
Nilsson Associates
Southington, CT
860/621-6199
www.lawnservicing.com
nilsson.assoc@snet.net

Bill Phagan
Tampa, FL
352/588-0459
www.greenindustryconsulting.com
wphagan@tampabay.rr.com

Frank Ross
Ross-Payne & Associates
Barrington, IL
847/381-3109
rosspayne@aol.com

Joe Skelton & Co.
Roswell, GA

770/993-3469
joebksel@aol.com

Bill Thornton
Thornton & Associates
Morrow, OH
513/494-2928
wgthornton@netzero.net

Wayne Volz
Profits Unlimited
Louisville, KY
502/499-7841
Waynes1@aol.com

Ed Wandtke
Wandtke & Associates
Westerville, OH
614/891-3111
Ed.wandtke@wandtke.com

Don Willig
Dayton, OH
877/544-4682
lmtc_dlw@insightbb.com

GRAB LIFE BY THE HORNS



TWO WORKERS YOU'LL SWEAR BY, NOT AT.

DODGE RAM AND SPRINTER. The work crew of your dreams is here. The Dodge Ram 2500 and the Dodge Sprinter are built to take almost anything you throw at them—or in them. They each show the Dodge commitment to commercial business. And when you consider our ON THE JOB incentives* and our certified BusinessLink® dealers, you'll see it's obviously a commitment we'll swear to. For more info, visit dodge.com or call 877-ONTHEJOB. *Excludes Sprinter.

continued from page 32

management training. But that's not the hard part, he adds; the challenge is holding himself and his managers accountable for implementing what they're taught.

Other contractors echo the wisdom of bringing fresh eyes and ideas to their firms.

Dan Steigerwald says that he doesn't regret a single penny he's spent on consultants, at least those with Green Industry ex-

What to expect of a consultant

- ▶ Business management experience, preferably in the Green Industry
- ▶ Written proposal
- ▶ Outline of the level and type of work to be performed
- ▶ Relationship that's more than a single visit or phone call

What not to expect

- ▶ Solutions to all of your problems
- ▶ Familiarity with specific personnel issues
- ▶ Knowledge of the local marketplace and what's happening there
- ▶ Exclusive relationship
- ▶ Overnight answers as consultants travel extensively

— Ed Wandtke

perience. As proof, he points to the growth of his award-winning design/build company in Long Island, NY. From sales of \$850,000 in 1999, it's projected to bill \$3.5 million this year. More impressive, his firm has shown a corresponding rise in net profit.

Steigerwald says he has followed the recommendations of several industry consultants, and he's not hesitant to call upon them when he and his team run into a roadblock. He said he budgets as much as \$10,000 annually for professional advice.

"When we're talking sales of \$3.5 million, \$10,000 isn't all that much," he says, also crediting his involvement with the Associated Landscape Contractors of America (ALCA) for his company's growth.

"It's hard to measure the value of a consultant in dollars and cents," adds Brent Flory, owner of Freedom Lawns, Delphi, IN, who recently spent several thousand dollars to bring one of the in-

Blower Trucks.
Grow Your Business.



Solid Design.
Solid Profits.

Are you ready to grow your blower truck business with a wider range of applications? Is your current blower truck limiting your opportunities? With Peterson's line of blower trucks, you can take on the tough jobs that conventional trucks can't handle. Peterson Blower Trucks offer many specially designed features, meaning you can deliver a variety of materials in less time so you can increase your profits.



With a live floor, powerful blower and large diameter hose, the Peterson Blower Truck really delivers.

A Peterson Blower Truck is your best choice to grow your business. Talk with a Peterson sales representative who can assess your requirements and recommend the best model for your needs.



Peterson.
Solid.

Peterson Pacific Corp.
1-800-269-6520
www.petersoncorp.com

Circle 115

dustry's more popular operations advisors to his business.

"He (the consultant) spent a lot of time on the books," says Flory. "By the time we were finished, he had helped me set up some new boards (scheduling boards) and organized them for managing the crews. Some of his organizational ideas were very helpful."

Flory says that he had sought the services of several different consultants these past few years. "Did I get the help that I spent the money for? I'm not real sure," says Flory. "And if I say 'no,' I'm not so sure that it's not my own fault."

Work with me — please!

Does a company have to be a certain size before it can benefit from a professional business advisor? No. But in general, most of the owners that seek consulting help run operations that start at about \$250,000.

More important than size, however, is the owner's willingness to work with the consultant and to implement the ideas or systems that they agree upon.

"Most owners can see almost immediate results," says Denver-based consultant Jim Huston. "If they're going to pay me to come in, most of them are already predisposed to implementing what we discover together. How long it takes them to do this is another issue, however."

While earning a fair return for their efforts is what motivates consultants, most also point to the satisfaction they get in helping others reach their goals.

"It's gratifying to go into a company and get everybody refocused and excited," says Jud Griggs, part of the JP Horizons consulting team. "I've also found myself in the position where you're up against the wall and aren't having fun with the business anymore."

Says Griggs, "It's great to be able to help a company like that to turn around, to get the people there excited and to give them tools and build some systems to help

them grow. I almost always wish I could be there to enjoy it with them."

With the Green Industry predicted to continue growing for at least another decade, the number of contractors needing help and

the number of consultants willing to offer it will almost certainly continue to grow.

Or, as Jim Huston jokes prior to leaving on a week-long advising trip, "I may be out of energy before I'm out of work." **LMI**

SEEDING IS BELIEVING



Seeding with Soil. Sensational Results.

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

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

**Terraseeding™
Erosion Control
Athletic Fields**



Express Blower

800-285-7227

www.expressblower.com

The case for employee incentives

Identify and reward those performers who exceed their position's key success drivers

BY TOM OYLER

Getting employees, managers and laborers to do what they should be doing is one

thing. The bigger task is to get them to perform at a level consistent or above your company's goals.

In recent years, Green Industry companies have recognized that knowledgeable employees are key to their continuing success, and have instituted employee-training programs to boost performance. These programs are relatively simple to implement once

owners commit the necessary time and resources.

But even well trained employees won't be top-tier performers if they feel their efforts aren't being appreciated

or aren't resulting in any rewards for themselves. That's where the question of incentives arises. It's something I've dealt with since 1974 when I started my own landscape company, and a subject that I've reinvestigated repeatedly as I started and/or managed other businesses.

Incentives defined

The reason for offering incentives is simple and twofold: to keep valuable employees and to

encourage them to higher levels of achievement.

For incentives to work, they must be a win-win for both the company and employees. They may be in the form of monetary reimbursement, educational opportunities, recognition and awards, or gifts and perks. These are things that you, the owner, provide on top of whatever else you do for your employees. For example, if you send an employee to an industry conference, that's a reward. You're making that

continued on page 39



High base compensation/low incentive opportunity

ADVANTAGES

- Employee retention is generally high
- Easy to recruit top-tier young talent
- Easy to attract highly qualified and experienced talent
- Easy to track the incentive compensation
- Lower administrative cost related to incentive tracking

- Less risk of disputes regarding incentive compensation

DISADVANTAGES

- Tendency to lead to employee complacency
- Difficult to change and/or adapt to a new model
- Even moderate employee raises tend to significantly increase operating cost

- Fixed versus variable expense

- Increases risk of aggressive backlash from employee upon discharge

- Hard for employees to exit gracefully (unable to find matching pay)

- Incentive plan does little to foster environment of urgency and earnings focus

The strength of three...

...the power of one.

We've brought together the resources of a trio of strong companies in order to make one better supply solution for you.

What does that mean?

While we'll still have the same great people, products and service, our improved focus will enhance locations and optimize our product selection and delivery options.

In addition, our internal systems and structure upgrade will provide greater support for the day-to-day functions that make you a success.

Contact your local rep to hear how Verdicon brings it all together.



VERDICON

Circle 116

www.verdicon.com

ready...

rotate!

These quality products will provide the results you need and are a great alternative for your pesticide rotation program

LASAR™ Pre-Emergent Control

- Granular pre-emergent herbicide containing oxyfluorfen and oxadiazon
- Non-DNA base provides an excellent rotation from those pre-emergent compounds
- Eliminates weeds in all climates, cool and warm months alike with pinpoint accuracy
- Effective on a wide variety of broadleaf weeds and grasses, including bittercress and pearlwort
- Safety on sensitive plants means no fear of root pruning or stunting the plant's growth

SURFLAN CG PRE-EMERGENT HERBICIDE

- Contains 1.67% oryzalin, a proven pre-emergent weed chemistry for control of annual grasses and certain broadleaf weeds
- Active is impregnated on a D.O.T. sand granule of high density composition for excellent soil contact
- Field trials have shown the length of control have been far superior to standard liquid applications
- Ideal for warm season turf, landscape beds and field grown or container grown nursery stock

PrePair ORNAMENTAL HERBICIDE

- Granular pre-emergent herbicide containing napropamide and oxadiazon
- Also a non-DNA formulation, PrePair provides an extra measure of safety to a wider variety of sensitive plants
- The "roots and shoots" action kills broadleaf weeds and annual grasses, promoting growth of woody ornamental shrubs, vines and trees
- Uniform granules produce very little dust, are fairly insoluble and can be applied any time of the year

Lasar™ is a trademark of KFLP • Surflan® is a trademark of Dow AgroSciences LLC • PrePair® is a trademark of Platte Chemical

Contact your local representative
www.verdicon.com



VERDICON

continued from page 36

employee more employable.

Equally important, an incentive program should be formalized and fully understood by employees. It must also focus on rewarding those key drivers that will help you meet your company's goals.

Key success drivers

Key to boosting performance by offering rewards and incentives to employees is determining these key success drivers. They must not only be identified but tracked via a system put into place prior to the launch of your program.

The key success drivers will be different for different positions within your organization. For example, key success drivers for a crew leader will likely include meeting budgeted labor hours, pre-established job quality criteria and crew member training.

Rewarding one of these factors and disregarding the others may lead to unacceptable and undesirable behaviors. For example, rewarding crew leaders for meeting or saving budgeted labor hours without rewarding them for delivering quality work may actually drive behaviors that harm clients.

Other positions within an organization will have different key success drivers. For an account manager, they might include contract retention, contributions to gross margin, enhancement sales and sales growth. (See Sample AM Scorecard at right.)

A good incentive plan is objective and, to a large degree, self-governing. It allows employees to know where they stand and exactly what they're doing right. It should also alert employees to what behavior they need to work on.

Incentive plans aren't etched into stone; they can be changed. In fact, it may take several years to get yours to the point where you're comfortable that it's accomplishing what it should. When you modify your plan, however, you must be fair and communicate the changes well in advance so that employees have time to adjust to it.

And here's one final key point on the subject of incentive compensation: it's a variable cost. It's not earned unless your company meets its financial goals. **LM**

— *The author is a partner in the Wilson/Oyler Group, which provides a range of consulting services to the Green Industry.*

He can be reached at toyley@wilson-oyler.com.

Sample AM scorecard

- ▶ For achieving target performance, you can earn 8.5% of your base salary (2%+2.5%+2%+2%).
- ▶ For achieving excellent performance, you can earn 10.63% of your base salary (2.5%+3.13%+2.5%+2.5%).

CONTRACT RETENTION

Performance		% of salary
Minimum performance	85%	1.50%
Target performance	90%	2.00%
Excellent performance	95%	2.50%
Contract retention bonus	Salary x bonus% = bonus	

GROSS MARGIN

Performance		% of salary
Minimum performance	85%	1.88%
Target performance	90%	2.50%
Excellent performance	95%	3.13%
Gross margin bonus	Salary x bonus% = bonus	

ENHANCEMENT MARGIN/CONTRACT

Performance		% of salary
Minimum performance	85%	1.50%
Target performance	90%	2.00%
Excellent performance	95%	2.50%
EM/CS sales bonus	Salary x bonus% = bonus	

SALES GROWTH

Performance		% of salary
Minimum performance	85%	1.50%
Target performance	90%	2.00%
Excellent performance	95%	2.50%
Sales growth bonus	Salary x bonus% = bonus	

TOTAL BONUS \$X.XXX

SOURCE: WILSON-OYLER GROUP

Low base compensation/high incentive opportunity

ADVANTAGES

- Inexpensive look at employees' skill sets
- Encourages & rewards high performance individuals
- Leads to a sense of urgency & earnings focus within organization
- Weeds out poor performers (can't make enough \$\$)
- Variable versus fixed costs

- Attracts risk takers
- Provides for better cost control related to direct & indirect operating expenses

DISADVANTAGES

- Difficult to attract top-tier recruits
- Difficult to attract highly qualified & experienced talent
- Requires accurate tracking & administration processes
- Tracking requirements increase general administrative cost
- Drives behavior — a bad plan leads to bad behavior
- Incentive disputes can get aggressive
- Customers can become victims
- Down year(s) can be demoralizing leading to acceleration of employee attrition

Nobody likes fungus .



Bayer Environmental Science offers three powerful, broad-spectrum products that reduce callbacks and form the foundation for solid, cost-effective disease management.

Compass™ provides both preventive and curative control on more than ten tough diseases. ProStar® gives you broad-spectrum disease control and is a long-time industry standard for controlling brown patch. Bayleton® has revolutionized dollar spot control and is doing the same for summer patch, red thread and other turf and ornamental diseases.

Make your lawns sparkle. And your reputation. Take the worry-free approach with add-on fungicide applications that deliver consistent results. To learn more, call 1-800-331-2867 or visit BayerProCentral.com.

P
ProStar
BAYLETON®

Solutions Center

BUSINESS REAL ANSWERS TO REAL CHALLENGES

Pruning with *power*

This landscape contractor satisfied a commercial client's desire for safety with just the right tool

Ken Griffin, Inc., a full-service landscape company located in Gulf Breeze, FL, values their clients — especially their commercial ones. When a commercial client tells them to jump, they ask, "How high?"

The problem: sucker growth

So when Griffin's clients at Governor's Gate and Colonial Village at Oakley expressed concern for tenants' safety, the landscape company knew it had to have the right tool to make it happen. The clients were concerned that sucker growth at the bottom of wax myrtles and hollies was getting too heavy and could possibly provide the perfect hiding place for a potential assailant.

"They wanted those bushes pruned up so no one could hide behind them," explains

operations manager Ray Callahan. "They're really big on security."

The solution: handy chain saw

Griffin was more than happy to oblige, especially since they had just bought a fresh stock of John Deere chain saws. So far, the results have been pretty good.

"They're great saws," says Callahan. "They're small enough to tote up and down a tree, and they start really easily. There's nothing more aggravating than a chain saw that doesn't start on the first or second pull."

Callahan, 39, has seen a lot of equipment come and go in his 14-year career with Ken Griffin, Inc. The company, which is looking to eclipse the \$3 million mark again this year and boost their maintenance division gross revenue by \$100,000, needs just about every machine out there be-



Ken Griffin, Inc.

► AT A GLANCE

Location: Gulf Breeze, FL

2003 gross revenue:
\$3.2 million

Employees: 50

Services: Full-service

Customer mix: 70% commercial, 30% residential

Ken Griffin, Inc. has found Deere chain saws to be great for pruning and clearing of downed limbs.

says. "If you do that, you won't get the work. Plus, liability is a big issue. A lot of companies don't carry the right kind of insurance."

Ken Griffin, Inc. even does large lot clearing which requires crews to take down large trees. But that work is best left to bigger chain saws.

The John Deere chain saws the Griffin bought are more like pruning saws, not the kind you would use to take down a

cause it performs just about every service possible. "There are so many small companies running around that big companies have to do everything instead of subbing stuff out and marking the price up," he

12-in. oak tree. But they're handy nonetheless.

In fact, each maintenance crew carries one with them at all times.

"You need a chain saw like that (multi-use) for each crew."

— Ray Callahan

"If you don't have a chain saw like that with each crew, you won't be able to perform your job," Callahan says. "You

just never know when you'll need it. If there's a storm in the middle of the night, you may have to clear a big limb from the middle of someone's driveway or from someone's pool or roof."

Doing \$1 million in maintenance yearly, Griffin's crews are kept busy.

Outfitted with backpack blowers, trimmers and riding mowers as well, they routinely use the chain saws to selectively prune branches that are hanging down less than six feet. Also, a mowing crew may cut off a branch of a tree that threatens to knock over some-

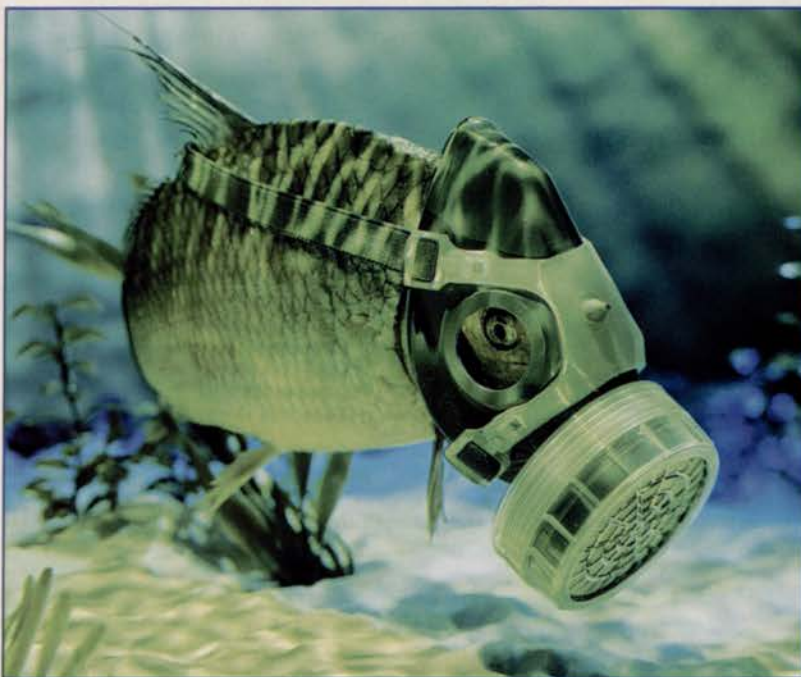


A member of Ken Griffin, Inc.'s maintenance crew prunes a bush at one of their commercial client's properties.

one on a riding mower.

Another great thing about the chain saws, Callahan says, is that he can get parts for them in no time.

"I've had other brands of chain saws where the oil feeder went out or I couldn't get replacement parts for them fast enough. But with John Deere, I'll call them, and even if they don't have the part they can UPS it to us the next day." **LJM**



Maybe It's Time to Look into an Aeration System

No one should have to live with poor water quality. Being the industry leader for over 50 years, Otterbine offers a variety of surface spray and sub-surface aeration systems that effectively circulate water and transfer oxygen. And with independent testing conducted by the University of Minnesota, you can rest assured that Otterbine systems will surpass all industry standards and your expectations. The result? Beautiful, healthy waterways—on the surface, as well as below where it counts!



1-800-AER8TER

610-965-6018 • www.otterbine.com

Product leasing available.

Customer or prospect profiling is one of the most important tasks a company performs and yet only 25% of landscape companies do it.



Know your customers

BY JUDY GUIDO

Customer or prospect profiling is one of the most important tasks a company performs and yet only 25% of landscape companies have a formal system for acquiring valuable customer data. It's critical to know your customer. Knowing your customers means:

- ▶ Understanding their critical needs
- ▶ Understanding what drives their decisions — the criteria for selecting, retaining and referring a landscape professional
- ▶ Knowing who makes the final decision and who influences the decision
- ▶ Delivering the right products and services at the right time and price
- ▶ Knowing the method of communication — the style and delivery system that's most comfortable for the customer (phone, e-mail, reports)
- ▶ Strengthening the bonds of trust while building a stronger relationship
- ▶ Moving from a vendor relationship to a business partner relationship

Before you begin collecting customer data, you must first have a place to store, organize and analyze your data. This requires obtaining a relational database system.

There are many good database packages on the market today. Microsoft Access and Excel, which come with the Microsoft Windows package, are two of the best known. While they're both fairly robust, they do have their limitations. Smaller companies can utilize these packages and get along just fine. But once you begin to grow and reach that million-dollar mark, you want to

begin looking at other systems like Asset by Include, Clip, Timberline and Peachtree. Siebel and IBM now have small business packages that are price competitive.

Before selecting a database package, be sure that the company has a strong team to support your system and train your employees. Once you select your database, collect data that allows you to communicate and service the customer. Mission-critical data would include:

- ▶ All names, titles, addresses (don't forget e-mail!) and numbers (include mobile)
- ▶ Date of contract (including expiration) and budget
- ▶ Date (if commercial) that budgeting occurs
- ▶ Decision maker(s) and influencers
- ▶ What's their criteria (by ranking) for selecting, retaining and referring a landscape professional
- ▶ Professional association memberships (important sales and marketing data)
- ▶ Personal information (get to know the person) — schools attended, hobbies, family situation
- ▶ Special notes about the site and the decision makers (areas that require special attention and pet peeves of the decision maker)
- ▶ The name of the last landscape professional and why they were released from the job

The more you know about the customer as both a professional and person, the greater the level of trust and satisfaction, and the stronger the bond of the relationship. A customer who trusts you is less likely to replace you with your competition. You've migrated from a vendor to a trusted business partner.

— *The author is a partner in KehoeGuido, a management company that helps small and large Green Industry companies grow profitably. She can be reached at 818/800-0135 or jguido@kehoeguido.com.*

“my WIFE was nervous. BANKS weren't interested.
good thing there was John Deere.”



757 Mid Z-Trak™



HD 45 Walk-Behind



647 stand-on Quik-Trak™



Brent Abshire built Earthcare Management from zero crews to 14 in two years. John Deere, with a full line of tough 7-Iron™ equipped mowers and Pro-Series™ handhelds, helped.

“One day, I realized I wasn't cut out for a desk job, so I up and quit. The banks didn't want my kind of business. But John Deere took a leap of faith. They offered me credit—and at good rates, too. If you pay \$189 a month for the first year,¹ they'll set you up with a trailer's worth of mowers.

You can make money on that.”



JOHN DEERE

Want to grow? Visit MowPro.com now to set up your *Free Demo*.

Nothing Runs Like A Deere™

1Offer valid 3/1/04 through 7/31/04 at participating dealers. Subject to approved credit on John Deere Credit Revolving Plan, a service of FPC Financial, f.s.b. For commercial use only. No down payment required. Reduced payments first 12 months are based on 1% of amount financed at 9.9% APR. Thereafter payments are based on 3% of amount financed at 9.9% APR. Taxes, freight and setup may increase payments. See dealer for details. Location provided by Reserve At Cypress Creek, developed by Beazer Homes. John Deere's green and yellow color scheme, the leaping deer symbol, and JOHN DEERE are trademarks of Deere & Company.

If the weather keeps us from servicing clients' lawns, use the time to teach your employees the key selling points of your company.



Employees = marketers

BY JON CUNDIFF / Guest Columnist

The 2004 lawn care season is here, and we're all springing into action. But what are we doing to market our companies' services to ensure business continues to grow through the season?

For openers, let's make sure our employees understand that their livelihoods and careers depend upon successful marketing. Our employees, especially the ones answering phones and serving our clients, interact directly with customers. It's essential that they know how to properly describe what sets your company apart from the competition. They're an excellent resource for boosting sales.

Rainy days are perfect

How do we do this? We use otherwise unproductive times as an opportunity to train them. Rainy days are perfect. If the weather keeps us from servicing clients' lawns, let's teach our employees the key selling points of our company. Employees need to know how we'd like our business portrayed. Is it pricing? Service? Experience? Or maybe it's all of the above.

Role playing is an incredible teaching tool. Some of your technicians might find it difficult at first, but keep at it. Have a technician take on the role of the salesperson, and perhaps an office staff member take on the role of a customer. Have some fun with this, but make sure your message is clear. If you can use these sessions to teach your employees how to talk about all the services that your company offers, you'll turn your employees into sales ambassadors for your company. Think about the benefits — and

all of it with little or no additional costs or lost production time.

By giving employees an increased role in the growth of the business, you provide them with the opportunity to be more valuable to your operation and to earn rewards such as a bonus, extra vacation time or an increase in salary or wages. But it's also a good idea to monitor employees' attitudes. Praise those with good ones, and consider removing those who are negative.

Focus on sales

As a lawn care service professional, you're always in a sales mode. If you don't focus on sales, you won't have the necessary customers to maintain a profitable operation. The best source of new business is existing customers. Treat them well, and you're likely to see some new sales. They're also an excellent source for referrals. Ask if they know anyone who needs lawn care services. If they like what your company has done, they won't mind passing your name along to a potential customer.

There's no shortage of competition in the lawn business, but there's always room for the best companies: the ones that serve their customers efficiently, politely and safely. Using your existing employees as an in-house sales force will go a long way toward growing your reputation and share of the business in the marketplace.

More ideas and pointers on marketing your company in 2004 and additional resources and tips on ways to manage your business are available at PLCAA's Web site, www.plcaa.org.

— The author is the operator of Weed Man/Kansas City and is the 2003 president of the Professional Lawn Care Association of America. He can be contacted at jonc@turfsupinc.com.

THE Z-RIDER WITH A PERFORMANCE PACKAGE



The Hustler Super Z™ is no ordinary zero-turn Mower. It comes standard with a lifetime warranty on the frame and the leading edge of the deck. It even has a spoiler. And then it just gets better...

- 15 mph – Fastest of the fast
- Remote air cleaner & Hydraulic oil cooler
- Slope handling ability is second to none
- A wide assortment of engine options
- Optional 9-bushel BAC-VAC™ rear-mounted catcher
- No daily lube points...all this and a spoiler!



TUFF STUFF Since 1964

HUSTLER
Turf Equipment

WWW.HUSTLERTURFEQUIPMENT.COM

800-395-4757

Inside the Owner's Head

BUSINESS PERSONALITY PROFILE

Ed Romm

► K & D Lawn Care

BY JASON STAHL / Managing Editor

Ed Romm owns K & D Lawn Care, a \$3.7 million full-service landscape company located in Norfolk, VA. The company performs both maintenance and design/build services for a mostly commercial customer base. In peak season, the company employs 90 people. Romm is a member of JP Horizons' Owners' Network.



Is it true you used to sell cars for a living?

Yes. I knew the owner of a dealership, and I took a profiling test with 250 other people. I ended up getting the job because I was one of the top five performers. I didn't understand why I had to take the test at the time, but it apparently told them that I had the ability to influence people.

What made you quit?

I guess I'm impatient. If it's a rainy day, and you've got ten sales guys sitting around, one customer comes in and everybody acts like a vulture trying to get at them.

Do car salesmen really lie a lot?

Not really. There's nothing to hide or lie about, other than the part of the paying game where you say, "Hey, I can't do any more for you." The numbers game is the only thing you can play with. Now, used cars are another matter.

What's the most frustrating aspect of your job today?

Finding good help. Finding the person with

the right attitude, people who can get a self accomplishment out of anything they do.

To find a person who wants to graduate from cutting grass is hard to do. And we don't see a lot of people who want to hang around for a long time in our market.

You're trying to find someone who's willing to start at \$10 per hour and see that they have a future with your company. If you have to teach someone to want to do a good job, he or she isn't a person for your future.

Do you really give interest-free loans to your employees?

Yes. We don't give out large loans, but it's become a necessary evil. And it's come back to burn us, too. One guy who owed us \$2,000 filed for bankruptcy. When I gave him the loan, I got his family back in their house. But I ended up losing out.

So don't you think it's a bad idea then?

There is potential for trouble, but we base who we give loans to on how long they've been with us. We just want to help our employees. I have a hard time knowing

that some of these guys go to a check cashing place because they have to and get 15% taken out of their paycheck. If I got burned often I would stop doing it. But the guy who claimed bankruptcy was the worst case we've had in the 11 years we've been offering these loans.

If there was one person in the industry you could meet, who would it be?

I have met a lot of people through the Owners' Network, but I'd like to spend time with Mike Rorie of Groundmasters. I have met him before but didn't spend a lot of time with him. He recently bought a Mulch Mule, and I did too, so I want to talk to him about that. Steve Pattie is another guy I'd like to spend time with. I would pay for my people to go and visit his office.

Describe your run-in with Hurricane Isabel.

It really hurt us last year by putting us so far behind. It happened on my son's birthday, and we considered ourselves lucky because it was supposed to be a Category 3 but was only a Category 1. Still, it was the most devastation I'd ever seen. We bought \$8,000 worth of chain saws and went steady at a cleanup effort for a month. There was so much water we couldn't see any grass for a long time.

What future plans do you have in store for your company?

I'm 48 years old now, and we're working to be an employee-owned company some day. We're also building to be in multiple locations. But we're only one location now and are going through a learning curve. My partner left two years ago, so that's a void I've been trying to fill.

— K & D Lawn Care participates in JP Horizons' People Solutions programs. To learn more visit www.jp Horizons.com or call 877/574-5267.



It's OK to cry. They'll understand. Because something like this has probably happened to them. Halfway through a job, the trimmer just quits. It's DOA. Rain clouds are looming. Taxes are due today. And a bee just flew down your shorts. You can handle the bee. It's this piece-of-garbage trimmer that's making you want to scream. A grown man should never be seen yelling at a machine. If only you'd bought a Kawasaki, you'd be doing just fine. Because Kawasaki power products are built with durability no other manufacturer can touch. They don't just last through the job, they last through seasons — just like Kawasaki engines. If you used a Kawasaki, the job would be done. You'd get paid and so would the taxman. Sure, you might get stung, but only by the bee.

Kawasaki String Trimmers, Edgers, Hedge Trimmers and Backpack Blowers. OUTLASTING.

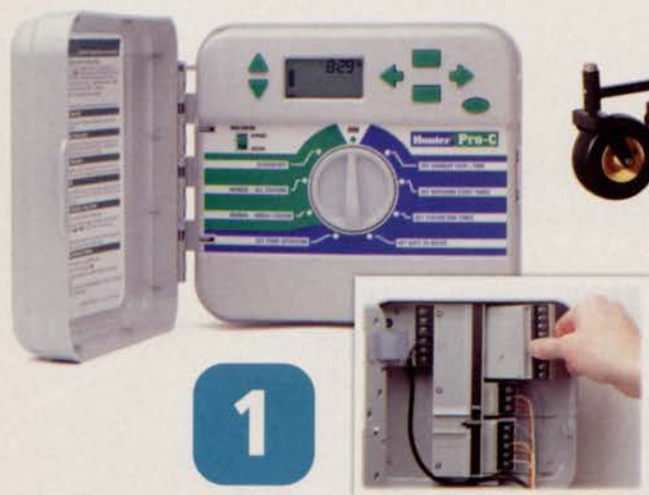


Kawasaki
Engines/Power Products

For more information on our complete line of products or to locate your nearest dealer, visit www.kawpowr.com, or call 1-877-KAWPOWR.

Innovations

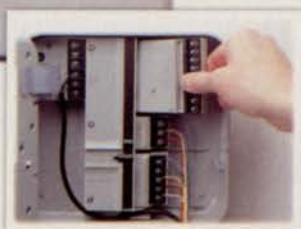
TECHNOLOGY HOT NEW PRODUCTS



1 Versatile controller

Hunter Industries has expanded its line of modular controllers with the introduction of the Pro-C with a new 15-station capability. The Pro-C can now be customized from 3 to 6, 9, 12 or 15 stations with the addition of expansion modules. The Pro-C also features an advanced Easy-Lock module system in which a unique "slide lock" mechanism simplifies installing and removing the modules.

For more information contact Hunter at 800/733-2823 or www.hunterindustries.com / circle no. 275



2 Safety first

Shindaiwa announces the availability of three new Shindaiwa-branded safety glasses for Shindaiwa distributors and dealers. Landscapers can choose between three different types of lenses — blue mirror, smoke and clear — with features such as: comfortable nose pads, lightweight design, full side and brow protection, polycarbonate lens and rubber temple grips. Also, the safety glasses filter out 99.9% of harmful ultraviolet light.

For more information contact Shindaiwa at 800/521-7733 or www.shindaiwa.com / circle no. 276



3 Affordable articulator

The new Lastec Model 3372 lightweight articulating 72-in. rotary mower features a 33-hp turbo-charged engine and three 25-in. articulating decks. The list price of \$17,000 makes it affordable to a much larger customer base — other 72-in. articulating rotary mowers can cost as high as \$25,000-\$30,000. The Model 3372 also utilizes a zero-turn radius drive unit for superior handling and maneuverability.

For more information contact Lastec at 317/892-4444 or www.lastec.com / circle no. 277

4 Easy start

With the new Kawasaki KTR27A string trimmer, half a pull is all it takes. At 26.3cc, it's one of the company's most powerful handheld string trimmers. A new carburetor with a slow idle starter device prevents the blade from running during start-up and disengages when the throttle is applied. Additional features include a reduced recoil pulling force, a fully covered carburetor and one-piece fan housing, and easy-to-service air cleaner element and muffler screen.

For more information contact Kawasaki at 877/529-7697 or www.kawpower.com / circle no. 278

Now — the best is better than ever!

Introducing the new MT52 mini track loader! Unique one-hand drive operation makes it so easy to dig, till, trench and move material. This is the **only mini track loader you can ride on or walk behind!** The completely new hydrostatic track drive delivers the power and performance for working in wet weather.



Ride on it or...



Walk behind it



Easy-to-operate controls

New

- Improved Drive Performance
- Ride-on platform
- Simple controls



MT52 Mini Track Loader

520 <small>lb.</small>	71.3 <small>in.</small>	18.8 <small>hp</small>	36 <small>in.</small>	12.0 <small>gpm</small>
Rated Operating Capacity	Lift Height	Liquid-Cooled Diesel Engine	Width (with bucket)	Auxiliary Hydraulic Flow

Trencher shown.
Fifteen other attachments available.

Circle 124

Call toll-free

1-866-823-7898 ext. 0283
for a FREE Video Catalog and Buyer's Guide.

Visit our website

www.bobcat.com/0283

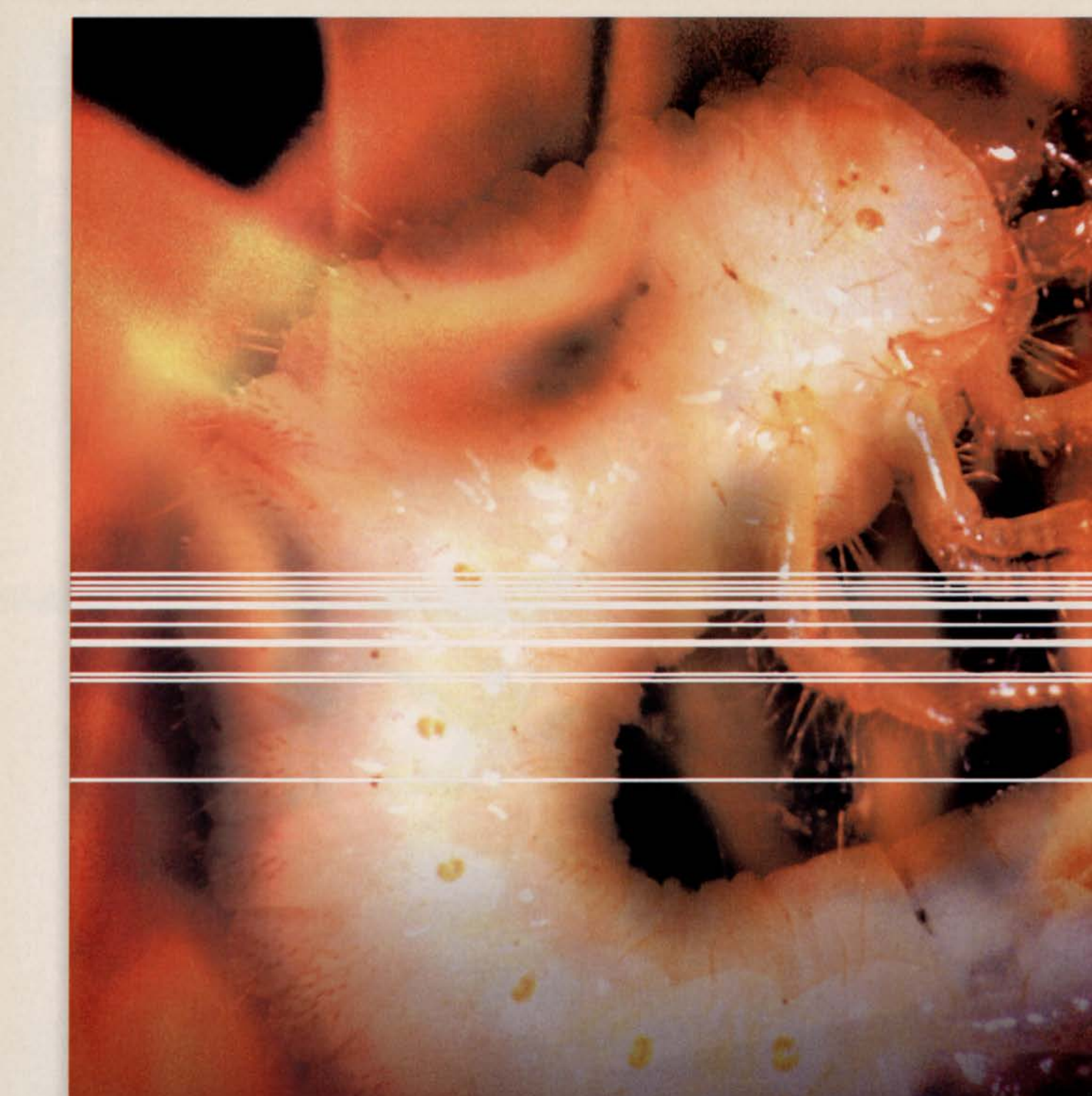
Bobcat Company • P.O. Box 6000 • West Fargo, ND 58078

Bobcat®

One Tough Animal

An **IR** Ingersoll Rand business





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

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

Game over, grubs. MACH 2* specialty insecticide is the proven season-long force against grubs, cutworms, sod webworms and armyworms. And it costs up to 10% less per acre than the other leading brand. Plus, it comes with a hassle-free performance guarantee. Combine that with a standard 2-lb. a.i. per acre rate for all grub species and a wide application window – clear through the second instar and without the need for immediate irrigation – and you have one powerfully cost-effective insecticide. So now it's easier than ever to say hasta la vista to grubs, baby.

*Some limitations and conditions apply. For details, please visit www.dowagro.com/turf or see your supplier.

UP TO
10% LESS EXPENSIVE
AND PERFORMANCE IS
GUARANTEED.*


MACH 2* PRESENTS

MAX POWER 2: DELIVERANCE DAY

The performance is guaranteed, baby.

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

*Maximum power for
season-long grub control.*

 Dow AgroSciences

MACH 2*
Specialty Insecticide

Out of balance blades destroy bearings, fatigue metal brackets on the deck, exhaust operators prematurely and cost money.



Sharp blades not enough

BY HARRY SMITH / Guest Columnist

Rotary mower blades don't cut grass. The sharpest blade can only tear the top off the grass blade. If you inspect a freshly cut blade of grass at about 3X magnification, you can see what has happened. The cut edge is ragged and oozing. The duller the blade, the more ooze and the more ragged the cut.

Dial 911 and get the grass blade EMT here ASAP. Grass that has experienced this blunt force trauma is more susceptible to pests and disease. Sharper blades produce less trauma and a better looking cut. Now you have two good reasons to keep your blades sharp.

Not just sharp

Is sharp all there is? No. As you suspected, you can get a lousy cut with a sharp blade. But if your blade doesn't track true as well, then strange stepped cut patterns appear. The lawn looks like an old sculpted carpet.

It's not uncommon for blades to become misaligned while doing their job. Curbs, rocks, roots, sprinkler heads and property stakes accelerate the misalignment process. Once a blade doesn't rotate parallel to the ground, weird cut patterns appear. The cause can be a bent blade or a bent blade spindle shaft or both. Checking for correct track during the sharpening process will reveal bent blades. Always replace bent blades. They cannot be straightened safely.

Another check that's necessary to maintain cut quality is lift. Lift is necessary on the portion of the blade across from the sharpened edge. That bent up corner on the back of the blade is the lift area. The lift surface lifts

the grass to meet the blade and produce a smooth cut. Some mower deck designs incorporate an additional "blade" that only lifts. When lift surfaces become eroded, the lift effect is lost.

Balance counts, too

Finally, check the blade's balance before reinstalling it. Out of balance blades destroy bearings, fatigue metal brackets on the deck, tire out operators and cost money. Get a good blade balancer with a track rod and use it on every blade you sharpen. Magna-matic is an excellent brand that I've used for over 20 years. You can check balance and track at the same time with this balancer.

Let me make a few comments about blade grinding. I've seen blades sharpened with a file, a handheld grinder, a die grinder, a pedestal-mounted stationary grinder and several types of automated or semi-automated grinders. Always match the original factory ground angle, and don't burn the metal. With patience and practice, all methods will get the blade sharp. But just like the difference between a backhoe and a shovel, speed is the issue. If you sharpen more than a dozen blades a week, a dedicated blade grinder will pay for itself. Foley United, Magna-matic, R.B.G., Bernhard and several other manufacturers make excellent grinders.

Expect to pay \$500 and up for a grinder, depending on features and automated processes. The appeal of the automated grinder is the ability to chuck in a blade, start the machine and walk away. This can be a real timesaver when you're looking at a stack of 40+ blades to sharpen.

— The author is the turf equipment professor at Lake City Community College, Lake City, FL. He can be reached at Smithh@lakecitycc.edu.

**The company that
defined big is now
redefining small.**



CATERPILLAR



Material handling arm



Wheel saw



Backhoe



Trencher



Grapple bucket



Pallet fork



Landscape tiller

Be part of

INTRODUCING MACHINES THAT MOVE DIRT FROM A COMPANY THAT MOVES MOUNTAINS. Caterpillar's new line of compact equipment and work tools give you genuine Cat[®] quality in a size to fit your needs. This next generation of equipment includes



Vertical lift, 2-Speed and High-Flow options maximize your productivity.



5 models of MTLs (57 to 78 hp) feature renowned Cat track technology.



10 models of skid steers range from 49 to 78 hp.

the legacy.

Skid Steer Loaders, Multi Terrain Loaders and Mini Excavators. All available in a wide variety of sizes, lift capacities and horsepower. Plus, customize your machine to the job, whatever the season, with a full line of Cat work tools.




Auger




Stump grinder



Cold planer



Vibratory drum compactor



Landscape rake



Snow blower



Over 30 families of work tools offer outstanding versatility.




7 models of mini excavators have evolved from big Cat excavators.

CATERPILLAR



Build & Quote on cat.com.

Now you can build your own Cat machine from your home or office, and get a general idea of price parameters.* Just log on to **CAT.COM**. Choose your machine and model then click on Build & Quote. Then customize your machine based on horsepower, lift capacity, lift height, operator environment and much more. *You can even select the work tools to match your machine.* Then contact your local Cat dealer or call **1-888-OWN-A-CAT** for a demonstration. 

*Suggested list price, dealer prices may vary.
©2004 Caterpillar Inc. AEDC0006

CATERPILLAR

Insect control for a new era

The latest findings from researchers developing environmentally sound approaches to pest management

BY DR. RICK BRANDENBURG



Research focused on turfgrass insect management continues to place a premium on seeking alternative strategies to pest control in the urban landscape. This effort to develop an array of pest management practices is fueled by societal concerns over pesticide use, the continued implementation of the Food Quality Protection Act and recent legislation in

Canada banning pesticides for cosmetic purposes. While attention from these issues is diverted by much larger ones, such as conflicts in Iraq and North Korea, our industry obviously continues to feel pressured by continuing economic woes and regulatory actions.

As a result, researchers continue to focus on the development of the most environmentally sound approaches to pest management with a constant eye towards the cost of each control

The grub below is healthy, while the one to the right has been exposed to an insecticide.



strategy. These efforts have included a wide range of approaches for insect management including plant resistance, lower toxicity conventional insecticides, biological control and cultural practices. As the landscape management industry grows, the pressure on researchers to develop insect management strategies that effectively meet the needs of society as well as the practitioners will continue.

Nematodes

Scientists have studied the use of entomogenous nematodes for insect management in the landscape for many years, and numerous products have been brought to the marketplace. One aspect of the use of nematodes and all other control agents is that an understanding of the pest and the product itself (in this case, the nematodes) is critical. This really came to light when the synthetic insecticides Merit and Mach2 were brought to the marketplace. The timing of application in association with grub development suddenly became more important. We're finding that this is also true with many of the "alternative" products, such as entomogenous nematodes.

Research is underway seeking better nematodes and hardier strains, and similar work is investigating strains of pathogenic fungi such as *Beauveria bassiana* and insect growth regulators

such as azadirachtin. Additional research on new strains of *Bacillus thuringiensis* and other biological control agents is moving forward with more intensity than ever before.

One common thread through all of this research is that it's more complicated than simply exposing the insect to the control agent. There are many aspects of insect development and behavior as well as attributes of the control agents themselves that demand a higher level of understanding. Even with our newest conventional insecticides, scientists have determined that the higher our level of knowledge of pest biology and ecology, the greater our likelihood of success with effective management.

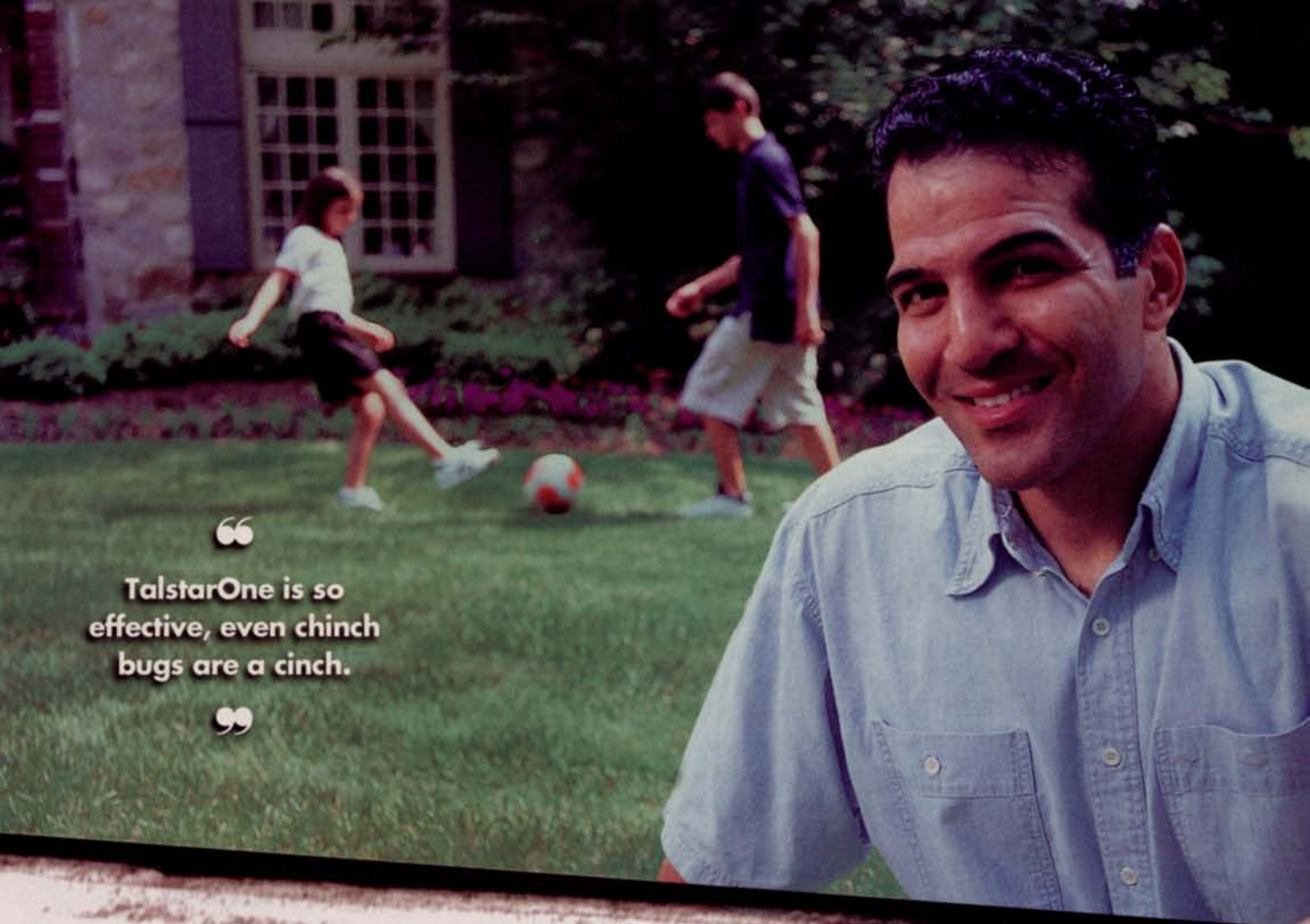
Behavioral responses

Research on behavioral responses of insect pests to various control approaches is becoming more common and continues to shed light on how to obtain optimal control. The remarkable ability of insects to avoid and/or protect themselves from various control agents continues to amaze us. These characteristics of insect pests remind us of the need to obtain a sound understanding of pest biology and behavior to maximize the performance of any product.

A lot of research has been conducted to improve our ability to predict pest outbreaks and to use this information to time the application of control products. Much of the past research and some of the current efforts have focused on degree day accumulations to forecast insect development. Since insects are cold-blooded, their development is regulated by how warm or how cold it is.

While these temperature predictions are helpful, more efforts in recent years have been put into "indicator" plants. These are plants that have a noticeable growth stage event (i.e. blooming) that coincides with the timing of a specific pest occurrence. This can function as nature's own early warning system. Other IPM systems under development simply look at "threat temperatures," or the threshold of temperatures at which an insect can become troublesome.

continued on page 62



“
TalstarOne is so
effective, even chinch
bugs are a cinch.
”

TalstarOne. Highly Effective. Where You Need It.

Once you apply TalstarOne™ multi-insecticide, you'll see what effective control was meant to be.

TalstarOne multi-insecticide is a true miticide, providing fast knockdown and long-lasting control of over 75 different pests, including chinch bugs, mole crickets, leaf-eating caterpillars, mites, mosquitoes and fire ants. It's water-based and contains no odorous or plant-damaging solvents. Plus, once it dries, it is virtually impossible to tell where it has been sprayed. That means no unsightly residues and no phytotoxicity.

So, apply the product that not only helps keep lawns green, but also turns competitors green with envy.

TalstarOne multi-insecticide. One tough flowable product for tough turf pests. For more information, contact our Customer Satisfaction Center at 1-800-321-1FMC, or visit: www.talstar-one.com.

TalstarOne multi-insecticide will replace Talstar® F insecticide/miticide. All existing inventory of Talstar F insecticide/miticide is still actively registered. To make sure TalstarOne multi-insecticide is registered in your state, check with state authorities or call 1-800-321-1FMC.

FMC

© 2003 FMC Corporation.
FMC, the FMC logo, Talstar, TalstarOne and the TalstarOne logo are trademarks of FMC Corporation. Always read and follow label directions.

 **TalstarOne™**
MULTI-INSECTICIDE



continued from page 60

While the timing of a pest can often be predicted, their occurrence in damaging numbers is often more challenging. We may be able to predict how quickly a cutworm, fall armyworm or sod webworm may develop based on temperature, but it's very difficult to determine if it is indeed going to actually occur in a specific area.

The use of light traps, pheromone traps, feeding attractant traps and sticky cards have frequently been used to capture insects and provide an early warning of insect attack. The major frustration with this system is that while it may help one get a better handle on the timing of a pest occurrence, it usually doesn't give us a good prediction of pest abundance.

As the control products we use become more sophisticated and/or specialized, the need to refine our applications becomes greater. This will require an even better understanding of not only the pest but the products themselves. That's the nature of the business we're in. To provide environmentally sound pest management programs in the future, the demands on research will increase along with the demands for continuing education for turfgrass managers.

Research is also challenged because the landscape industry continues to grow, the demands and expectations for quality turf keep getting higher and, in some instances, major pest problems have changed.

Some pest problems have increased simply due to their continued spread from their original point of entry into the United States, for example pest species of fire ants and mole crickets. Shipments of soil, sod and plant material can certainly enhance the movement of pests. White grubs (several different species) appear to be increasing over a wider area of the United States. Explanations are somewhat speculative, but to some degree it may be related to the increasing amount of irrigated turf, loss of long-residual broad-spectrum insecticides and increasing expectations for turf quality. These factors may also be important in the increasing populations of earthworms we often observe in turf areas.



A fine sawdust like frass is often found near the site of billbug damage.

Major pests

► **White grubs:** The majority of white grub species have one generation per year, although some have more than one per year (black turfgrass ateniens). And some species may require more than one year to complete their life cycle. Typically, the adults lay eggs in the summer and grubs feed in the summer into the fall until soil temperatures force them deeper into the soil. As the soil warms in the spring, the white grubs feed for a few weeks, then pupate and emerge a couple of weeks later to mate and lay eggs.

Control is most effective if directed toward the smaller grubs soon after egg hatch. Larger grubs are more difficult to control and will have already fed on the turf. Many products are recommended to be applied close to egg hatch to obtain best control. Proper identification of the grub species is important so that the timing of application can be targeted for that species. Egg laying among the species may vary a month and a half, masked chafer to green June beetle.

► **Fire ants:** Fire ants are one of the most troublesome turfgrass pests throughout the South, not only due to the damage they do to turf and mowing equipment through the mounds they create, but due to the health hazard of their stings. Fire ants typically have mating flights in the spring with new colonies established at that time. New mounds usually go unnoticed until early in the fall. Mounds can extend several feet into the soil and contain hundreds of thousands of ants after several years. In theory, an established fire ant mound can last forever. Management of fire ants requires a dedicated effort to suppress them rather than trying to eradicate them.

Control is approached in two ways. One is to use baits and let the ants do the work. The other is to apply products to individual mounds. The individual mound treatment is generally the only option for high traffic areas where people may come into frequent contact with the ant mounds. Individual mound treatments, whether they're drenches, granules, injections, dusting or any other approach, are usually more rapid in effecting a control response on the mound. How-

continued on page 64



The Intelligent Use of Water™



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

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

RAIN BIRD®

www.rainbird.com

Circle 126

continued from page 62

ever, these treatments are more labor intensive as they require finding and treating each mound.

The use of baits is a labor-saving approach that can be quite effective in that it lets the ants collect the treated material and return it to the mound. These treatments are generally slower acting and may require weeks or months to be fully effective. They shouldn't be applied prior to rains, and always use fresh baits. Some newer non-bait, granular materials that can be applied broadcast are also showing good results.

► **Fall armyworms, armyworms:** One of the biggest challenges of these pests is that they are sporadic in their occurrence and they often catch landscape managers by surprise. Serious damage often occurs be-

fore the problem is diagnosed and remedial action taken. The smaller caterpillars often hide during the day to avoid detection from birds. Their feeding often goes unnoticed until the worms become large. Damage often starts along the edge of a turf area. Large numbers of birds in a turf area often indicate there are numerous caterpillars present.

Fall armyworms may not show up in more northern areas until late summer or early fall. They may be found in late spring through to the fall in southern states. They are often found in areas that have just been seeded, sodded or sprigged as they prefer new tender growth. They're capable of migrating through a turf area or toward an area that's more lush and green, hence the name armyworm.

Control is most effective when applied to smaller caterpillars. Early detection is a key to effective control and minimizing damage. The use of a soapy water drench (a 2% solution of liquid dishwashing detergent in water) can be poured over suspected turf areas and then observed for five minutes. Caterpillars will rapidly crawl to the surface to escape the soapy water. If spray formulations are used, it's best to treat late in the day and then avoid irrigation that evening. Granular formulations can also be effective if they receive a light irrigation in the evening after application.

► **Cutworms:** Cutworms are primarily a pest of golf course putting greens, although they'll attack almost any turfgrass. They are large, robust caterpillars that burrow down into the soil during the day and feed at night. They can be present in southern areas almost year-round and during the summer and fall in the north. Multiple generations can occur, and moths may be laying eggs on a regular basis. Unlike armyworms, cutworm moths have more of a tendency to lay their eggs directly on the turf that the caterpillars will damage.

Control of cutworms is fairly easy if they're detected in time to prevent serious damage. Soapy water can be used for this pest as well. Treatment late in the day is recommended simply because the caterpillars come out at night to feed.

► **Chinch bugs:** There are several species of chinch bugs: the southern that attacks primarily St. Augustinegrass, the common chinch bug which feeds on cool- and warm-season turf, and the hairy chinch bug which attacks primarily cool-season turf but can also attack zoysiagrass. They all suck on the plant stems and crowns and remove plant juices. They weaken the turfgrass and often cause a yellowing and then a brown appearance of the turfgrass. The southern chinch bug is particularly troublesome during and after periods of hot, dry

continued on page 66

Fertigation

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

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

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

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

Call Today
(800) 728-4504



Turf Feeding Systems, Inc.
WWW.TURFFEEDING.COM





ABSOLUTELY HAMMERS MITES.



Pampers Everything Else.

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

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

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

Crompton
Uniroyal Chemical

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



continued from page 64

weather. Damage often appears as yellow turfgrass in small patches that may coalesce into large areas of damage if chinch bugs are left uncontrolled. The hairy chinch bug may be suppressed through the use of endophyte-enhanced cultivars.

Control has been made a little more challenging since the implementation of the Food Quality Protection Act resulted in a loss of some longer residual activity products that worked very well against chinch bugs. However, effective control is still possible. Managing the thatch can help reduce chinch bugs, as can a good irrigation program. Chinch bugs have a tendency to stay deep within the turfgrass canopy and this requires very good coverage with a spray application. Granular formulations can also be used with good success. Chinch bugs are resilient, and if favorable weather conditions continue, recheck the area often to determine the need to retreat.

► **Ground pearls:** Ground pearls have become a real challenge for managing centipede turfgrass in the South. While they may occasionally attack other warm-season species of turfgrass, centipede is the most seriously damaged. The feeding of ground pearls will cause the centipede to yellow and eventually die. No turfgrass recovery will occur the following year, and generally

only weeds will grow back in the infested area. Since this pest lives in the soil, it almost always goes undetected until serious damage occurs. Damage often starts as small irregularly shaped patches, and they'll grow larger with time.

A lot of research has been conducted to predict pest outbreaks.

Control of ground pearls is challenging. No currently recommended insecticides have been demonstrated to be effective against this pest. Intensive management of the turfgrass and irrigation may slow the progress of the damage, but won't stop it. Switching to another warm-season turfgrass has proven helpful in some situations.

► **Mole crickets:** Mole crickets are a problem from Virginia Beach, VA, all the way down to Florida and across to Texas with a few isolated locations in the Southwest. The two primary species, the tawny and southern mole cricket, were both introduced from South America and are responsible for much of the damage. A native species, the northern mole cricket occasionally causes a few problems in more northern areas. Also, South Florida may also have the short-winged mole cricket.

These pests damage turf in two ways — by feeding on the roots and through significant tunneling. Severe damage may include extensive tunneling and loose soil and may result in complete turf loss in heavily infested areas. Proper species identification is critical as is an understanding of the insect's life cycle to initiate effective control programs.

Control is generally obtained only through the use of well-timed conventional insecticide use. Products are most effective when targeted against the small instars soon after egg hatch. Monitoring sites of egg laying with soapy water flushes reveals the timing of egg hatch and allows for the proper timing of insecticides and ultimately a reasonable level of control. Treating large crickets after serious damage occurs in late summer and early fall will generally result in poor control, increasing expenses, and severe turfgrass damage.

► **Sod webworms:** Sod webworms can be a very troublesome caterpillar pest of turfgrass all across the country, but much less common in the Southwest. During the past 10 or more years, damaging populations have been quite sporadic. They occur almost anywhere in the country as there are many species and they can attack virtually all species of turfgrass. They typically feed by chewing on leaves and often clipping them off and pulling them down into



Green turf.



Great rewards.



Enough said.

Know how to earn new laptops, equipment, or make a contribution to an industry association of your choice? Just enroll in the Syngenta GreenPartners™ reward program and you'll receive awards points on every Syngenta purchase. Plus, you'll even get points for *all* previous 2004 purchases.

Make purchasing more rewarding. Register online today at www.greenpartnersonline.com

©2004 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. GreenPartners™ and the Syngenta logo are trademarks of a Syngenta Group Company.



Circle 129

their tunnels. This often leaves turf with a ragged appearance, and often it will appear to turn brown and appear closely cropped. Damage is usually most serious in mid to later summer.

Control is accomplished through well-timed insecticide applications and several biologicals including treatments with *Bacillus thuringiensis* (B.t.) formulations often work very well. Parasitic nematodes and *Beauveria bassiana* have been successful and birds often are an important natural control. The use of soapy water can be used successfully to detect damaging populations.

► **Billbugs:** Similar to the sod webworms, there are many species of billbugs, and as a result they're present throughout virtually the entire U.S. and feed on almost all

species of turfgrass. All billbugs are native to North America and consistently cause some of the most frequently misdiagnosed damage.

The turfgrass often takes on the appearance of drought symptoms, chinch bug damage, grub damage or even a disease. The billbug larvae burrow down into stems and stalks to the crown and kill individual stems and often entire plants. The turfgrass turns brown (in small or large patches) and often can be pulled from the soil with virtually no effort. A fine sawdust like frass is often found near the site of damage. Most damage occurs in the summer, but in warmer climates the billbugs can be active almost year round. In bermudagrass, damage often appears the following spring as areas that either fail to

or are slow to green up.

Several options are available for billbug management. Resistant cultivars and endophyte enhanced cool-season turfgrass are available. Some tolerant bermudagrasses and zoysiagrasses are available as well. Entomogenous nematodes have also shown good effectiveness against these pests. Conventional insecticides can be applied against the larvae in a manner similar to treating for white grubs. Other options include treating for adults prior to egg laying, particularly in the spring. **LM**

— *The author is the Professor of Entomology and co-director of the Center for Turfgrass Environmental Research and Education at North Carolina State University. He can be reached at 919/515-8876 or rick.brandenburg@ncsu.edu.*



LEIT Irrigation Controllers
The preferred power irrigation solution



NO AC Power
NO Solar Panels
NO Lightning Risk

Water Management

- Common areas
- Slopes
- Median strips
- Parks
- Highways
- Mitigation sites
- Cemeteries

Powered by an internal, ultrahigh efficiency photovoltaic module and a microelectronic energy management system fueled by ambient light.

The LEIT controller can automate your irrigation system in any region, under any weather conditions, day or night, using only ambient light as the source of energy.


1210 ACTIVITY DRIVE
VISTA, CA 92081-8510
PHONE 760-727-0914
1-800-322-9146
FAX 760-727-0282

Circle 153

Equipment & Supplies for Athletic Facilities

EXPERT... a person having special skill or knowledge in a particular field

Let us put our EXPERTS to work for you!



Beacon's experts are in sports field maintenance. Led by professional groundskeepers—Paul Zwaska, formerly of the Baltimore Orioles, Tom Burns of the Texas Rangers, and Steve Wightman from Qualcomm Stadium in San Diego, our knowledgeable customer service staff and project specialists offer you a wealth of expert product information!



800-747-5985
beacon@ballfields.com • www.ballfields.com

www.ballfields.com

Circle 131

Nice job, nematodes

These parasites' effectiveness in fighting soil insect pests is changing their public perception

BY PARWINDER S. GREWAL

Although only a handful of species are parasites of humans, domestic animals, wildlife and plants, all nematodes are regarded as harmful by the general public. However, the use of a group of nematodes to fight soil insect pests is now changing their public perception.

Entomopathogenic (insect-parasitic) nematodes, *Heterorhabditis* and *Steinernema*, are lethal parasites that are now used for biological control of insects. Today, these nematodes are used to fight soil-inhabiting insects in citrus, cranberries, mushrooms, glasshouses and landscapes throughout North America, Europe and Japan.

Entomopathogenic nematodes are interesting parasites that have a symbiotic association with bacteria in the genera *Photorhabdus* and *Xenorhabdus*. This partnership with bacteria enables the nematodes to exploit a diverse array of insects as hosts. Infective juvenile nematodes seek out and penetrate suitable insects through natural body openings. Upon reaching the insect's blood stream (hemocoel), the nematodes

release the symbiotic bacteria which multiply rapidly, killing the insects within 2-3 days. Insects killed by the nematodes are flaccid, don't give off a foul smell, and have conspicuous colors.

For example, insects killed by *Steinernema carpocapsae* (Sc nematodes) are yellow and those killed by *Heterorhabditis bacteriophora* (Hb nematodes) are reddish brown. After the death of the host, nematodes feed on the bacteria and insect body contents and reproduce. Within 2-3 weeks, hundreds of infective juveniles are released into the environment to seek out new insect hosts and continue their life cycle (Fig. 1). For commercial uses, they are mass-produced either in host insects or in fermenters.

Steinernema and *Heterorhabditis* are microscopic roundworms that occur naturally in soils and reproduce in insect hosts (see Fig. 2). Over 40 species of *Steinernema* and 10 of *Heterorhabditis* have been discovered worldwide. Due to the ease in nematode mass-production, many nematode-based products have been developed and are sold as biological insecticides. The nematodes are well suited for pest control in residential landscapes because of their safety and ease of application.

Selecting the right species

There are now many different species and strains of nematodes that are commercially available. Selection of the appropriate nematode for the target pest is extremely important because

continued on page 70



Primo MAXX™ Helps Lawn Care Operators Maintain and Grow their Business

Use of Primo MAXX Leads to Enhanced Customer Satisfaction and Increased Revenue Potential

What do you, as a lawn care operator, have in common with other industry professionals? Goals for success—and your primary goals are to satisfy your customers and to increase revenue. Lawn care and grounds maintenance professionals across the nation are discovering that one of the best ways to meet these goals is with Primo MAXX, the leading plant growth regulator in the industry, manufactured by Syngenta Professional Products.

Over the years, progressive lawn care operators have relied on Primo MAXX to build customer satisfaction by enhancing the appearance of their customers' lawns. A proven ability to make turf more lush and thick, as well as manage clippings, means that Primo MAXX is not just a product, but also an investment. Selling Primo MAXX applications to current and potential customers as an add-on service has created an additional revenue stream for many lawn care and grounds maintenance operations.

Incorporating Primo MAXX into your business allows you to:

- Enhance turf with a richer color
- Increase tillering and root mass development
- Provide a healthy, more durable turf surface
- Reduce clippings by 50% so less bagging and green waste is generated
- Decrease the amount of time needed to maintain treated areas, freeing up time for crews to focus on weeding, leaf and debris removal, etc.
- Trim and edge hard-to-mow areas
- Achieve pre-stress conditioning against heat, drought, disease, and traffic
- Decrease water consumption

To learn more about how Primo MAXX can build your lawn care business, please contact your local Syngenta sales representative, visit www.syngenta-professionalproducts.com or call 1-800-395-8873.

Primo MAXX™ Grows Business, Slows Turf Growth

Over the years, Carl Clifton has grown his business, Lawnscape Systems, Inc., into one of the premier lawn care service providers in Southern California. The addition of Riverside National Cemetery, the largest memorial park managed by the National Cemetery Administration, to his client list in 2002 helped to advance the scope of services offered by the company.

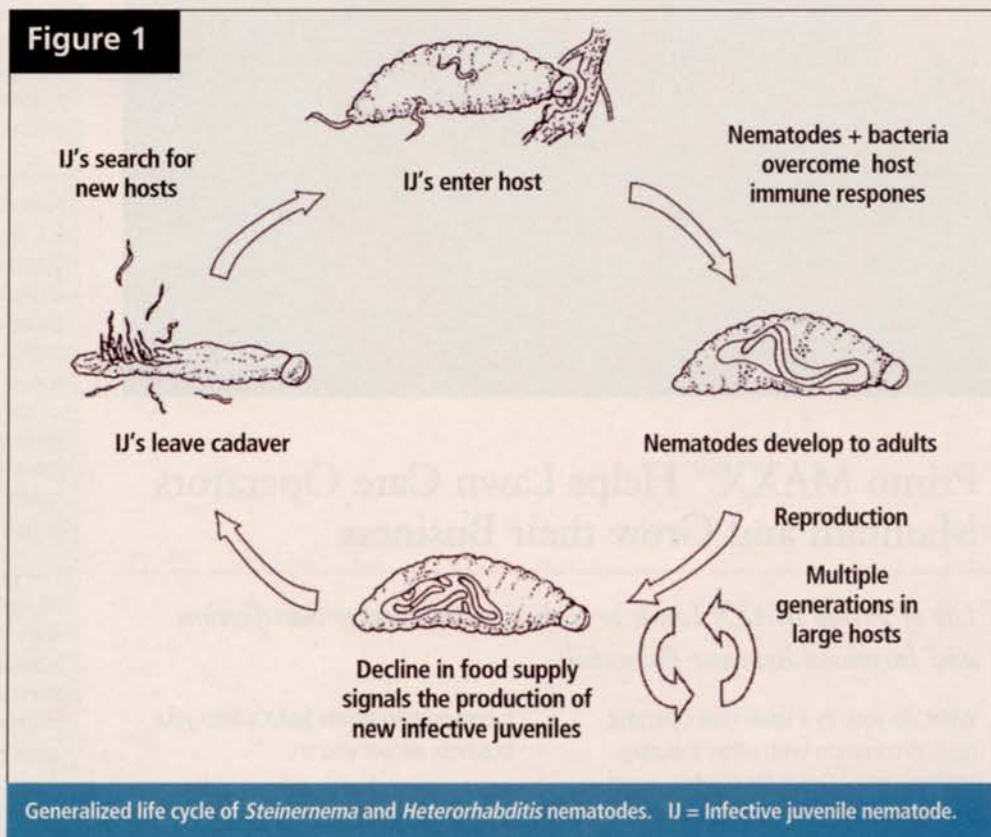
Maintaining the 300-acre Riverside National Cemetery is a rather large task for any landscape company. Lawnscape Systems recognized that the meticulous attention required for the cemetery, especially around the markers, could mean additional costs. Cemeteries everywhere have the universal problem of keeping the markers clean, usually relying on string trimmers to get the job done. Depending on growing conditions, this task must be repeated in three- to four-week cycles.

The tremendous amount of manpower, equipment, and the cost associated with this task led Clifton and his associates to seek a more efficient alternative. Lawnscape Systems turned to Primo MAXX, a key component of its lawn care operations for eight years.

Primo MAXX applications help to keep the cemetery markers clean and the surrounding turf green and healthy. According to Clifton, using Primo MAXX to slow the growth and enhance the appearance of the turf around the cemetery markers has provided immediate benefits to his business.

Clifton also uses Primo MAXX with home lawn care customers. "It's important that landscape maintenance people sell the product's benefits correctly to customers," said Clifton. "They may think that their customers won't be happy since they are on the lawn less, but Primo MAXX delivers a better lawn with less effort."

"The Primo MAXX applications are 'manpower' that always shows up for work. By using Primo MAXX, you are trading the issues and costs attached to traditional manpower, as well as gaining savings in water, gas, and equipment maintenance," said Clifton.



continued from page 68

nematode species and strains differ in their activity against different insect pests. These differences are due to the different search behaviors of nematodes, and also the type and number of bacteria carried by the infective juveniles.

For example, *Sc* nematodes use an ambush approach to find insect hosts and will kill more mobile insects close to the soil surface, such as billbugs, sod webworms and armyworms. *Sc* nematodes stand on their tails and wait for long periods for insects to come into range. *Hb* nematodes, on the other hand, use a more active search strategy called cruising to find insect hosts. Therefore, these nematodes are more effective against less mobile hosts such as white grubs. This distinction serves as an overall guide for matching the nematode species with the target pest.

Landscape pests and the most effective nematode species to control them are listed in Table 1. In our recent tests, two new strains,

GPS11 of *Hb* nematodes and X1 of *Hz* nematodes, were found to be most effective against white grubs. If applied properly, nematodes are usually as effective as the chemical pesticides.

Application rules

Nematodes can be applied using a sprinkling can or most conventional liquid pesticides, fertilizers and irrigation equipment with pressures of up to 300 psi. Electrostatic, fan, mist and pressurized sprayers can be used. If the tanks are agitated through excessive sparging (recirculation of the spray mix), or if the temperature in the tank rises above 86° F., the nematodes will be damaged. Irrigation systems may also be used for applying most species; however, high pressure recycling pumping systems aren't good delivery systems. Screens smaller than 50 mesh should be removed from spray or irrigation equipment to allow nematodes to pass through the system. Volumes of 2-6 gallons of water per 1,000

continued on page 72

We not only raised the bar in 2004, we took it up and over the top.

Standard throughout our Lazer Z[®] lineup this year is a Rollover Protection System (ROPS). Maybe some day other zero-turns will be wearing one, but once again, the bar was raised here.

For 2004, we've also enhanced the look with redesigned fuel tanks which feature an integrated cup holder and fuel gauge. Elevated the comfort with redesigned drive levers. Expanded convenience with repositioned operator controls and a handy storage compartment. Viewed from the front. The side. The back. The look is sleek. Sophisticated. With just a hint of in-your-face.



Visually walk around the unit pictured here. Acquaint yourself with many of the new features that reaffirm the fact that Exmark zero-turn engineering continues to run well ahead of the pack. Then go to www.exmark.com for a closer look at the **Lazer Z** lineup for 2004.



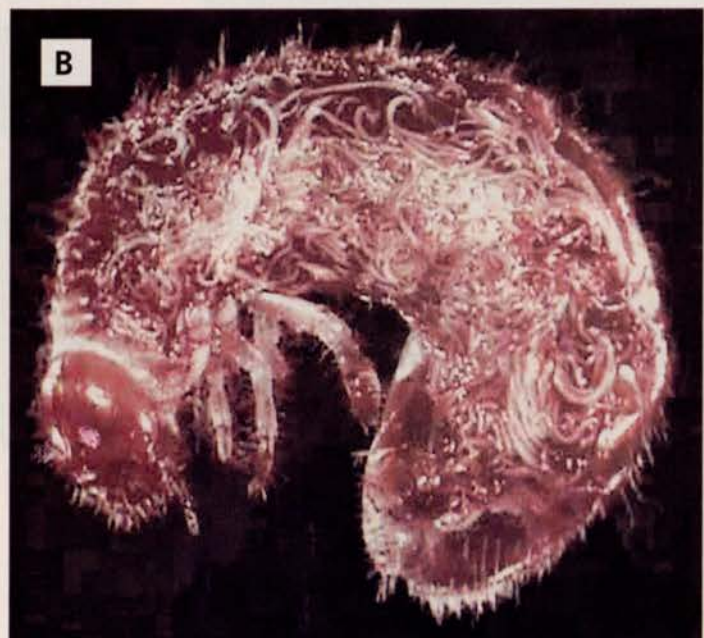
 www.exmark.com



Circle 133

Best-selling Brand of Mowing Equipment for the Landscape Professional

Figure 2



Major pest insects infected and killed by parasitic nematodes.

A. Mole cricket infected with *Steinernema scapterisci* (Photo by Nguyen & Smart).

B. White grub infected with *Heterorhabditis bacteriophora* (Photo by M. Klein).

continued from page 70

square feet (86-260 gallons per acre) are recommended on most labels. An application rate of 1 billion nematodes per acre is generally recommended to control most soil insects. For smaller areas, the recommended application rate is 250,000 nematodes per square meter.

Nematodes require moist soil for optimum

activity and won't kill insects if soil temperatures are below 50° F. They're also extremely sensitive to heat and sunlight, and will perish in a matter of minutes when exposed to full sun. Therefore, nematodes should be applied either in early morning or late in the day to prevent exposure to sunlight. Also soil may need to be irrigated before treatment if it's too dry. Apply at least 1/2 inch of water immediately after application to rinse off nematodes from the foliage and move them into the soil and thatch. Nematodes require a thin film of water for movement, but aren't capable of movement under flooded conditions. Maintenance of optimum soil moisture after application usually enhances nematode activity and efficacy.

In general, nematode activity and survival is lower in heavy clay soils than in sandy loam soils. Soil temperature during and after application can also affect nematode efficacy. Warmer temperatures usually reduce nematode survival while cooler temperatures reduce activity and infection ability. Soil temperatures between 50° F. to 85° F. are considered favorable for application of most nematode species. If soil temperature is above 85° F., a pre-application irrigation is usually recommended to reduce soil temperature prior to nematode application.

Compatibility

Although there's evidence that nematodes are compatible with most herbicides and fungicides, certain insecticides, nematicides, wetting agents and surfactants can be toxic. Therefore, before tank-mixing the nematodes with other chemicals, the label should be checked carefully or the nematode producer/supplier should be consulted for compatibility information.

Insect parasitic nematodes can be obtained directly from producers or retailers. The nematodes can also be purchased through gardening mail-order catalogs and at some agricultural and nursery supply stores. A list of commercial suppliers of nematodes can be found at:

www.oardc.ohio-state.edu/nematodes.

Nematodes are formulated in several

continued on page 74

PEOPLE SOLUTIONS

by JP Horizons, Inc.

WHAT Do These SUCCESSFUL OWNERS Have in COMMON?

VISION

Just having a mission statement is no longer the answer. It must be a living document that is used in every planning session, company meeting, interview, sales call and employee review. It must stay on the hearts and minds of every person in the company and the result will be a focused team producing quality and profits. My **PEOPLE SOLUTIONS'** coach helps me achieve this.

Lorne Hall, *Western Lawns, Inc.* • Bethany, OK



GROWING LEADERS

The future of our business depends on the ability to grow leaders that will move us to higher level of performance. It is reassuring to know that every person we send to the **LEADERSHIP JAM** and other JP HORIZONS' events will gain insight into personal growth as well as business growth that is consistent to our philosophy of business.

Tom Mauer, *Mountain View Landscapes & Lawncare, Inc.* • Chicopee, MA



CONSISTENT TRAINING

As a small business owner, training too often fell to something we did once or twice a year. That has changed. The power of bringing the company together on a regular basis and creatively sharing information on personal growth and technical skills has made an incredible impact on morale, service, and profits. The uniqueness of the **TRAINING CHALLENGE** makes it possible to train every week.

David Pitchford, *Baton Rouge Lawn Pro* • Baton Rouge, LA



CUSTOMER FOCUSED SALES

It is awesome to see my veteran and rookie sales people focused on monthly sales goals, connecting with clients to deliver a great experience and consistently striving to grow professionally. The energy of **SALES JAM** and the monthly coaching and follow up has created a culture of consistent and profitable growth.

Bill Gerhardt, *GreenScapes Landscape Co.* • Columbus, OH



Start with
your **FREE**
THRIVAL
Report

www.jp horizons.com

They FOUND
SUCCESS in a
PACKAGE!



JP Horizons
INCORPORATED

Sponsored by

Husqvarna

Supported by

Landscape
MANAGEMENT

TABLE 1. TARGET PESTS OF COMMERCIALY AVAILABLE INSECT PARASITIC NEMATODES

Target pest	Target life stage	Best nematode species*
Armyworms	Larva/pupa	Sc
Webworms	Larva/pupa	SC or Hb
Fleas	Larva/pupa	Sc or Hb
European crane fly	Larva/adult	Hb or Sf
Annual bluegrass weevil	Larva/adult	Hb or Sc
Black vine weevil	Larva/pupa	Hb, Hm or Hma
Billbugs	Larva/adult	Sc or Hb
Chinch bugs	Nymph/adult	Sc
Asiatic garden beetle	Larva	Hb or Hz
Black turfgrass ataenius	Larva	Hb
Green June beetle	Larva	Hb or Hz
Japanese beetle	Larva	Hb or Hz
May or June beetles	Larva	Hb or Hz
Oriental beetle	Larva	Hb or Hz
European chafer	Larva	Scarab nematode**
Northern masked chafer	Larva	Hb or Hz
Southern masked chafer	Larva	Hb or Hz
Southwestern masked chafer	Larva	Hb or Hz

* Sc = *Steinernema carpocapsae*; Sf = *Steinernema feltiae*; Mole cricket nematode = *Steinernema scapterisci*; Scarab nematode = *Steinernema scarabaei*; Hb = *Heterorhabditis bacteriophora*; Hm = *Heterorhabditis megidis*; Hma = *Heterorhabditis marelata*; Hz = *Heterorhabditis zealandica*.

** Not commercially available

continued from page 72

different ways. In some products, concentrated nematodes are simply placed on sheets of sponge. In others, the nematodes are formulated as water dispersible granules. There are some products in which nematodes are mixed in either fine vermiculite or clay. In all cases, the nematodes have to be mixed in water prior to application.

The quality of commercially produced nematodes aimed at a mail-order market in the USA was assessed in 1999 by three different

university laboratories in New Jersey, California and Ohio. They found that most companies were accessible and reliably shipped pure populations of the correct species on time, in sturdy containers and often with superb accompanying instructions. Nematodes were received in satisfactory condition with acceptable levels of viability.

Long-term control and conservation

The nematodes have the potential to recycle and establish in the environment. However, studies documenting the long-term persistence of nematodes are limited. Sg nematodes (*S. glaseri*) were reported to have maintained themselves in the field for 14 years in New Jersey with Japanese beetle larval densities of less than five per square foot. Ss nematodes (*S. scapterisci*) have been shown to persist in mole cricket populations in Florida for over five years. Other studies have reported that a single application of nematodes can impact more than one generation of white grubs.

Whether they're applied or occur naturally, conservation of insect parasitic nematodes should be a goal. There are several factors that influence nematode persistence in the soil. Extremely dry soil conditions, absence of host insects for extended periods and the application of toxic chemicals may reduce nematode numbers in soil. Studies are continuing to unravel the complex ecology of insect parasitic nematodes to develop practical approaches to effectively conserve nematode populations.

Nematodes are safe to apply and are exempt from federal registration. They don't harm the environment, plants, animals, pets or wildlife, or non-target invertebrates. They're found naturally in various soil types, in turfgrass lawns, cultivated sites and in undisturbed natural areas. No worker protection measures are necessary for nematode applications and turf can be used immediately after treatment. **LM**

— The author is an Associate Professor with the Department of Entomology, OARDC, The Ohio State University, Wooster, OH. He can be reached at grewal.4@osu.edu.

Leadership insights

GROWING GREEN INDUSTRY LEADERS

SUPPLEMENT TO LANDSCAPE MANAGEMENT

Change – the power in it!

Owners are making changes in 2004 that they hope will streamline operations and boost the bottom line

1 What's your strong point?

Robert Smart, president of Yard Smart in Olmsted Falls, OH, eliminated the company's irrigation division – which spent a lot of time fixing others' mistakes instead of installing new systems – to focus instead on its stronger divisions, which will allow the company to better serve its customers.

2 Have a plan.

Cory Lay, owner of AA Tex Lawn Company, plans on being more proactive instead of reactive by setting aside more time to develop a business plan, instead of making it up as he goes along.

3 Maximize your systems and employees.

President Thomas C. Conway Jr. says Suffolk, VA-based Smithfield Gardens is evaluating all of its business systems – including pricing, retail, estimating and production – to make sure the processes in place are working and achieving their full potential. If they aren't, changes to the systems and the employees responsible for those systems are being made. Similarly, Smart hired additional employees, which will allow the vice president and operations manager to become more focused on driving sales, instead of

taking care of office duties.

4 Define job descriptions.

Dave's Landscape in Hudson, MA, rewrote job descriptions with specific skills and pay ranges attached to each level. This will give employees a clear vision of what they need to do to get to the next level and pay increase.

"This will eliminate employees asking for a raise and me giving in just to get them off my back," explains owner David Rykbost. "We can look at the chart together and assess where the employee is and either give the raise with a smile or talk about what needs to be done to achieve it."

5 Demand accountability.

Several owners stress the importance of complete accountability, beginning with themselves and working all the way down the chain of command. Dave Rooney, owner of Rooney Landscape, Rolling Meadows, IL, meets weekly with every employee that reports directly to him to establish and follow up on agreed-upon goals. "Accountability will be easily accomplished by reviewing from week to week what has been done and what we still

Continued on page 77

From the front lines

More owners taking a supporting role

When we asked our panel of owners what changes they planned to make in 2004, a recurring response was to take themselves out of the day-to-day operations and let the employees take center stage.

"We have hired good people and have empowered them – it is now time to get out of their way and allow them to take on greater responsibility," explains Bill Leidecker of Five Seasons Landscape Management in Reynoldsburg, OH.

Similarly, Mark Borst of Borst Landscape and Design in Allendale, NJ, re-configured his office system to eliminate a paper jam on his desk.

"In the past, billing questions and accounts payable came across my desk. I tend to slow down the process in these areas, which backlogs the people in my office. My goal is to get out of the way and let my people do the work," Borst says.

Becky Sunday, RJ Sunday Landscaping, Bowie, MD, says creating a team atmosphere and focusing on the outcome will make all the difference.

"I know I can positively impact my company by spending less time in the activity," she says. "Instead, the precious time I spend with my leaders will be focused on the outcome – the vision of the win. I've learned to recognize talent and build a winning team. My job is to make sure everything is in place for my leaders to succeed – it's their job to deliver the win." ■

"Change will either chain you to your past or free you to your future."

– Danielle Kennedy

Leadership
Advancement
Program

SPONSORED BY:

 Husqvarna

PRESENTED BY:

 PEOPLE
SOLUTIONS
by JP Horizons, Inc.



Driving Your Business

BY JIM PALUCH / PRESIDENT JP HORIZONS

Risks and rewards of change

In the spirit of entrepreneurship and growth, this law is true – the greatest risks return the greatest gains. It is likely that, as a business owner, manager, or even head of a household, changing a culture could very likely be one of the biggest risks you'll ever take. Why? Experts say that success rates for culture change in Fortune 1000 companies are below 50 percent; some say as low as 20 percent. With management and employees viewing change in such different ways, winning acceptance and fostering a common vision can be one of the most challenging, exhausting, and yet rewarding projects you'll ever undertake.

So, the question lies not in, "Is culture change something I can do?" but "Am I willing to weigh the risks against the rewards and then move forward with great expectations for the future through change?"

Risks of Change:

■ **Exposure to the truth.** Culture change is like a big bright light shining on the entire organization, leaving no place to hide. It will expose a nerve, or truths, that were always there, and the change initiative merely brought them to the surface.

■ **Testing the energy level of the group going through the change.**

There is a risk that you may discover that you aren't quite as ambitious or as effective as you thought. It's good to realize that culture change takes time, effort, planning, and lots of patience.

■ **A true picture of your commitment.** A golf pro once told me that he can recognize a student's commitment to change, having worked to improve his putting stroke, on the 18th green with the tournament on the line. His



As a group goes through culture change, it learns to communicate, work past problems, and work toward satisfactory solutions."

commitment to improving is on display. Does he use the new stroke or does he revert to the old way of doing things?

An owner's or leader's commitment will be tested when the pressure is on, as well. Do you do it the new way or do you revert to the old methods?

■ **Loss of people.** In any change setting, you run the risk of creating situations so uncomfortable that some of the "old culture" can no longer work in them. Can you risk losing people for the good of the entire organization in the long run?

■ **Loss of control.** As culture change starts to take place and a different atmosphere is developed in an organization, people are making decisions and moving forward, sometimes without a leader's or manager's input. You need to ask yourself if you are strong enough to handle the loss of control that culture change brings about. A Chinese philosopher once said, "To lead people, you must walk behind them." Culture change is not for the control-minded individual.

■ **A process that fosters communication.** In culture change, the process is certainly more important than the accomplishment. As a group goes through culture change, it learns to communicate, work past problems, and work toward satisfactory solutions. The people learn to communicate and think.

■ **You gain a renewed vision of the systems that work.** A culture develops the initiative and intuition to no longer do something just because "We've always done it that way." Systems are continually reviewed and upgraded, and

processes are improved.

■ **A renewed focus on the customer.**

If culture change is carried out in a positive way and driven by a vision, then a renewed sense of purpose toward the customer can be introduced and emphasized. There is an inherent need in individuals to help. If the customer's needs can be identified and communicated correctly and passionately to the organization, the organization will rise to meet those needs.

■ **An appreciation for people.** Shared experiences create a team, and going through the process of culture change creates an opportunity for a variety of shared experiences. Experiences will range from learning new techniques, to problem solving, to sharing successes. Even the failures along the way, when managed correctly, can and will draw a team closer, giving an appreciation for the individual efforts within the organization.

■ **Increased rewards.** In a company, this, of course, means more potential for profitability, which is why we are all in business. Although creating a change for the better has certain risks, it has been proven time and time again that the greatest risks return the greatest gains. ■

Jim Paluch is president of JP Horizons, Inc., located in Cleveland, OH, and offers People Solutions that Drive Business Performance. The JP Horizons team has been helping companies reap the rewards of positive change for more than a decade and a half. Visit them at www.jphorizons.com



Robert Smart,
President, and
Bruce Stone,
Vice President
of Yard Smart
Landscaping Inc.

Continued from page 75

need to work on," Rooney says. "This will keep me in touch with the pulse of the company."

Andy Blanchford, Blanchford Landscape Contractors, Bozeman, MT, agrees. "We have a lot of great ideas and systems, but the accountability

was all mine, and nobody but me knew it. If things didn't happen, I got to beat myself up for it." This year, he's identifying critical areas to create accountability and has assigned the systems improvement process to his managers. They hold regular meetings to evaluate processes and create accountability.

Hiring an Estimating Assistant Thrival Campaign

THRIVAL CAMPAIGN			
CAMPAIGN	SPECIFIC RESULT		
<div style="border: 1px solid black; width: 200px; height: 40px; margin: 0 auto;"></div>			
	Action	Who	When
Dynamic Action 5:		___	___
Dynamic Action 4:		___	___
Dynamic Action 3:		___	___
Dynamic Action 2:		___	___
Dynamic Action 1:		___	___

Name: _____ Company: _____

©JPHorizons

Thrival campaigns were developed by JP Horizons as a simple tool to allow companies to help employees focus on a specific result that will be accomplished and then systematically define and follow through on the specific actions that lead to the result. The process develops focus, clear expectations, accountability and a motivated team through their accomplishments.

This thrival campaign was developed by Salmon Falls Nursery in Berwick, ME.

- **Dynamic action 5:** Hire, orient and train new estimating assistant
- **Dynamic action 4:** Interview and determine best candidate and make an offer.
- **Dynamic action 3:** Advertise and search for new estimating assistant.
- **Dynamic action 2:** Create a job description and pay range for the estimating assistant.
- **Dynamic action 1:** Identify duties and responsibilities for the estimating assistant as well as personality traits.
- **Specific result:** We have increased commercial sales and allowed John to focus on the critical aspects of this job by adding an estimating assistant.

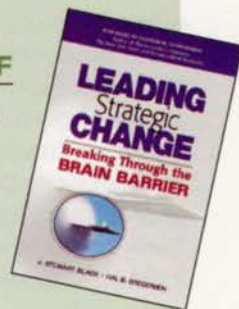
In this issue

CONTENTS

- 79 Times are changing:** Owners and educators look back at the past 10 years to identify the changes that have occurred in the industry and how they have affected their businesses and teaching practices.
- 80 Changing to keep pace:** Husqvarna President Dave Zerfoss details the importance of change to keep your business fresh.
- 81 Association spotlight:** We feature the American Nursery & Landscape Association in a conversation with Executive Vice President Robert Dolibois.

BOOKSHELF

"**Leading Strategic Change: Breaking through the Brain Barrier**" by J. Stewart Black and Hal B. Gregersen



Of organizations that seek strategic change, 70 percent fail. In "Leading Strategic Change," consultants J. Stewart Black and Hal B. Gregersen examine the core problem: organizations fail to change because individuals fail to change. Leading Strategic Change identifies the "brain barriers" that keep strategic change from success — failure to see, failure to move, and failure to finish — and offer a start-to-finish strategy for helping others change how they view their goals and the steps they must take to achieve them.

— excerpt from Amazon.com

STAFF

Published by Advanstar Communications

Cheryl Higley Managing Editor

Jim Paluch Contributing Editor

Lisa Lehman Art Director

Growing pains

As the industry matures, owners adapt to succeed

BY CHERYL HIGLEY

Looking back at the past 10 years, the landscape industry has undergone monumental change, and companies have had to adjust to survive in what has become a highly competitive business. Owners from across the country weighed in on those changes and how they've adjusted:

Labor

Being able to attract and retain a reliable workforce is a key issue for landscape companies, many of which have found success with the H-2B guest worker program.

"The H-2B program has given us a constant supply of willing workers who show up every day," says Joe Szczechowicz, owner of Szczechowicz Landscape Services in Middleton, MA.

Technology

Computers. Cell phones. PDAs. The Internet. Whether it's scheduling a crew, estimating a job, ordering supplies online or attracting new clients via the Internet, Johnette Taylor, president of Roundtree Landscaping in Dallas, says technology has opened many doors for her business.

"Most of this technology has allowed us to be more efficient, which is giving more value to our client," she says.

Bill Gerhardt, owner of Greenscapes Landscape Architects and Contractors in Columbus, OH, agrees: "It is amazing how much we depend on technology. We're not doing it because it's cool, we're doing it because it saves time and allows us to do more with fewer people."

All business

Owners and managers with finance and marketing degrees have seen the industry's potential, and they want a piece of the action.

"When I came into the business, everyone was a craftsman who started a business. They were good craftsmen, but lousy business people," Gerhardt says. "Craftsmanship will only take you so far; you need to have a strong business plan. These young upstarts are aggressive. If you sit back and wait for the phone to ring, you're going to find yourself on the losing end."

Consumer profile

As Baby Boomers have aged and more two-income families don't have the time to do landscaping, demand for services has grown. They have the money and they don't mind spending it.

"Most clients want great landscapes but don't want to be involved. They want you to come up with the ideas, do the design work and get it done," Gerhardt says.

Other owners say the proliferation of the Internet and TV shows is causing the reverse.

"Customers need more hand-holding. There are so many choices and so many avenues from which to get information it can be confusing for them," says Mike Pendergast, owner of Salmon Falls Nursery in Berwick, ME.

"Our clients are better aware, and our employees must be better informed. If not, clients can see it on TV, rent a DVD or surf the Internet to find the answer, leaving them to wonder whether they need you," she says.

Careers, not jobs

Employees want stability. They aren't looking for a job – they want a career and the benefits that come with it. That means finding a way to utilize your workers year-round.

"I can't lay off a person who's counting on the income to feed their family and expect them to come back in March. But it's paid off – we used to make a profit nine months out of the year. Now we make a profit 12 months out of the year," Gerhardt says.

Professionalism

Many owners agree that the importance of professionalism has started to take hold.

"More landscapers are making the effort to become more educated and become certified to enable them to become the true professional they want to be," says Szczechowicz.

"Better business practices, employee education and industry associations have helped raise the perceptions about the industry," agrees Andee Bechtold, owner of Longhorn Landscape Creations in McKinney, TX. "That has allowed us to become more profitable and provide a higher-quality product to our clients." ■

"Craftsmanship will only take you so far; you need to have a strong business plan. These young upstarts are aggressive. If you sit back and wait for the phone to ring, you're going to find yourself on the losing end."

— Bill Gerhardt

Educators tailor curriculum to help students learn the biz

BY CHERYL HIGLEY

Changes in the landscape industry have forced educators to refine their curriculum to adjust to those changes, which hasn't always been easy considering budget cuts that have become commonplace. Following are four changes educators across the country have seen in the past decade:

Focusing on business

In 2004, no landscape curriculum would be complete without a strong focus on business practices and communication. The industry has evolved into a much more professional industry and it is vital that students understand more than how to install an irrigation system.

"If there's one thing we've heard from the workplace is students are coming out with a weakness in business communication skills and understanding of human resource management," says Martha Hill, chair of the Landscape Management Department at Hinds Community College in Raymond, MS.

While community colleges tend to have a stronger hands-on, technical focus than four-year institutions, future graduates will need to have more than technical knowledge to climb the landscape management ladder.

Steve Cohan, professor of practice at the University of Maryland, agrees: "As educators, we must listen to the industry and adjust. Employees want these kids to have business comprehension."

In addition to the business approach, colleges have had to tailor their programs to grow with a changing industry. With the surge in landscape management and landscape design, colleges are moving away from traditional horticulture programs.

"Today's students will learn plant identification and other basic technical



No landscape management curriculum is complete without a strong emphasis on business and communication skills.

resources, but they aren't going to get a systematic, field approach," Cohan explains. "Companies want to take entry-level managers and promote them through the system. We have incorporated business management and marketing courses into the curriculum to address their needs."

Student profiles

Not only has the industry changed in the past 10 years, but so have the students pursuing careers in landscape management. Despite a national decline toward declining enrollments, both Hill and Steven O'Neal, landscape design build coordinator for Columbus (OH) State Community College, have seen an increase, especially in the past five years.

"We're seeing people retool more than ever. We're getting a lot of students who were in another profession looking for something new," O'Neal says. "We see 18 to 20 year olds, but we also see people in their 50s and 60s

who enjoy gardening and want to find a way to make a living that way, and they're turning to landscape design and management."

Specialties abound

As the landscape industry has expanded, programs have moved away from a strictly horticulture base to a more holistic approach, which covers every aspect of professional landscape management.

"Because our industry is so multi-faceted, a lot of people thinking of a career only have a narrow mental picture of what's available; but there really are tremendous opportunities for people to find their niche in the industry," O'Neal says.

Accreditation

With the many changes that have occurred, educators are looking to the industry's associations – particularly the Associated Landscape Contractors of America – for help in shaping their curriculum.

"The ANLA has helped improve landscape education through its accreditation program," explains Steve Angley, horticulture and crop professor at California Polytechnic State University in San Luis Obispo. "The program has helped schools identify what the industry and many landscape educators feel is an excellent landscape curriculum model. The more schools that conform to the model, the better all of our programs become."

Hill says she is confident that Hinds students benefit from the college's ALCA accreditation. "It was through our association with ALCA that our administration began to take notice of the program. Since then we've seen our program move from a double-wide trailer to a brand new building that will allow us to better teach and recruit new students." ■



By the numbers

BY DAVID ZERFOSS / PRESIDENT HUSQVARNA

Constant changes are imperative

Those of you who follow pro football know there's quite a bit of excitement around the Washington Redskins. Joe Gibbs, the last coach to lead the team to a championship, will be returning this fall, 11 years after he left to establish his NASCAR career.

It's been my privilege to work with Joe on a number of occasions, and I'm looking forward to seeing how he tackles this latest challenge. As Joe has said, "The game changes 30 percent every year. If you're not changing 30 percent every year, you're falling behind." Joe knows how to deal with change, and I have every confidence that he will improve the Redskins' fortunes.

As Joe knows, you must constantly change to achieve success. Why? Because success is a moving target – just like your customers. Their needs change, the economic environment changes, technology changes. So you need to be proactively changing as well.

There is one thing, however, that your customers will always need: Service. Outstanding service will keep them coming back – and it will attract new customers as well. As you make necessary changes to your business, make sure they are made with customer service in mind.

Ultimately, you want to make it as easy as possible for your customers to do business with you. In today's highly competitive business environment, the benefits of working with you must far outweigh any competitor's benefits.

Are you inadvertently putting obstacles in the way of changing your current customer service practices? Challenge your assumptions, and don't let your answer be, "That's the way we've always done it."



Customer service must be a primary consideration as you make changes in your business.

A few issues that might require changing to make it easier to do business with you:

- **Availability.** Can customers reach you and your employees when they need to? Do your hours of operation reflect the needs of your customers?
- **Billing.** Are your billing statements clear and easy to understand? Do you offer flexible payment programs or other alternatives?
- **Resources.** Can you complete jobs quickly and efficiently with your current equipment? Does your current office system provide fast and accurate communication and record keeping?
- **Employees.** Are your employees prepared to handle customer needs or requests? How are you helping train them to do so?

As you can see, each of these items addresses issues like "convenience" and "value" for your customers – the very issues that will keep them coming back.

As an "agent of change" in your organization, how do you create a philosophy of constant change for the improvement of customer service? It

begins with a mindset that allows you to anticipate your customers' needs.

At Husqvarna, we feel our strengths are greatest when we look and speak about the future. We encourage all our associates and customers to make bold declarations and speak the future into existence, and then to take action in the present.

By thinking "back from the future," we can take steps now to get where we want to be. Set your goals. Then think about how customer service plays a significant role in achieving those goals. Your direction will become clear.

Our businesses operate in a time of tremendous competition. A slight edge can make a significant difference in your growth and success. And I would argue that there's no better edge on competition than your reputation for customer service.

That's why change is not only inevitable – it's imperative. You'll see the fruits of your investment in long-term success. I'll point to Joe Gibbs as an excellent example of that.

And keep an eye on the Redskins next year. ■

Association Spotlight

FOCUS ON AMERICAN NURSERY & LANDSCAPE ASSOCIATION

Founded in 1876, the American Nursery & Landscape Association has kept pace as the landscape industry has grown from a small group of people growing trees and plants to a thriving, multi-billion dollar industry. The majority of ANLA members are small, family-owned businesses that grow or sell nursery, plants and products, and those that design, install and care for them.

As their industry representative, the ANLA advocates the industry's interests before government, and provides members with unique business knowledge essential to long-term growth and profitability.

"Everything we do is designed to help our members have a more successful business and to foster senior management practices," explains Bob

Dolibois, executive vice president. "We don't focus on a lot of how-to's."

The association's most significant development offering is its annual Management Clinic, which attracts from 700 to 1,000 senior managers and focuses on networking, training and development. In addition, ANLA


THE ANLA
Trusted Partners PROGRAM
Connecting Business, Community, and Environment

hosts an annual convention and an executive learning retreat for owners. Another unique networking opportunity is ANLA's regional landscape operations tours, which offer a first-hand look on how your landscaping colleagues are building their businesses.

The newest initiative to help its members build their businesses is the ANLA Trusted Partners Program, a self-paced, peer-tested, values-based business development program focusing on guiding and defining a company's purpose, creating its vision and building partnerships with its customers, suppliers and the community.

"As the industry has matured, the ANLA has become more sophisticated in its own business and become more member-focused," Dolibois says. "We want to increase the value equation for our members by expanding our program offerings to include business, financial and marketing management."

Competition in the industry is fierce, and Dolibois believes the ANLA is prepared to help its members become more professional and more successful.

"We are more focused on what we do, and we've seen an active response from our members. They understand that to succeed, it's going to take more than hanging doorknob announcements and making cold calls," he concludes.

Through the looking glass

Bob Dolibois, executive vice president of the ANLA, gives his perspective on how the landscape industry has changed in the past decade and issues on the industry's horizon:

A changing "landscape." "There has been an explosion in the design, maintenance and installation business. In earlier years, people were interested in doing it themselves. Now people want it done for them. The typical customer is 35-60, and they either can't or don't have the time to do it themselves."

An air of sophistication. "The most significant design difference is the increasing diversification of plant mix and landscapes that 'do something.' It's not about uniformity and everything looking the same. Part of this is due to a more sophisticated consumer and a continuing, thriving landscape media. HGTV, other cable TV shows, and many magazines are educating and enlightening our customers."

On regulations. "We are in a lot of people's radar screens as a taxable business, particularly for the government and consumer advocates. Labor. Plant and pest issues. Ergonomics. Worker's Compensation. Our reliance on a foreign-born labor force. When you put everything together, for a cottage industry that doesn't hire its own lawyers, it has never been more important for our industry's leaders to take an interest in legislative issues. As an industry representative, it is the role of ANLA to take a strong, proactive stand."

It's not just a job. "The biggest challenge facing the industry is to grow the industry to fully exploit the demand in the marketplace. We must develop a sizable senior management core beyond the families that own the business. We need to create careers, not just jobs, so the expansion of the industry isn't dependent on how many sons and daughters there are to carry on the family business."



Bob Dolibois

JUST THE FACTS


ANLA
American Nursery &
Landscape Association

ANLA

1000 Vermont Ave., NW, Suite 300
Washington, DC 20005
202-789-2900
www.anla.org

Founded: 1876

Members: ANLA membership is made up of nearly 2,200 firms who grow and retail plants of all types, and design and install landscapes for residential and commercial customers.



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

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 & POLETRIMMERS

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.



© 2004 Husqvarna

SPEED. POWER. HANDLING. PERFORMANCE.

PGRs

to the rescue

Understanding how plant growth regulators can provide maximum benefits will help you save time and money

BY RON HALL / Editor-in-Chief

Consider how much more profitable you could be if you could reduce the time you spend trimming ornamentals or mowing a particular property, especially in the spring? Do you have customers who demand the best-looking lawns in their neighborhoods?

If you want to be more profitable and answered "yes" to the last question, reinvestigate the use of the family of time- and labor-saving products known collectively as plant growth regulators (PGRs).

Too much to do

The grounds staff at the SAS headquarters in Cary, NC, battles too much to do with too little manpower or budget on the 55-acre campus of the world's largest privately held software company. Each spring, they're swamped with work. Fairway Green, Inc., headquartered in nearby Raleigh, helps them stay on schedule by

applying the turf growth regulator Primo (trinexpac-ethyl) on the turfgrass. Owner Sam Lang says that his company treated 27 acres initially and is now using the PGR on almost all of the 55-acre site.

"The staff at SAS has told us that he has extended their mowing from about every four days to anywhere from eight to 10 days," says Lang. "We've found that Primo works pretty good on fescues, which is mostly what we have here."

Dr. Karl Danneberger, a turf expert at The Ohio State University, defines a PGR as "an organic compound, natural or synthetic, when present results in a change in plant growth and development to either enhance or slow growth."

PGRs aren't new. Some have been used

for several decades in plant nurseries to regulate the growth and improve the appearance of flowering plants. Others have been used to retard the growth of turfgrass in hard-to-mow areas such as highway medians. These earliest PGRs, while ac-



Note the difference between treated (right) and untreated shrubs.

General PGR recommendations

- ▶ Apply in spring when plants (turf or ornamentals) are actively growing. For turf, this is generally the second round of lawn applications. While some PGRs can be tank mixed with fertilizers and pest controls, consult the label to confirm this, especially when tank mixing with an herbicide.
- ▶ Don't apply a PGR when plants aren't growing, for example, mid-summer for turfgrass. Also, don't apply when plants are suffering heat or drought stress.
- ▶ What about landscapes with mixed stands of grasses — Kentucky bluegrass, perennial ryegrass and/or fescues? In the spring, it's fine to apply at the highest rate indicated for the particular species.
- ▶ Consider for borders, fencelines and other areas that must be regularly edged or trimmed.

ceptable for turf viewed at 65 mph, didn't produce results satisfactory for home lawns or commercial properties. That has changed.

Performance improves

Several newer PGRs perform much better on fine turf. Primo, for example, is widely used by golf course superintendents because it reduces mowing frequency and also promotes healthier, more attractive turf. Embark (melfluidide) is another product that works well, especially on cool-season turfs.

The key in using any of these products, for either turf or ornamentals, lies in identifying the particularly benefits they provide and computing the cost of application versus savings in labor and time.

For instance, do you want to preserve the lines on your school's football field so you don't have to paint them as often? Would it be advantageous to you to reduce clippings and lower your landfill tipping fees? Can you reduce the number of mowings and still maintain turf quality? How about eliminating the messy fruit drop from certain ornamentals?

Dan Standley, in a recent issue of the *ALCA Advantage* magazine, mentions how his New Orleans-based company uses PGRs to boost productivity.

"Growth regulators have been especially effective on turf in shopping center islands where their application has dramatically reduced our mowing," he relates. "Shrub pruning has been reduced by growth regulators as well."

A no-brainer

Gerry Hillier, a Green Industry consultant based in West Palm Beach, FL, says that using PGRs on landscape ornamentals in South Florida is a no-brainer.

When he writes a contract for a landscape client or puts together the specifications for a grounds operation, he recommends PGRs such as Atrimmec (dikegulac-sodium) on woody ornamentals and Primo for turfgrass. He also advises that they be applied with a micro-nutrient such as iron or a high-manganese product.

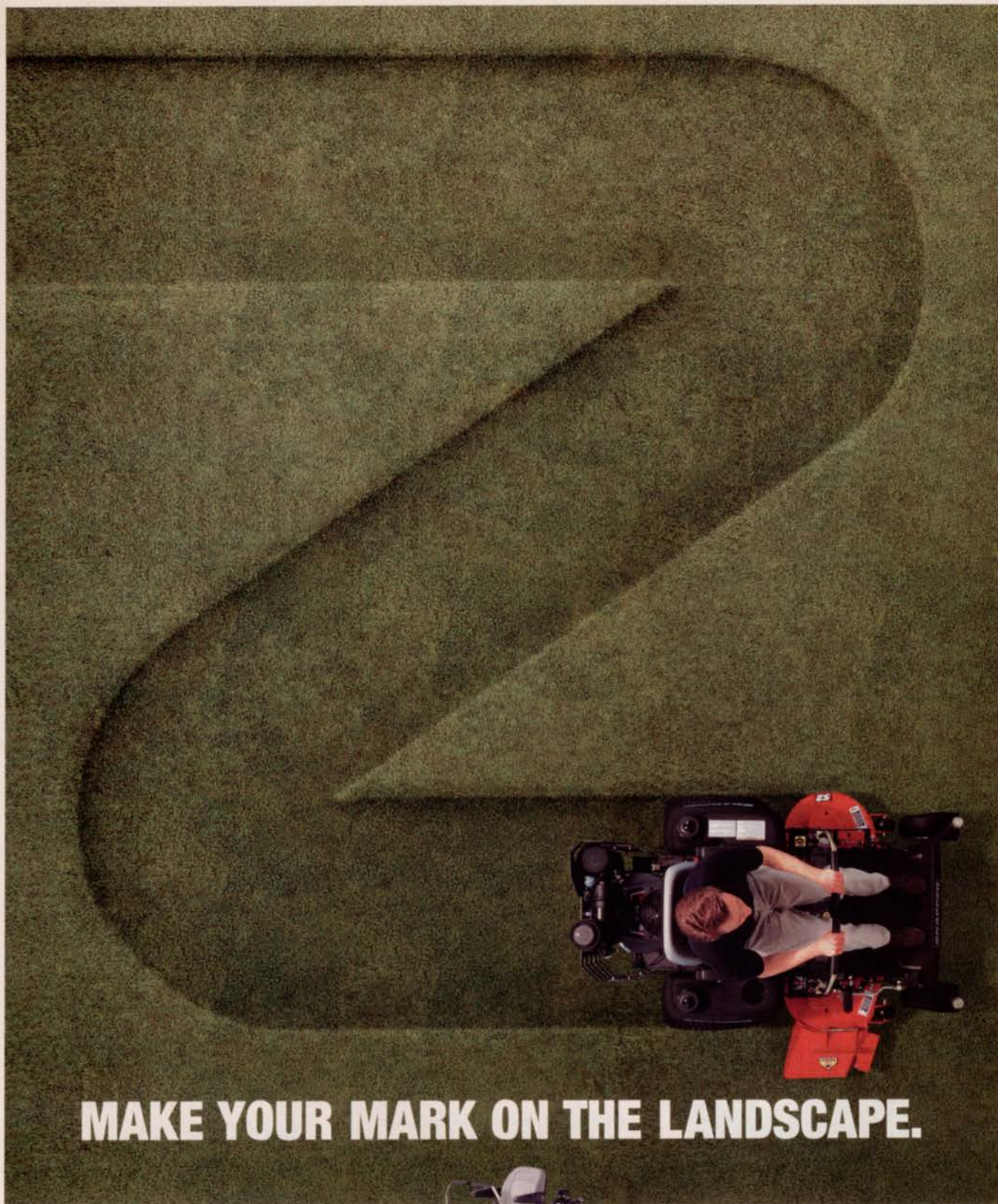
"I usually specify that there are 12 trimmings per year on ornamentals such as ficus," he explains. "But if a PGR is used and the product meets everybody's approval, we can reduce the number of trim-

continued on page 86

PGR CLASSIFICATIONS

In a recent presentation at the Ohio Turfgrass Conference, Dr. Karl Danneberger of The Ohio State University divided PGRS into five classes, based on their chemistries and modes of action. The following is an overview of his classifications:

	Examples	Mode of action	Point of entry	Comments
CLASS A	Trinexopac-ethyl (Primo)	Late gibberellic synthesis blocker	Foliar & crown	Plants become more compressed, foliar uptake within an hour, rainfast within an hour, no soil activity, no negative effects on wear tolerance, increases shade tolerance
CLASS B	Flurprimidol (Cutlass), paclobutrazol (Trimmit)	Early gibberellic synthesis blocker	Root uptake	Effective in conversion of <i>poa annua</i>
CLASS C	Maleic hydrazide, melfluidide (Embark), amidochlor	Mitotic inhibitor	Foliar or root	Embark best at seedhead suppression, used in highway turf, stay on target with these compounds
CLASS D	Sulfmeturon-methyl (Oust), glyphosphate (Roundup Pro), ethofumesate (Prograss)	Phytotoxic	Foliar and/or root	Used on warm-season turf such as bahiagrass
CLASS E	Ethephon (Proxy)	Plant hormone activator	Foliar	Marketed by itself or in combination with Primo for seedhead suppression on annual bluegrass



MAKE YOUR MARK ON THE LANDSCAPE.

Presenting the new Snapper Z. Powerful, dependable, durable, with impressive features at every turn, the Snapper Z puts you in total control. This mid-mount commercial rider is equipped with a rugged, 7-gauge welded steel deck and solid steel deck stabilizer bars. You can power up with the 19-HP, 21-HP or 25-HP Kawasaki V-Twin OHV engines



and offer a great cut with 48", 52" or 61" mowers. You'll tackle any size mowing challenge quickly and comfortably. As easy as it handles each new job, you'll find the Z just as easy to maintain. So make your own mark on the landscape with the new Snapper Zero Turn.

SNAPPER PRO

www.snapper.com

continued from page 84

mings by at least three." The PGR also encourages lateral branching, giving shrubs and groundcovers a fuller, denser look, he says. He adds that he learned about the

labor-saving benefits of PGRs as a manager at The Breakers resort in Palm Beach, FL. He said workers there trimmed the ligustrum (privet) running the length of the resort's entrance every three or four weeks.

When they began using a PGR, they trimmed just half as often.

"In a grounds department, you can count your savings, but the bigger issue is doing more with your time. We took those man-hours and put them to use in other areas," says Hillier.

Landscape Contractors:

Tame Your Morning Circus!

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

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



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



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

FREE

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

Best Warranty in the Business!

The one. The only.
The Original!



PETER BILT & GMC TRUCK
(800)232-7383

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

Circle 135

Turf uses for PGRs

- ▶ Reduce mowing frequency
- ▶ Suppress turf growth during overseeding to give young seedlings a quick start
- ▶ Eliminate tall seedheads in some roadside grasses (which, in some cases, might be the only reason to mow)
- ▶ Can differentially suppress growth of various turfgrass species, giving the desirable turfgrass a competitive advantage over *poa annua*
- ▶ Chemical edging with PGRs controls growth of various turfgrass species around tree trunks, landscape fixtures and edges, which can significantly reduce labor needed for trimming
- ▶ Improve the overall health and vigor of turf, resulting in better color, improved stress tolerance and, perhaps, better root development

Ornamental uses for PGRs

- ▶ Reduce trimming needs for trees and shrubs
- ▶ Eliminate messy or dangerous fruit from trees
- ▶ Suppress sucker and sprout growth
- ▶ Improve root development, branching and overall vigor

Wide variability

If it seems like there's wide variability among the PGRs, there is. They can be natural hormones extracted from plant tissue or synthetic compounds that mimic plant hormones. For the basis of discussion, however, most researchers now group PGRs into five categories. Each has its particular characteristics and potential uses within a landscape. (See sidebar on p. 84).

For example, Jim Ragsdale uses two different PGRs on Catholic cemeteries in and around St. Louis, MO: Primo on bermudagrass and Embark for cool-season grasses. He uses a Kubota front-runner mower, with a sprayer and 30-tank replacing the deck to apply product around headstones and other obstacles. This significantly reduces string trimming and mowing around these structures, which is important since many are historical. (Tennessee Williams, General William T. Sherman and Dread Scott are among the notables buried in St. Louis cemeteries.)

Ragsdale says that PGRs improve turfgrass rooting and — something most people would have never considered — strengthen the sod, helping to keep head-

stones upright. More noticeably, they improve the appearance of the grass.

"What's interesting about using Primo is that it makes beautiful turf out of old common bermudagrass. It shortens the length between internodes and reduces the leaf sizes, and the effect lasts for about six weeks," he says.

If PGRs offer so many benefits, why aren't more landscape and lawn service pros using them? The biggest reason might be cost. While Ragsdale insists "they're not costly compared to the labor to trim," lawn care pros say selling PGRs to their accounts isn't as easy as it should be.

"I'd like to use it on residential lawns but the cost is prohibitive for most customers," says P.J. Lenihan of Nature's Select, Winston-Salem, NC. "People will pay a high price for grub control but, for some reason, aren't as willing to spend for Primo." Even so, some of his customers — those demanding a higher quality turf or those wanting to mow less often — welcome a PGR as part of their program. Indeed, Lenihan uses Primo on his own lawn. "And I just love it," he says. **LM**

PGRs ON THE MARKET

Active Ingredient	Trade Name	Supplier
Dikegulac-sodium	Atrimmec	PBI/Gordon
Ethephon	Proxy	Bayer
Flurprimidol	Cutless	SePro
Imazethapyr + imazapyr	Event	PBI/Gordon
Indolebutyric acid + gibberellic acid	PGRIV	Micro Flo
Mefluidide + imazethapyr + imazapyr	Stronghold	PBI/Gordon
Mefluidide	Embark	PBI/Gordon
Paclobutrazol	TGR	The Andersons
Paclobutrazol	Trimmit	Syngenta
Trinexapac-ethyl	Primo	Syngenta



"Working for Your Economic Success"

You know what works to protect your business. You also know precisely how much you want to spend to keep your turf pest-free. That's why we offer you products that provide the results you want at a price that keeps your line-item expenses looking as manicured as a front-entrance topiary.

Healthy Turf, Outstanding Value

See your United Phosphorus, Inc. channel partner for more information, visit www.upi-usa.com or call 1-800-247-1557.

Herbicides: Surflan AS[®], Devrinol[®] 50-DF Ornamental Selective Herbicide, Devrinol[®] 2-G Ornamental Selective Herbicide

Insecticides: Acephate 97UP[®], Tengard[®]

Your Partner in Growth
1-800-247-1557



423 Riverview Plaza
Trenton, NJ 08611

BETTER... FROM THE GROUND UP



® Trademark of United Phosphorus, Inc.
® Registered Trademark of United Phosphorus, Inc.
© 2003 All Rights Reserved, United Phosphorus, Inc.
UPI is the North American subsidiary of United Phosphorus Limited.
Always read and follow label directions before buying or using these products.

Circle 127

Mulch blowers & equipment

BY CURT HARLER

Buying tips

- ▶ Size the unit to your customer base
- ▶ Look at the materials you typically use — dry pine needles handle differently than wet peat
- ▶ Can you afford to dedicate a truck to blowing? If not, consider a tow-behind
- ▶ Know the unit's blowing distance, typically given as feet from the discharge in still air
- ▶ Figure two bales per minute coverage equates roughly to one acre per hour
- ▶ Hoses go where trucks don't. If you do a lot of tight work, consider blowing distance from the hose, not the discharge chute
- ▶ Does the truck's appearance project a professional image of your business?
- ▶ Figure on-site labor costs as well as equipment costs when buying a machine. Labor adds up fast
- ▶ Many units convert to a leaf-vac for fall use



TGMI ▲

Hydroseeding and straw blowing are easy with the Aqua Mulcher and Tailgate Mulcher. Aqua Mulcher comes in 500-, 800- and 1,200-gal. sizes, and features paddle agitation and a positive displacement gear pump. Mix thick slurries in less time and spray through up to 300 ft. of hose. Tailgate Mulcher blows 2-3 bales of straw per minute, or 1.5 acres an hour. Belt driven with beater flail chains, it handles wet or dry straw and hay. Exactly 100 ft. of hose can attach to the fully rotational cannon discharge. Both units available skid- or trailer-mounted.

For more information contact TGMI at 800/241-8464 or www.mulchers.com / circle no. 266

Reinco

New high-load beater drum in the TM-35 handles up to 5 tons per hour. Discharge range to 60 ft. Water-cooled diesel and gas-line engine options are available. Smaller TM-

Jr. is rated for 2 tons of hay or straw mulch per hour. Direct discharge up to 35 ft. Both units have optional hose kits available for remote applications; vacuum adaptor kit to pick up leaves or light debris; and mulch trailer options.

For more information contact REINCO at 800/526-7687 or www.reinco.com / circle no. 267

Finn Corp.

Apply 15 yards of bark mulch per hour with the aim-and-shoot Finn bark blower. Model 301 has 1.5 cu. yd. hopper and comes with 150-ft. hose. Powered by Kubota V1505 33.5-hp diesel with 15-gal. fuel capacity. Larger 605 has 4.5 yd. capacity and is powered by a Kubota V3300 68-hp diesel. The 605 is available as trailer or skid application.

For more information contact FINN at 800/543-7166 or www.finncorp.com / circle no. 268



Mulch Mule ▲

Powered by an 11-hp Honda engine, the Mulch Mule uses less than 3 gal. of gas per day. Mulch Mule unloads 15 yds. out of the back swing door in 90 seconds, or up to 100 yds. of mulch per day. Its aluminum body doesn't rust. Hydraulic jack allows for easy hitching and unhitching. Unit converts to leaf vacuum in fall. Lease-to-own program available.

For more information contact Mulch Mule at 330/875-0769 or www.mulchmule.com / circle no. 269

Salsco

Powered by a 25-hp Kohler electric start engine, the 525 straw blower discharges material 65 ft. Comes with 8-in. diameter, 30-ft.-long heavy duty hose with handle. Optional turret features simple 360° rotation and full travel from -45° to + 45° for easy coverage from the roadside. Unit has a belt drive system with two triple "B" section belts and a trouble-free jackshaft arrangement to cushion and separate the engine from the reverse shock load. Slide-and-lock bale tray is standard.

For more information contact Salsco at 800/872-5726 or www.salsco.com / circle no. 270

RedMax

RedMax EB7001 backpack blower has the power to move high volumes of material quickly. Low weight, 21.2 lbs.; low noise, 75 dB(A). But produces high speed, high volume air movement with its 62cc two-cycle engine. Extra wide straps and a left or right hand throttle provide additional operator comfort. Free flow net protects the blower's mechanics from leaves, and a two-stage air cleaner

protects the engine from dust and other small debris.

For more information contact RedMax at 800/291-8251 or www.redmax.com / circle no. 271

Sundance

Due to hit the market this summer, Sundance will offer a blower that mounts on the company's existing grinder. The current 100-hp unit is

powered by a John Deere diesel. Sundance's new 127-hp unit will run with Cat engine. Material can be ground up and then spread with a 100-ft. hose. Unit will be reversible, so it can also be used as a vacuum.

For more information contact Sundance at 970/339-9322 / circle no. 272

Peterson Pacific ▼

New BT 60 blower truck designed for operators who travel long distances with high volumes of organics. High-capacity blower provides the power to apply a wide variety of materials to expand your market. Remote control is easy to use with intuitive functions. Live floor unloads rapidly without bridging. With Power Sweep, a lever pull cleans truck floor. External hose reel with optional power gets jobs done fast.

For more information contact Peterson at 800/269-6520 or www.petersoncorp.com / circle no. 273

Express Blower, Inc. ▼

The versatile EB-60 is built to service hard-to-reach home sites, while its capacity makes it right for large commercial jobs. Standard Class-8 four-axle truck has 20,000-lb. front axle, 40,000 rear. Available in 335 hp-410 hp with a 10-speed transmission. Comes with 366 ft. of on-board hose. Also check out the EB-30 and TM-30, entry-level models for the entrepreneur who wants to be in the blower application business. The TM-30 can be truck-mounted, trailer mounted or configured as a rolloff.

For more information contact Express Blower at 800/285-7227 or www.expressblower.com / circle no. 274



Ask the Expert

TECHNOLOGY

BAL RAO PROVIDES THE ANSWERS



Scale back

How do you control scale on pachysandra? Affected plants are yellowing, and some plants are thinning out in isolated places. Scales are mostly whitish in color; some are brownish. Scale growth is heavy, and plants are doing poorly. We think that the problem is increasing rapidly. What do we use for control? When is the best time to treat?

— IL

Based on your field observation, the problem is most likely related to euonymus scale. Euonymus scale is an armored scale with a hard cover called testa over the female body or on the egg mass. It occurs on hosts such as euonymus, camellia, English ivy, hibiscus and bitter-sweet. These sucking insects cause branch dieback and extensive feeding damage resulting in yellowish to whitish spots on the upper leaf surface.

In your area, the scale has two generations per year. It overwinters as a female under the protective, hard scale cover. Females settle on stems, while males tend to prefer the underside of leaves. The female covering is shaped like an oyster shell, while the male covering is long, narrow and white.

Avoid treating for euonymus scale in early May, July and August because the insect will be in peak egg stage. Treat against crawlers (nymphs), which emerge from eggs during late May and early June. Provide at least three treatments at 10-day intervals and repeat as needed. Apply insecticides such as Sevin, Orthene, Talstar and Malathion against 2nd instar crawlers.

Treat when the 2nd instar crawlers settle because they're not moving around.

Monitor periodically for scale crawler activity and treat as needed.

Horticultural oil can also be used but treat thoroughly, getting the insecticide underneath the leaves. When feasible, remove and discard severely affected plant parts. Fertilize and water to promote new growth.

Of mulch and fungi

I'm concerned about fungi spores in mulch. Should I be?

— KY

Wood mulch decomposes over time. Certain bacteria and fungi obtain energy for growth from the carbon-based compounds found in wood and bark. Both bacteria and fungi are usually microscopic. Certain fungi produce visible fruiting bodies. Fungi are naturally present in the environment. Some fungi can recycle woody tissue directly, while slime mold fungi feed on bacteria growing on mulch. These fungi aren't harmful to landscape plants, and there are no known hazards associated with them, unless they're eaten.

Several fungal agents can be found growing on wood mulch. One of these, a slime mold commonly called "dog vomit" is caused by species of *Physarum*, *Fuligo* and *Stemonitis*. They appear as a slimy, irregular mass colored yellow or orange and range from several inches to a foot in diameter. Hose them down or remove and discard the fruiting bodies.

Bird's nest fungus (*Crucibulum sp.*, *Cyathus sp.*) is another group of fungi commonly found on wood mulch. They produce "eggs" inside the nest which are actually spores that can splash out by

raindrops. These spores can stick to surfaces; however, they can be easily removed and don't stain. Because they help in the decomposition process, they don't have to be removed from the mulch surface.

Another mulch fungus commonly called artillery fungus (*Sphaerobolus sp.*) produces fruiting bodies which have a cream or orange-brown cup with one black spore structure at the top. The cup is about 1/10 of an inch in diameter. Affected mulch areas may appear lighter than nearby areas.

Artillery fungus may be a problem in the landscape with nearby buildings. The black fruiting bodies orient themselves toward light-colored house siding, cars, etc. They "shoot" their black, sticky, fruiting bodies up to 20 feet. These "tar-like" spore masses are difficult to remove from structures. They may peel the paint from house siding when removed. There's no known treatment for the artillery fungus. Where feasible, replace wood mulch with alternative mulches. Reports from Penn State University suggest that these fungi don't grow on rot-resistant woods such as redwood, cedar and cypress.

It's also possible that dyed mulch may also support these fungi.

— The author is Manager of Research and Technical Development for the Davey Tree Expert Co., Kent, OH. He can be reached at 330/673-9511 or brao@davey.com.

SEND YOUR QUESTIONS TO:

"Ask the Expert," Landscape Management,
7500 Old Oak Blvd., Cleveland, OH 44130

Visit this Grand Opening without leaving your desk.

LESCO.com is your new online resource for technical and business information needs.



Come to lesco.com to:

- Check your credit line, order status, shipping dates, pricing and more
- Research products and receive agronomic advice
- Find in-stock products at locations near you
- Sign up to receive special online-only promotions.

Post Ridge Apt. Homes

Property at a glance

Location: Atlanta, GA

Grounds Supervisor: Trent Tibbits

Category: Condominium, Apartment Complex or Planned Community

Total budget: \$128,880

Year site built: 1997

Acres of turf: 5

Acres of woody ornamentals: 12

Acres of display beds: 1

Total paved area: 12 acres

Total man-hours/week: 77

Maintenance challenges

- ▶ Color displays
- ▶ Parkway maintenance
- ▶ Urban vegetable garden

Project checklist

Completed in last two years:

- ▶ Pond reclamation; embarkments, fountains
- ▶ Conversion of selective annual beds to perennial beds
- ▶ Irrigation upgrade; converted to low-volume type emitters in pot irrigation systems

On the job

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

2003 PGMS Grand Award Winner for Condominium, Apartment Complex or Planned Community

For Trent Tibbits, life is about work and family. When he's not working as Landscape Operations Manager at Post Properties' Post Ridge Apartment Homes, he's carting son, Wyatt, 6, and daughter, Sarah, 3, to soccer games and ice skating lessons. There's not much time for anything else, and that's just fine with him.

Tibbits, 29, got a summer job with Post in 1988 and has been with the company ever since. His brother, Todd, who's Executive Vice President of Post, used to give him rides into work.

"I liked being outside; I just sort of grew into it," Tibbits says. "It came natural to me."

At Post Ridge, Tibbits says resident satisfaction always comes first. Despite the fact that there are lots of curbs to blow, large areas of turf to be mowed and numerous keystone walls with boston ivy that need to be trimmed, the staff continuously tries to respond quickly to residents' requests.

With the residents in mind, the Post crew created an organic vegetable garden.



Trent Tibbits (left) keeps crews on the go at Post Ridge.



The crew does three plantings a year, and the residents are encouraged to do most of the maintenance. Post is big on organics throughout all of its properties.

"The flowerbeds and rose gardens are all organic, too," says Tibbits.

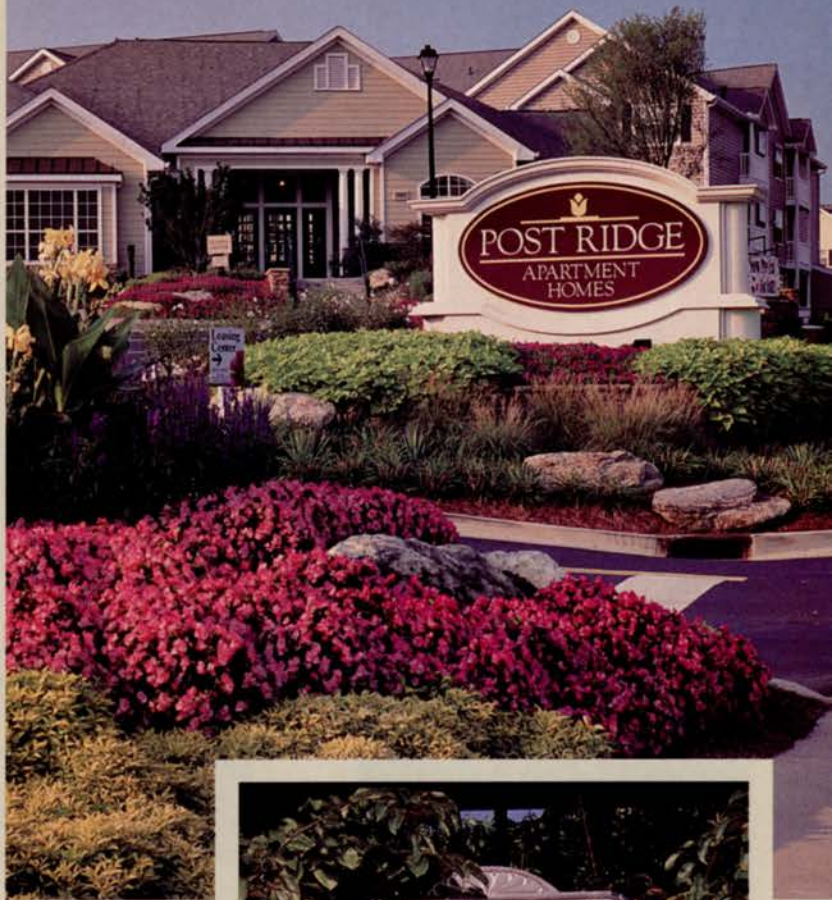
As far as his management philosophy toward employees? "Treat somebody the way you would like to be treated. Don't give them a job you wouldn't want to do yourself. The supervisors get out in the rain and cold and work with the guys — they don't just drive through and bark out orders."

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

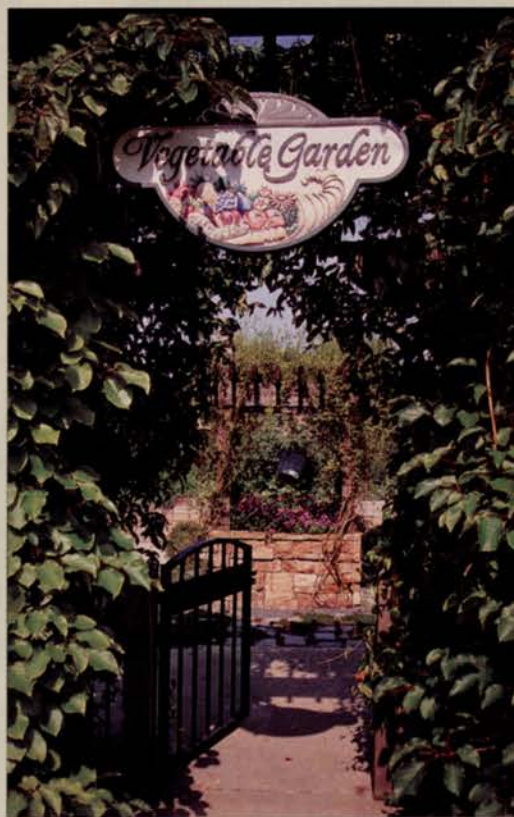
PGMS Landscape
MANAGEMENT

• Phone: 410/223-2861. Web site:

www.pgms.org



Post Properties takes an organic approach to the care of all flower beds at Post Ridge.



A vegetable garden started by the Post Properties crew is a delight to Post Ridge residents, who care for it themselves.



If deer don't pose a problem to your grounds operation now, they soon will. Here are some strategies to fight them off

BY JOHN VAN ETEN

Be a deer

With an estimated whitetail deer population of 35 million in our nation, it's no wonder this once secretive dweller of

our forests is now an every day part of our landscape. From nearly extinct at the turn of the twentieth century to an almost unstoppable burgeoning herd today, white-tails have become a problem for almost every grounds manager.

If it's not a problem you have now, it will be fairly soon. The reasoning for this is due in part to the opportunistic and resilient nature of deer as they expand their current range.

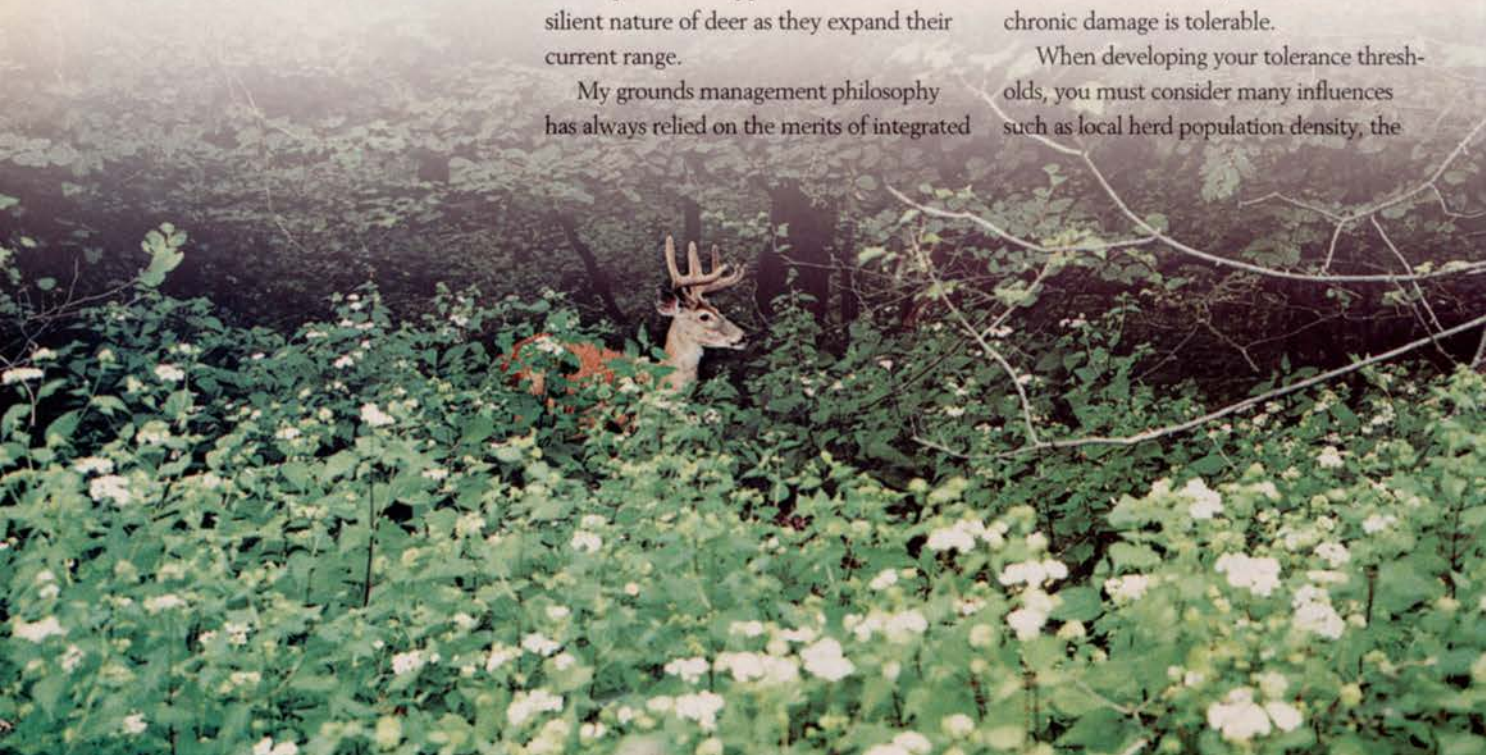
My grounds management philosophy has always relied on the merits of integrated

pest management (IPM) for diagnosing various problems in the landscape. Understanding the various dynamics of a problem often leads to the application of appropriate solutions yielding favorable results. In the case of deer, every principal of IPM is applicable: their biological life cycle, specific habits, traits and protocols for control.

Determine tolerance threshold

The first step is to determine your threshold of tolerance, which will differ from site to site depending on the expectations of the end consumer and grounds manager. For some clients/managers, any damage is intolerable. For others, browse lines and chronic damage is tolerable.

When developing your tolerance thresholds, you must consider many influences such as local herd population density, the



control expert

whitetail's essential needs (food, water and cover), weather patterns and predation factors. These are key ingredients that will direct you towards favorable solutions.

A discussion with your regional wildlife biologist will help determine deer densities per square mile and provide you with valuable information to answer the other influential factors. Deer densities of 40 to 60 per square mile is a moderate population, compared to a fairly extreme 90 to 120 density.

Fence them out

Tolerance thresholds will dictate what protocol you may design, but the other commanding factor may be the best economical solution. If your tolerance is fairly low, then you'll want to completely eliminate deer visitation. To do that, the solution is simple but expensive: fencing.

Fencing options can cost from \$2 per lineal feet for vertical electric fence to \$7 per lineal feet for eight-foot-high metal woven fencing. One must first check local zoning and variances to determine what permits they'll need and what kind of fence you may construct.

If height restrictions are a problem, the electrified seven wire slant fence (45 degree) is extremely effective and is only four feet in height. The cost is about \$3.50-\$4 per lineal feet. The slant is away from the area to be



The author escorts a fawn back to her appropriate home.

protected, and the deer have a hard time negotiating this setup. Their instinct is to go under, and so they receive a slight shock of 7,000-9,000 volts). Orchard owners and Christmas tree farmers say these fences are effective because of the deer's monocular vision and bad depth perception.

If heights are unrestricted, a tall fence at least 8 ft. high of woven wire mesh, heavy plastic or wood would work. But fencing is the least economical to install and maintain. And remember that with fencing, the most critical areas are gates and driveways.

They need to be consistently secured to be effective.

If your damage is minimal, local populations are stable or at negative growth, and there is a presence of predation, management will be relative easy. If you have low predation and favorable weather patterns, those factors would all favor rapid expansion, and options for control would be very limited.

The protocol for a higher threshold is typically realized in areas of highest deer densities that have contended with the problem for many years. In such a case, options may include seasonal fencing and the use of repellents and deterrents. Since there are many variables, you can adjust and tailor your program based on your specific tolerance level.

When I managed the grounds at Lake Mohonk (500 acres), my threshold levels were different for various areas. In the garden areas, my threshold was very low, whereas away from the gardens and landscapes the transitional zones from cultivated to woodland were least important. Individual trees or shrubs were protected versus protecting the entire landscape.

Let's review the yearly life cycle of deer and take note of their specific diet requirements through the year, as well as biological traits and habits. Here are seasonal strategies for five distinct time frames of the year.

Biological life cycle

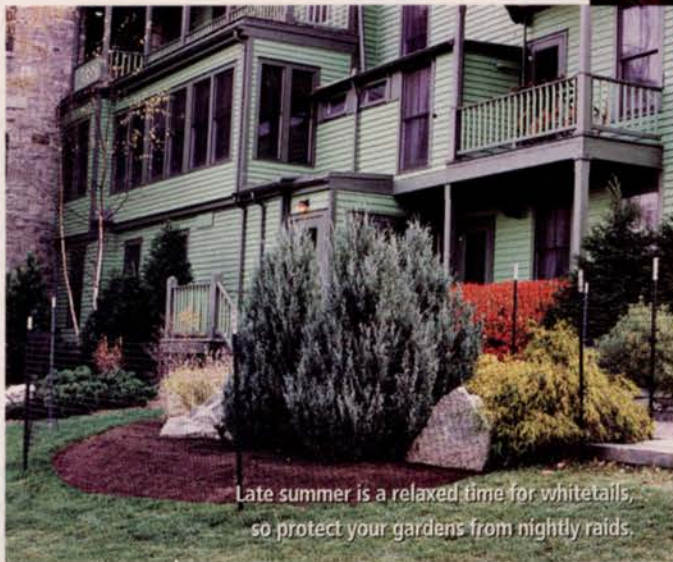
Early autumn (September-mid October) — The subtle change in day length triggers a photo response in the deer, with hormones starting to edge the deer into the breeding phase. Bucks shed their velvet and start to rub trees with their antlers and make ground scrapes with their hooves. At both of these visual sign posts, the buck deposits pheromones that help entice the does into estrus. The sexes become distinctly segregated, and a dominance hierarchy is established and challenged every day. Feeding habits may alter from the landscape plants back to wooded areas with attractive soft and hard mast crops such as apples, acorns, persimmons, beechnuts, pecans, etc. When there's a good mast crop, landscape damage will be minimal. If this is the case, decrease the frequency of repellent applications. Place tree guards around small caliper trees by the second week of September as they will protect the bark from physical injury due to buck rubs.

Autumn (Mid October-December) — The rut is on and breeding begins. The matriarchs are typically bred first, insuring the best genetics and timing for spring birthing. Feeding still favors available mast crops. As herbaceous materials succumb to frost, grasses are favored and the slow transition to woody browse occurs. Deer will heavily graze turfgrass, causing little to no disturbance. The turfgrass, their most preferred food source after mast crops, provides protein and carbohydrates. Control measures will switch from primary repellent sprays of herbaceous materials to woody tree and shrubs. Seasonal fencing should be installed by November.

Winter (January-April) — As their metabolism slows down, deer in turn become less ac-

tive to conserve energy. They're still active at night and mid-day when it's warmer. They need four to five pounds of browse daily to sustain them. Controls are to check seasonal fencing (weekly) and periodically spray repellents during warm spells (40 degrees plus). Tree trunk guards can be removed in late February-early March and stored away.

Spring (mid April-June) — This is green up time for most of the northern regions.



Late summer is a relaxed time for whitetails, so protect your gardens from nightly raids.

Dominance prevails in the matriarchal groups, and does establish fawning ranges. Does typically give birth their first year to singular fawns and, as the does mature, they have multiple births with two fawns being the average. The most dominant does typically give birth first and have the best fawn territories for their offspring. Their range can be from one acre to twenty. Food intake is at its highest as the doe needs seven to 10 pounds daily. They key in on herbaceous plant materials, bulbs and emerging woody shoots, flowers and buds. Controls for this time will be repellents applied precisely when vegetation sprouts. Leave protective fencing up until mid May, especially for late spring flowering trees and shrubs.

Summer (June-August) — Fawns are growing and have now become consumers



Spring is the birthing time for whitetail fawns.

in the landscape. Landscape raids are nightly and predictable. The preferred food is herbaceous materials with a passing interest in lush tree and shrub growth. Controls are weekly repellent applications, monthly on trees and shrubs.

From Philadelphia through northern California (above the 40th latitude) is considered the northern zone, and below that

is the southern zone. After determining the onset of the rut, all of the control strategies will still work for you. Please consult with a regional wildlife biologist to determine breeding dates. In the south, the breeding period can be somewhat unpredictable. The reason is because the fawning season isn't as critical as in the north, where birth and spring green up timing is crucial for deer's survival.

Controls

Controls that I have found to be most effective are repellents and seasonal fencing. Seasonal fencing is a mesh type of fencing with squares that are 2-inches by 2-inches. The brand I use is Cintoflex and is constructed of strong plastic complete with UV inhibitors. The fencing is supported by



should be no open areas for the deer to jump into, but since deer don't feel comfortable jumping into trees or shrubs anyway, a height of four feet will work. If snow accumulations are heavy in your location, a six- or eight-foot fence may be more appropriate. It's advisable to also patrol the fence periodically to make sure everything is intact, especially after heavy snow or ice storms.

Using this guide, seasonal fencing is very effective and aesthetically acceptable. The key is anticipating the primary browsing period and making that unavailable to the herd. With the onset of herbaceous plants in the spring, browse, trees and shrubs become secondary. Fencing can be slowly removed, and repellents can be applied.

Repellents can be classified in two ways: natural-based and chemical. Since I'm an advocate of IPM, I encourage the rotation of different types of materials throughout the season. In the winter, I like to spray Thiram on the woodies since it has a greater efficacy. I advise spraying even inside the seasonal fencing just in case. A few natural-based materials I've had great success with are Liquid fence, Deer-Away, Plantskydd, Deer-Off, Chew-Not, Deer Stopper II, Bobbex and Deerbusters.

Another option I've used during the growing season is fish emulsion as a double duty foliar fertilizer/ repellent. Chemical repellents Thiram, Tree-Guard, Repellex, Get-Away and Defiant all work too. Check state regulations for what materials are available for application. Be diligent and anticipate bumps in the road prior to spraying — spraying after the fact may be too late. When it comes to product efficacy claims, err on the side of caution, minimize your exposure and experiment for yourself.

I used a great product that claimed exceptional efficacy for a month to forty-five days, but the best I ever witnessed for this product was ten days. Remember that herd density and landscape pressure will factor into this equation.



Plastic expandable guards protect trees from physical trunk injury from bucks' antlers.

metal "T" fence posts and attached with either zip cords or metal wire. With this application, I install the fencing right up to the trees or shrubs I'm protecting, making sure it's as close as I can get it without having foliage, twigs or buds sticking out.

The enclosure must be complete and leave no opportunities for entry. There

The Nation's Most Dynamic
Landscape Management Company



If you're looking to increase the size of your lawn maintenance service, shoot for the stars and look at a U.S. Lawns franchise. U.S. Lawns has become a shining example of what a professional landscape maintenance service should be. With the guidance of U.S. Lawns professionals, we'll show you, step-by-step, how to:

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



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

1-800-US LAWNS.

Over 100 franchised locations
operating in 24 states.

www.uslawns.com

Circle 137

INSURANCE FOR PLANTS

Mycor Tree Saver

PLANT IT ONCE!
PLANT IT RIGHT!

Introduce the fertility partners of the forest floor into your landscape plantings for thriving, long-lasting trees and shrubs.



One Packet of Tree Saver=

- 17.8 MILLION SPORES of Mycorrhizal Fungi
- RHIZOSPHERE BACTERIA
- COLONIZE
- 1-ounce of Terra-Sorb® PER PACK
- SOIL AMENDMENTS

Planting Success!

Guide to Landscape
Installations and Maintenance
Plant Health Care, Inc.



For additional product information, distributor locations or to request a copy of **PHC's Guide to Landscape Installations and Maintenance** Call **1-800-421-9051** or go online to **www.planthealthcare.com**

Circle 133

GROUNDS DAMAGE MANAGEMENT



The 45-degree slant fencing is a very effective deer deterrent.

Other options

I'm a strong proponent of scouting and judiciously utilizing the tools of our trade. This is especially true for chemical as well as fertilizer usage. Well-balanced nutrition and support programs yield healthy plants that are least likely to encounter insect infestations or disease or deer damage.

Avoiding monocultures reduces exposure to damage. Mix up your plant palate and consult with your local cooperative extensions for regional lists of plants deer least prefer. Experiment cautiously to find out what the deer don't like. For the northeast, you can consult the deer Web site at Cornell University that I've set up:

www.hort.cornell.edu/gardening/ft-sheet/mohonk.pdf.

With the support of state game agencies, there are tremendous opportunities for help. In my state of New York, the Department of Environmental Conservation (DEC) will help landowners with free damage assessments. If your situation warrants intervention, they may offer DMAP (deer management assistance permits) or even damage permits which allow you to harvest a prescribed number of antlerless deer. We harvested an average of thirty does each winter on the last property I managed.

The key to a sound management plan is to do what we did and reduce the female population to reduce the reproductive capacity. We then donated the venison to our local food pantry to help feed the less fortunate (a nationwide program called Hunters Feeding the Hungry, HFH). Deer management involves utilizing a renewable resource, and that's every grounds manager's responsibility.

Other options include special urban control permits utilizing safer hunting methods like bowhunting. Having participated in a two-day conference on Immuncontraception, I feel confident to say it's not practical, economical or ecologically sound or beneficial for free ranging wildlife.

Being a realist, I have to include my disclaimer: Given the right environmental circumstances, deer will eat everything and anything. Biologically speaking, deer usually starve to death on a full stomach; the contents obviously have no nutritional value to sustain life. Utilizing my calendar of controls and being diligent and proactive can make your job a lot easier. **LJM**

— The author is Landscape Manager for Hoffman Development and formerly the Grounds Manager at Mohonk Mountain House. He can be reached at vanetten4@msn.com.

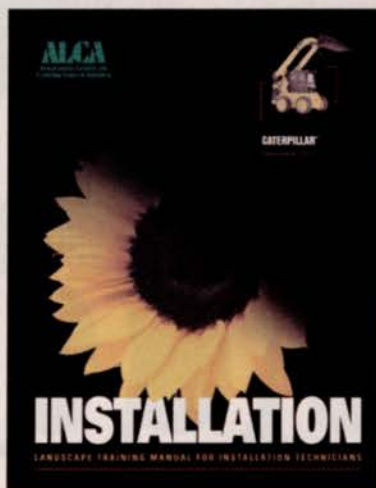
The best training investment you can make

ALCA's three new training manuals for landscape maintenance, installation, and irrigation technicians!

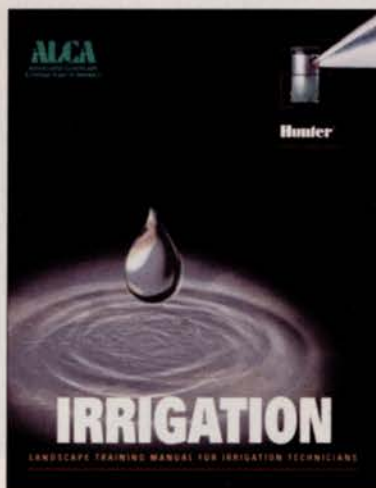
NEW!



*Landscape
Training Manual
for Maintenance
Technicians*



*Landscape
Training Manual
for Installation
Technicians*



*Landscape
Training Manual
for Irrigation
Technicians*

**SPECIAL OFFER ...
BUY ALL THREE
MANUALS AND
SAVE \$\$\$!**

Order online at www.alca.org
or call toll free (800) 395-2522

ALCA
ASSOCIATED LANDSCAPE
CONTRACTORS OF AMERICA

- Written by landscape professionals for landscape professionals
- Latest landscape maintenance, installation, and irrigation information
- Step-by-step how-tos for getting work done right the first time
- Troubleshooting guidelines for the field
- Checklists for equipment operations and maintenance
- Easy-to-read text
- Numerous illustrations and photos
- First aid and safety guidelines
- Plus much more

Rolls of freshly cut sod ready to be installed at the freshly graded Baylor University intramural athletic fields.

A major score

When Baylor University called Turfgrass America in the spring of 2003 to replace the fields of its intramural sports complex, the Dallas-based company agreed to do something it normally doesn't do. The university wanted Turfgrass America to act as general contractor for the project to strip down and replant more than 14 acres of athletic fields. The company does a lot of sports turf work but usually as a subcontractor to supply and install the grass.

Turfgrass had previously worked on other Baylor athletic facility jobs. It had delivered and laid grass in 1998 when the school replaced the artificial turf at its football stadium. That same year, it reworked the university's soccer field. And in fall 2002, the company had worked on the baseball field.

"It was my biggest project of the year by far," says Pat Searight, Turfgrass America's sales manager for central Texas. "It was 75 truckloads of grass, and the job took from March until Aug. 1 to complete."

Its high-profile business comes from

This Texas-sized renovation involved 75 truckloads of turfgrass . . . and caused a few sleepless nights

The company is a major player in providing sod and sodding services to universities, corporations, government agencies, landscapers, and retail and residential customers. It operates 18 sod farms across the southern United States from California to Florida and contracts with private growers for additional grass. Sod is delivered on company trucks, including tractors leased through PacLease, from those farms to the company's 15 distribution centers in Texas and five other Sunbelt states.

The biggest customers for Turfgrass America are landscapers, who account for about 65% of its business. Another 20% of its business comes from residential and retail customers, including big retail chains Home Depot and Lowe's. You'll find its turfgrass in cemeteries, church grounds, business parks and highway medians.

laying grass for professional and college sports facilities. The company has spread its sod on the fields of the Tennessee Titans and Dallas Texans pro football teams, baseball's Texas Rangers and several colleges in the Big 12 conference.

Most like it warm

Most of Turfgrass America's jobs entail laying warm-season grasses. An exception to that was when the company was called on to supply and lay bermudagrass turf at chilly Lambeau Field in Green Bay, WI, for an NFL playoff game in December 2002. "For the Packers' game, we rented refrigerated trailers to keep the grass from freezing before we laid it," says Mike Pender, the company's marketing director.

The Baylor University job involved replacing fields that had deteriorated over

continued on page 102

NOW
APPROVED FOR
RESIDENTIAL USE*

BASF

**GREAT NEW BENEFITS, NICE NEAT LITTLE PACKAGE.
JUST WHAT YOU'VE BEEN ASKING FOR.**

Always read and follow label directions.

Pendulum is a registered trademark and AquaCap is a trademark of BASF. © 2004 BASF Corporation. All rights reserved.

PENDULUM Herbicide *AquaCap*[™]

Pendulum[®] preemergent herbicide has always offered you unbeatable weed control and unmatched value. But in response to customer demand, we've made it even better. BASF Professional Turf is proud to offer Pendulum[®] AquaCap[™].

Pendulum AquaCap encapsulates a water-based formulation of the industry's leading preemergent active

ingredient using a process patented by BASF. The result is a nice, neat little package of benefits, including:

- Water-based formulation
- Virtually no odor
- Reduced staining potential
- Increased ease and flexibility of handling, mixing, and clean up
- Improved storage stability

To learn more about how you can unwrap the potential of Pendulum AquaCap, visit www.turffacts.com. Pendulum AquaCap is currently labeled for golf course and commercial and residential* lawn care use.

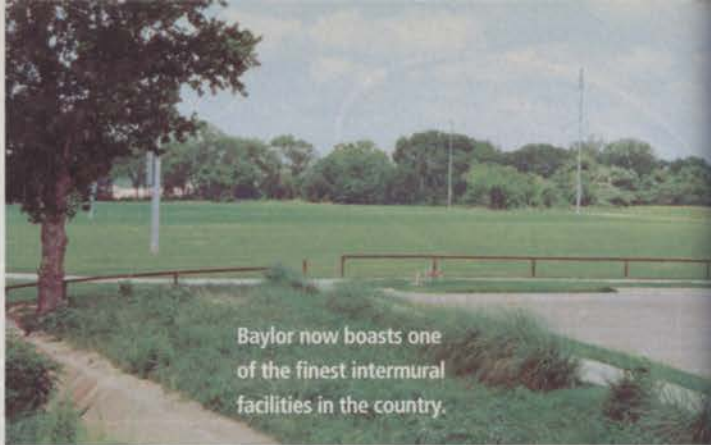
**BASF
PROFESSIONAL
TURF**



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

BASF

*Pending state registration approval.



Baylor now boasts one of the finest intermural facilities in the country.

continued from page 100

the years and led to student complaints about the uneven surfaces and weedy conditions. When finished, the facility would be big enough to accommodate four full-sized soccer fields and a small soccer field, or seven flag football fields in the fall or four softball diamonds in the spring.

Searight said the first chore was to spray the fields with Roundup to kill weeds. That was followed by stripping the fields with a Korro Topmaker, which shaves, scrapes and collects the cuttings and top layer of dirt. "The field wasn't properly leveled, so we had to cut and haul away up to eight inches of dirt in some places and add 10 to 12 inches in others to accommodate proper drainage and to meet the landscape architect's design," Searight says. "We brought in 4,000 to 5,000 cubic yards of soil."

A laser system guided the grading to ensure the proper percentage of contour specified by designer Brad Waters of Schrickel, Rollins and Associates of Arlington, TX. Turfgrass America used the laser guided blade equipment of its subcontractor, Landscapes Unlimited of Lincoln, NB.

The irrigation system was reworked with all new sprinkler heads and new lines installed to reach surfaces that hadn't been irrigated previously.

Ready to begin

After three months of land preparation, Turfgrass America started laying the grass, replacing the Tifway 419 fields with TifSport, a hybrid Bermudagrass. "We believe the TifSport is a step up in quality and offers better genetic makeup, a brighter green color and better tolerance against cold," Searight explains.

For the next five days, Turfgrass America trucks delivered 75 loads of freshly cut grass from a farm about 90 miles away. According to Pender, transportation is critical in the timely delivery of grass to projects such as Baylor's.

Turfgrass America relies on its vehicles, including its Peterbilt tractors leased through PacLease to deliver sod to job sites. Searight notes that rolls of grass were on the ground and ready to go each morning when workers arrived.

"Grass was cut the night before and in the early morning and delivered within a matter of a few hours," Searight says. "Our reliable trucks ensured that we stayed on schedule and delivered fresh grass to the Baylor fields."

Searight and his staff maintained the fields the next five weeks. They watered, fertilized, sprayed for weeds and adjusted sprinkler heads. Mowing was contracted.

The company also supervised construction of a 1,000-ft.-long, 8-ft.-wide concrete walkway that runs along one side of the fields on the banks of the Brazos River. It also built a 2,000-ft. chain link fence to keep students and cars off the fields during construction.

Sleepless nights

Searight, who spent a couple of days a week in Waco supervising the five-month project, says he endured a few sleepless nights during the job. "It rained hard several times before we could plant the grass. I awoke several nights sweating about how much dirt had eroded away. After it rained two inches one night, I got up the next morning and found there was absolutely no erosion or water standing."

A similar rain after planting the grass drenched the fields. The well-packed fields met the test and drained as designed, according to Searight.

On Aug. 1, 2003, Searight turned over the care of the fields to Aramark Corp., the contractor who maintains the fields for the university. The \$590,000 project was complete.

"We have done a lot of college game day fields but this is the first intramural project we've worked on," Searight notes. "This is definitely one of the best intramural facilities I've seen. It's first class all the way with great night lighting."

Turfgrass America was born from the May 1999 merger of four sod companies. Three of the businesses were located in Texas and each specialized in a different market niche, including grasses for sports fields, golf courses and St. Augustine grass, Crenshaw bent and buffalograsses. They joined forces with a Florida firm that competed in the plug grass industry. **LM**

Challenges of consolidation

Melding that many companies into one provided challenges in several different areas for Turfgrass America, including transportation. The company aims to get its cut grass to customers within 24 hours of harvest, according to Michael Minor, transportation manager. "It's especially challenging in the summer heat of Texas," he says. "We begin cutting in the middle of the night and into the next morning to produce fresh grasses. We make most of our deliveries within two to four hours of the farm or distribution center. We deliver to most of our retail customers within 30 to 60 minutes.

"In the spring, summer and fall, we're pretty much running 24 hours a day," Pender says. "If our trucks aren't running 24 hours a day, we're not getting full use of them."

Each of the companies that merged into Turfgrass followed different transportation strategies. After the merger, upper management settled on a single program of leasing trucks, supplemented with rentals as needed, Minor says.

“I’m Going To Eat Up To
4 lbs. Of Your Succulent,
Well-Manicured
Turf Each Day...

But Don’t Worry,
I’ll Give You
2 lbs. Back.”



4 pounds turf = 2 pounds of goose droppings!

Growing populations of non-migrating (resident) Canada geese can destroy turf and create an unsightly and unhealthy environment from their droppings. Golf course superintendents and lawn care professionals who use **FlightControl[®] PLUS** on turf know it is the **ONLY** goose repellent that provides both a consequence and warning for nuisance geese.

FlightControl PLUS is a harmless yet effective digestive irritant that encourages unwanted geese to move quickly to other feedings sites. Geese, unlike humans, have the ability to visually recognize turf treated with **FlightControl PLUS**, warning them from grazing in the treated area again. **FlightControl PLUS** is rainfast, remains on irrigated turf, and will not harm the geese, humans, or other animals. **FlightControl PLUS** has the active ingredient 9,10-Anthraquinone, and does **NOT** contain Methyl Anthranilate (from grapes) found in other less effective goose repellent products.

Take Back Your Turf! Learn more at www.flightcontrol.com
or call your SePRO **FlightControl PLUS** expert at 1-800-419-7779.

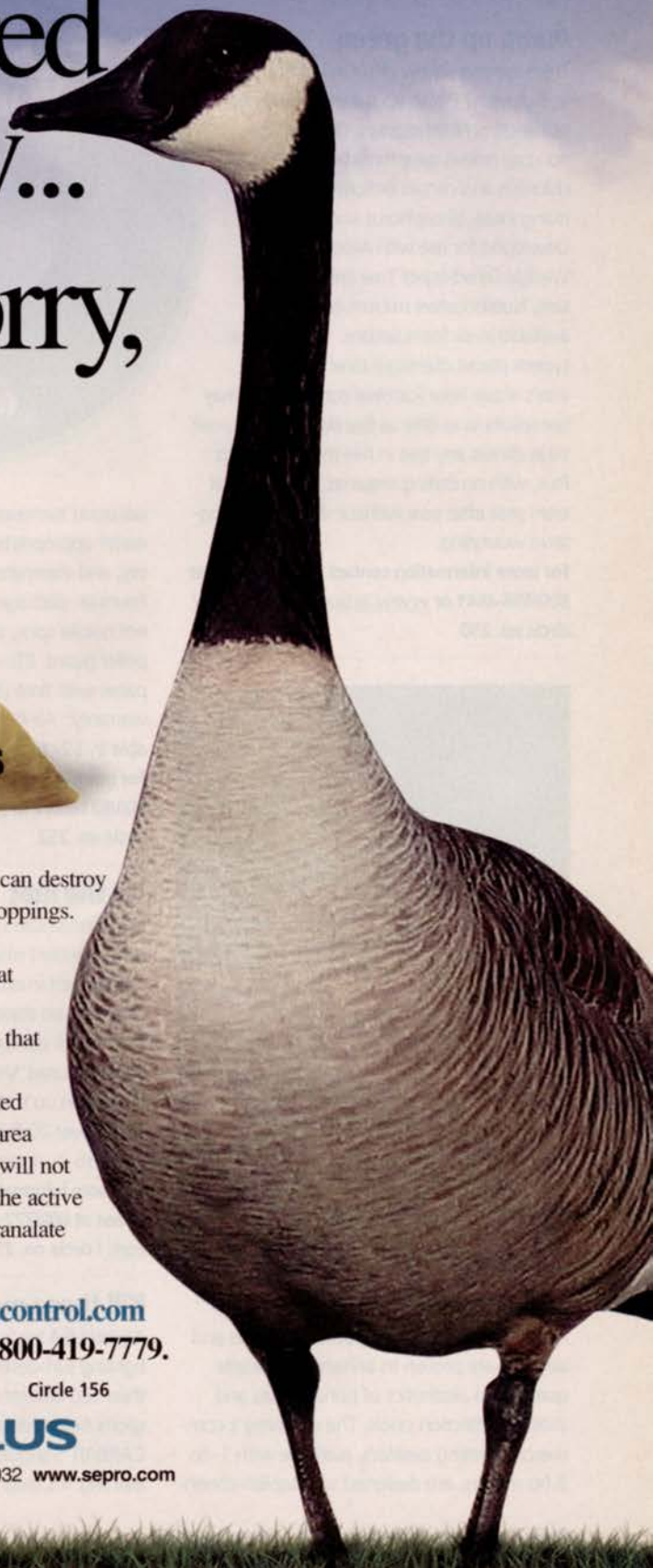
Circle 156



FLIGHTCONTROL[®] PLUS

SePRO Corporation 11550 North Meridian Street, Suite 600, Carmel, IN 46032 www.sepro.com

FlightControl is a registered trademark of Anikon Life Sciences. Always read and follow label directions. ©Copyright 2004 SePRO Corporation.



Products

TECHNOLOGY

TOOLS OF THE TRADE

Pump up the green

Trees looking yellow or suffering from poor leaf growth? Pump up the green with ArborSystems Nutriboosters. One application can relieve symptoms from iron chlorosis and certain deficiencies of iron, manganese, phosphorus and potash. Developed for use with ArborSystems Wedgle Direct-Inject Tree Treatment System, Nutriboosters micronutrients are available in six formulations. This efficient system places chemicals directly into the tree's active layer (cambial zone) so you may see results in as little as five days, and you can treat almost any tree in five minutes or less. Plus, with no drilling required, you can treat trees year after year without damage or long-term wounding.

For more information contact ArborSystems at 800/698-4641 or www.arborsystems.com / circle no. 250



Splish splash

Air-O-Lator Corp.'s decorative fountains and aerators are proven to enhance the water quality and aesthetics of ponds, lakes and shallow reflection pools. The company's commercial floating aerators, available with 1- to 3-hp motors, are designed to establish contin-



ual pond turnover, introduce oxygen to the water appropriately and in the proper quantity, and eliminate or prevent algae growth. Fountain packages include one of eight different nozzle spray patterns, 100 ft. of cord, propeller guard, ETL list (ANSI/UL 508) control panel with time clock and a three-year limited warranty. Air-O-Lator's fountains are available in 1/2- to 5-hp models.

For more information contact Air-O-Lator at 800/821-3177 or www.airolator.com / circle no. 252

On the mat

North American Green's Vmax3 composite turf reinforcement mats allow cost-effective turf establishment in extremely high flow drainage channels, on steep slopes, and along shorelines where rock riprap and concrete have been traditionally used. Vmax3 provides shear stress protection up to 12 lbs./sq. ft. and flow velocities of over 20 ft./sec. — enough force to wash away 36-in. riprap.

For more information contact North American Green at 800/772-2040 or www.nagreen.com / circle no. 253

Kill those mole crickets

Agrisel USA Inc.'s CARBAIT 5 is a new tool for fighting turf-destroying mole crickets and more than 120 different pests on lawns, turf and sports fields. Mole crickets feed at night, so CARBAIT 5 should be applied in the early evening. It's recommended to treat the entire

Be a pond pro

Get your water gardening business started off on the right foot with a free "How To Succeed With Water Features" DVD. Avoid jimmy-rigging the components of a pond and learn Aquascape Designs' foolproof 20/20 construction system. Check out the philosophies that set all-natural aquatic ecosystems a world apart from others.

For more information contact Aquascape at 866/877-6637 ext. 1491 or visit

www.aquasapedesigns.com / circle no. 251

area evenly at a dose of 2.25 lbs. to 3 lbs. per 1,000 sq. ft. of turf. For best results, apply immediately after a fresh cut and removal of clippings. Don't apply the product prior to irrigation or when rainfall is expected.

For more information contact Agrisel at 877/480-0880 or visit www.agrisel.com / circle no. 254



Clean litter like mad

Designed to meet the needs of high volume litter collection, Madvac introduces an increased 80-gal. litter container to the Madvac 101 vehicle. The Madvac 101 vehicle can vacuum up 120 gallons of uncompacted litter through its vacuum compacting system into the new 80-gal. litter container. Operators can pick up more

litter in less time and have fewer bags to change, resulting in higher productivity. Moreover, it requires very little trash handling for the operators, and labor-intensity is reduced. Madvac's self-compacting system can efficiently pick up glass, metal, bottles, cans, cardboard, plastic or any debris wet or dry that fits into its hose.

For more information contact Madvac at 800/862-3822 or www.madvac.com / circle no. 255

A lot at stake

Berkshire Products has redesigned their smallest tree anchor, the #3C, for easier driving in hard ground and thicker steel for increased holding power. Berkshire Earthwings is a tree staking system available in three sizes: #3C for trees up to 3-in. caliper, #5C for trees up to 5-in. caliper, and #10C for trees up to 10-in.

caliper. Install in three easy steps: drive anchor, pull to lock in place, attach to tree.

For more information contact Berkshire at 413/229-7919 or www.berkshireearthwings.com / circle no. 256

Smooth and level

Husqvarna has introduced three new brushcutters to its product line: the 343R, the 345Rx and the 345Fx. The 343R features an optimized shaft length and a bevel gear angled at 35 degrees for a smooth and level cut. The handlebar is angled 7 degrees in relation to the shaft to better position the cutting attachment in front of the operator. Ergonomically designed handles provide a

comfortable grip and working position. Husqvarna's LowVib feature decreases vibrations, thus decreasing fatigue and increasing control.

For more information contact Husqvarna at 800/487-5962 or visit www.husqvarna.com / circle no. 257



Dump like a pro

Standard Hamilton Co.'s new DUMP-PRO is a dump pickup trucks. This lightweight (under 400 lbs.) unit enables a user to convert their pickup to dump truck in minutes using the Quick Change-

Out option. The unit's dump body is constructed of industrial weight polyethylene and the drive system requires no expensive

Irrigation is a major investment...

Be Sure.

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

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

Contact ASIC to find a consultant near you.



**American Society of
Irrigation Consultants**

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

Products

hydraulics to operate. Even a half-ton pickup can maximize its carrying and dumping capacity due to DUMP-PRO's lightweight design. Also features a 60-degree dump angle.

For more information contact Standard Hamilton at 866/438-6777 or www.dump-pro.com / circle no. 258

A cut above

RedMax has introduced a new chain saw that combines high power, light weight and low cost. The new G3100, which weighs just 7.8 lbs., is powered by RedMax's 30.1cc engine with its dust-free air intake system. The new saw is offered with a choice of 12- or 14-in. bar.

For more information contact RedMax at 800/291-8251, ext. 213 or www.redmax.com / circle no. 259

You too can have Super Bowl Turf


PRINCESS 77
Hybrid Bermudagrass

and

1G2
Elite Perennial Ryegrass


PENNINGTON
Seed supplier for
Super Bowls 37-41

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

Circle 139

Nifty nozzle

Full Coverage Irrigation has expanded its line of high uniformity sprinkler nozzles to include a retrofit spreader (close in) nozzle for Rain Bird Model 900 Eagle sprinklers. The FCI Eagle 900 spreader nozzle improves distribution uniformity by increasing droplet size and volume surrounding the sprinkler to fight donuts and dryness commonly seen in windy locations.

For more information contact FCI at 877/658-3072 or www.fcinozzles.com / circle no. 260

What's the spread?

EMAS Attachment Systems' Gal-V is a multi-purpose four-season drop spreader with one-person operation that ensures a non-skid surface. Spread sand, salt or calcium during the winter, or topdress with loam or sand in summer. The Gal-V is hot dip galvanized, has adjustable flow control, a built-in agitator with filter grate and is available in five widths from 42 to 72 in.

For more information contact EMAS Attachment Systems at 508/430-8079 or www.emasattachments.com / circle no. 261

Internet ready

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

For more information contact Rain Master at www.rainmaster.com / circle no. 262

Up the pressure

DIG Corp.'s new line of one-in. filters with interchangeable disc and screen elements are designed to be used with discs or screens with

a flow range of up to 18 GPM. DIG's one-in. plastic filters are made of high impact plastic with excellent resistance to most commonly used fertilizers. Also, they're compact in size and designed to operate in a pressure range of up to 120 PSI.

For more information contact DIG at dig@digcorp.com / circle no. 263

Watering made easier

Hunter Industries offers a software program that automatically calculates an irrigation system's capacity and working pressure. The Hunter Irrigation System Design Calculator (ISDC) for Windows is available free to all landscape professionals through the Internet (www.hunterindustries.com), by calling 800/733-2823 or through local Hunter distributors and sales representatives. ISDC has automated the time-consuming and sometimes confusing mathematical calculations essential to the process of designing a water-efficient landscape irrigation system. Easy to load and understand, the ISDC program guides users step by step through all the critical calculations. The program requires Windows 3.1, 95 or NT.

For more information contact Hunter at 800/733-2823 or www.hunterindustries.com / circle no. 264


Design solutions

GlobalCAD announces the release of Land-ARCH 2004, an integrated solution for landscape designers and architects who work with AutoCAD-based software. It includes 2D/3D design libraries, cost estimating and bill of material tools, an interactive plant database, custom hatch patterns, complex linetypes and project management tools. The software lets you work with industry-standard symbol categories including landscape, hardscape, architecture, GIS and civil. Symbols include trees, shrubs and plants, irrigation, street furniture, people, vehicles and more.

For more information contact GlobalCAD at www.globalcad.com / circle no. 265



SYMBIOT Success SERIES



presented by Wilson Oyler Group

HOW
do
you
define
success?

suc·cess (sek-ēs'): n. 1. The achievement of something desired, planned or attempted. 2. The gaining of fame or prosperity. 3. One who is successful. 4. A benefit gained by attending the Symbiot Success Series.

Get up close and personal with Landscape Management columnist Bruce Wilson, former head of Environmental Care, and Tom Oyler, founder, U.S. Lawns, as they bring 60 years of experience to bear on your operations department. This small group format is a rare chance to ask tough questions from minds that helped shape today's landscape industry. Plus, engage in business-building discussions with a panel of experts from across the country during our "Ask the Experts" lunchtime session.


What You'll Learn

Building Operational Proficiency	8-10:30 a.m.
Linking Sales and Operations	10:30-noon
Ask the Experts – Live	noon-1:30 p.m.
Strategies for Consistent Growth and Profitability/Wrap Up	1:30-5 p.m.

Landscape *Media Sponsor*
MANAGEMENT

Space is limited. Call 866.223.9049 to register,
or visit www.symbiot.biz/success/

Sponsored By

 **Husqvarna**

Register today to make new gains in profitability this season.

Per-person Investment

General Admission:

1-2 attendees: \$169 3 or more: \$149

Symbiot Partners:

1-2 attendees: \$119 3 or more: \$99

**Last
Chance To
Attend!**

**Denver, Colorado
March 25, 2004**

ALCA / 99
800/395-2522
www.alca.org

ASIC / 105
312/372-7090
www.asic.org

Bayer Corp / 40-41, (reg) 15
Circle 111
919/549-2000
www.bayer.com

Beacon Ballfields / 67
Circle 131
800/747-5985
www.ballfields.com

Bobcat Co / 51
701/241-8700
www.bobcat.com

Bucks Fabricating / 10
Circle 108
800/233-0867
www.bucksfab.com

Caterpillar Inc / 55-58
309/675-1000
www.cat.com

Dig Corp / 67
Circle 153
800/322-9146
www.digcorp.com

Dodge Chrysler / 33
877-ONTHEJOB
www.dodge.com

Dow Chemical / 31, (reg) 52-53
800/255-3726
www.dow.com

Excel Ind Inc / 47
Circle 122
620/327-4911
www.hustlerturfequipment.com

Exmark Mfg Co / 71
Circle 133
800/667-5296
www.exmark.com

Express Blower Inc / 35
800/285-7227
www.expressblower.com

F M C Corp / 7, 61
Circle 106, Circle 125
215/299-6000
www.fmc-apgspec.com

Ferris Industries Inc / 115
Circle 150
800/933-6175
www.ferrisindustries.com

HCP and Assoc / 10
Circle 109
813/318-0565
www.hcpassociates.com

Holland Equipment / 114
Circle 148
888/290-7377
www.newholland.com

Hunter Industries / 110
Circle 143
760/744-5240
www.hunterindustries.com

Husqvarna / cv2-1
Circle 101
800/438-7297
www.husqvarna.com

Husqvarna Leadership Insights / 75-82

J P Horizons / 73
440/254-8211
www.jphorizons.com

J R C O Inc / 115
Circle 154
800/966-8442
www.jrcoinc.com

John Deere and Co / 45
Circle 113
309/765-8000
www.deere.com

John Deere Const / cv4
Circle 103
309/765-8000
www.deere.com

Kawasaki Motors / 11
Circle 110
800/661-7433
www.kawasaki.com

Kawasaki Motors / 49
Circle 123
800/661-7433
www.kawasaki.com

Lebanon Turf Prod / cv3, 9
Circle 102, Circle 107
800/233-0628
www.lebturf.com

Lesco / 91
Circle 152
800/321-5325
www.lesco.com

Marcus Drake / 113
Circle 155
888/544-9122

Masco Sweeper / 115
Circle 149
800/345-1246
www.mascosweepers.com

Monsanto / 17-20, 26-27
Circle 118
314/694-1000
www.monstanto.com

Obsidian Enterprises Inc / 113
Circle 144
317/237-4122
www.obsidianenterprises.com

Otterbine Barebo Inc / 43
Circle 119
800/237-8837
www.otterbine.com

Company	Page #	
Allin Companies	24	MicroFlo
The Andersons	87	NAHB
Bayer	87	Nature's Select
Briggs & Stratton	22	OPEI
The Bruce Co. of Wisconsin	24	The Oyler Bros. Companies
Byrne Bros. Landscaping	24	PBI/Gordon
Compact Power, Inc.	24	Plant Designs, Inc.
Davey Commercial Grounds	24	Plant Science, Inc.
Davey Tree Expert Company	90	Post Properties
Dennis' Seven Dees Landscaping	24	Precision Laboratories
Eastern Land Management	30	Rain Bird
Engledow Group	24	Russo Lawn & Landscape
Fairway Green, Inc.	83	Sensible Software
Freedom Lawns	34	SePro
Grassroots Consulting	32	Syngenta
Grigg Bros.	24	Tee-2-Green
Hoffman Development	8	TruGreen-Chemlawn
Husqvarna	22	Turf-Seed
ILT Vignocchi	16	Turfgrass America
JP Horizons	32, 35	U.S. Lawns
Jacobsen Landscape Design	24	Vanderkooi and Associates
James Martin Associates	24	Wandtke & Associates
James River Grounds Mgmt	24	Weed Man
John Deere	22, 42, 43	Wilson-Oyler Group
K & D Lawn Care	48	Yardmaster
KehoeGuido	32, 44, 116	
Ken Griffin, Inc.	42	
Maxalea	21	

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

Events

RESOURCES

WHAT, WHEN & WHERE

P B I Gordon Corp / 4

Circle 105
816/421-4070
www.pbigordon.com

Pennington Seed Inc / 106

Circle 139
800/285-7333
www.penningtonseed.com

Peterson Pacific / 34

Circle 115
800/269-6520
www.petersonpacific.com

Plant Health Care Inc / 98

Circle 136
800/421.9051
www.planthealthcare.com

Pro Source One / 110

Circle 142
877/350-3999
www.prosourceone.com

R and D Signs / 110

Circle 141
952/941-1282

Rain Bird Sales Inc / 23

Circle 112
520/741-6100
www.rainbird.com

Rain Bird Sales Inc / 63

Circle 126
520/741-6100
www.rainbird.com

Simplicity Mfg Inc / 85

Circle 134
262/284-8669
www.simplicitymfg.com

Sisis Equipment / 113

Circle 145
864/843 5972
www.sisis.com

Super Lawn Trucks / 86

Circle 135
866/787-3752
www.superlawntruck.com

Symbiot / 107

866/223-9049
www.symbiot.com

Syngenta / 2-3, 66, 69

Circle 104, Circle 129, Circle 132
800/759-4500
www.syngenta.com

Syngenta / 66, 69

Circle 129, Circle 132
800/759-4500
www.syngenta.com

Toro Co / 12

Circle 151
800/664-4740
www.toro.com

Turf Feeding Systems / 64

Circle 130
800/728-4504
www.turffeeding.com

Turfco / 25

Circle 114
800/679-8201
www.turfco.com

U S Lawns / 97

Circle 137
800/875-2967
www.uslawns.com

Uniroyal Chemical Co / 65

Circle 128
203/573-2000
www.cromptoncorp.com

United Horticultural Sply / 37-38

Circle 116/117
303/487-9000
www.uhsonline.com

United Phosphorus Inc / 87

Circle 127
800/247-1557
www.upi-usa.com

Valvette Systems Co / 110

Circle 140
866/200-8590
www.valvettesystems.com

Walker Mfg Co / 113

Circle 146
800/279-8537
www.walkermowers.com

March

13-18 ASHS Southern Region

Annual Meeting / Tulsa, OK;
Sponsored by the American Society
for Horticultural Science;
540/552-4085

13-21 Chicago Flower &

Garden Show / Chicago, IL;
312/321-5086; [www.chicago
flower.com](http://www.chicago
flower.com)

15-17 The Arkansas River

Valley Lawn & Garden Show /
Fort Smith, AR; 501/782-4947

22-25 Vehicle Maintenance

Management Conference /
Seattle, WA; Sponsored by the U. of
Washington; 206/543-0340;
www.engr.washington.edu

25-27 Mid-America Trucking

Show / Louisville, KY; 502/899-3892;
www.truckingshow.com

25-27 Expo Spring / Sacramento,

CA; Sponsored by the Tree Care
Industry Association; 800/733-2622

25-28 ALCA Student Career

Days / Columbus, OH; 800/395-
2522; www.alca.org

26-29 Capital District Garden &

Flower Show / Troy, NY; 518/356-
6410 ext. 426; [www.garden
andflowershow.com](http://www.garden
andflowershow.com)

29-31 Trees & Utilities

National Conference /
Omaha, NE; 402/474-5655

April

1 Adirondack Regional

Conference / Lake Placid, NY;
800/873-8873; www.nysta.org

22-24 Green Chicago /

Chicago, IL; 312/922-9410;
www.fieldmuseum.org

25-28 North American Snow

Conference / Lexington, KY;
Sponsored by the APWA; 816/472-
6100; www.apwa.net

30-1 TOCA Conference /

Seattle, WA; 952/758-6340;
www.toca.org

May

1-4 ASIC Annual Conference /

Newport Beach, CA; Sponsored by
the American Society of Irrigation
Consultants; 312/372-7090;
www.asic.org

3-4 Southeastern Turfgrass

Conference / Tifton, GA; 229/386-
3184; www.tifton.uga.edu

9-12 Western Chapter ISA

2004 Annual Conference /
Kelseyville, CA; 530/892-1118

21 University of Arizona Desert

Horticulture Conference /
Tucson, AZ; 520/626-5161

June

9-12 Snow & Ice Management

Symposium / Minneapolis, MN;
814/835-3577; www.sima.org

17-19 Super Floral Show /

Charlotte, NC; 617/728-0300

July

13-18 ANLA Convention &

Executive Learning Retreat /
Maui, HI; 202/789-2900

LITTLE VALVE™
ON/OFF CONTROL AT EACH SPRINKLER HEAD

INTRODUCING

- PRECISION WATER PLACEMENT WITH HIGH UNIFORMITY
- 15' NOZZLES ADJUST DOWN TO 3' WITH NO MISTING
- POP-UP RISERS STAY UP WHEN THE NOZZLE IS REMOVED

VALVETTE SYSTEMS CORPORATION
(866) 200-8590
FAX: (818) 887-2554
www.valvettesystems.com

FREE SAMPLES

Circle 140

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

Circle 141

Pretty Girl.



Excellent Sales Rep.

Welcome to a Greener World.

It's time you met our excellent sales force. 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 fertilizers. But even more important, our customers appreciate our knowledgeable sales reps who keep up with all the newest product offerings, to provide the technical expertise and practical solutions they're looking for.

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



Circle 142



Install a Complete Hunter System With the Commercial-Grade ICC

Advanced water management capabilities
Ready for site expansion, 8 to 48 zones
Central control compatible with IMMS



Vandal-resistant stainless steel or metal cabinets with optional pedestal.

Hunter ICR remote control covers a two-mile radius range.



Hunter®
The Irrigation Innovators

Call for a free copy of the Controller Comparison Kit:
800-733-2823 • www.HunterIndustries.com

Circle 143

Landscape MANAGEMENT

MARCH 2004

This card is void after **MAY 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)

104RS

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 Soil 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** - Artonist, 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) _____

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

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

**NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES**

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 9335 BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE

**Landscape
MANAGEMENT**

ADVANSTAR COMMUNICATIONS INC
 PO BOX 5152
 BUFFALO NY 14205-9836





NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

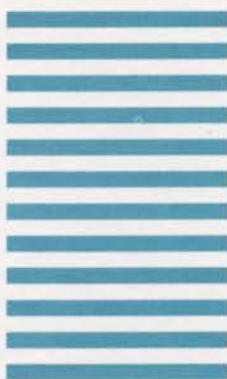
BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 9335 BUFFALO NY

POSTAGE WILL BE PAID BY ADDRESSEE

**Landscape
MANAGEMENT**

ADVANSTAR COMMUNICATIONS INC
PO BOX 5152
BUFFALO NY 14205-9836



**Landscape
MANAGEMENT**

MARCH 2004

This card is void after MAY 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 216-723-6477. 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
- B Turf Insect Control
- C Turf Weed Control
- D Turf Disease Control
- F Turf Fertilization
- G Turf Aeration
- H Irrigation Services
- I Irrigation Services
- J Snow Removal
- K Ornamental Care
- L Tree Care
- M Pond/Lake Care
- N Snow Removal
- O Other (please specify) _____

Design/Build

- I Landscape Design
- K Paving/Deck/Patio Installation
- M Landscape Installation
- Q Other (please specify) _____
- P Irrigation Installation

104RS

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
- C Chain Saws
- U Engines
- V Erosion Control
- F Fertilizers
- G Fungicides
- H Herbicides
- I Insecticides
- W Irrigation Systems
- X Landscape Lighting
- J Line Trimmers
- K Mowers
- Y Ornamental/Nursery Products
- Z Pavers/Masonry/Bricks/Rocks
- (Hardscape Materials)
- 3 Seed/Sod
- 1 Skid Steers
- N Spreaders
- P Tractors
- Q Truck Trailers/Attachments
- R Trucks
- S Turfseed
- T Utility Vehicles
- 2 Water Features

6. My firm's annual revenue is: (Fill in ONE only)

- F More than \$4,000,000
- G \$2,000,000 - \$4,000,000
- B \$1,500,000 - \$1,999,999
- C \$1,000,000 - \$1,499,999
- D \$500,000 - \$999,999
- E Less than \$500,000

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

Your heavy trailer tailgate can be raised and lowered with virtually no effort.

Trailer Tailgate Lift Assist



GORILLA-LIFT™

Protected by U. S. Patent # 6,126,223 & Patents Pending

www.Gorilla-Lift.com / 1.877.388.8895

Circle 160



SISIS MAXISLIT

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

sisis

SISIS INC

PO Box 537, Sandy Springs, SC 29677
Tel: 864 843 5972 Fax: 864 843 5974
e-mail: fdc@sisis.com
www.sisis.com

Circle 145

Bathroom on Board



Call for a dealer near you:

866-848-1815

United
TRAILERS

Circle 144

STAFFING SOLUTIONS WITH OUR MEXICAN WORKERS

Specializing in the Recruitment and Placement of H2B Visa Foreign Workers

- We have reliable, experienced personnel
- Marcus Drake Consultants handle the entire procedure
- We deliver the selected personnel to your company

Don't get caught shorthanded during your busy season.

I QUIT!!



Marcus Drake Consultants

1-888-544-9122

Email: marcusdrakeh2b@yahoo.com

Circle 155

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 email: aerway@aerway.com

Circle 148

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

Circle 146

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

PARKING LOT SWEEPING

FREE information on starting sweeping

- Use your own truck
- Profit potential
- How to bid



800-345-1246
www.mascosweepers.com

Circle 149

Labor saving JRCO Attachments
All attach to JRCO mount
bar with clevis pins



Tine Rake Dethatcher

Electric Broadcast Spreader

Hooker Aerator

Jrco
Heavy-duty Attachments
for Commercial Mowers

Call for dealer 800.966.8442 www.jrcoinc.com

Circle 144

Outstanding Value!



NEW

1000Z 27/61

27-hp Kohler V-twin engine with cylinder head cleanout feature—plenty of power to handle the toughest of jobs & easy maintenance for longer engine life



FERRIS® Commercial
Mower
Specialist

www.FerrisIndustries.com

Circle 150

PRIORITIZE PREVENTATIVE MAINTENANCE

When it comes to vehicle safety and dependability, too many motorists are putting off the simple preventative maintenance and repairs that can make the difference between being stranded along the side of the road or making it to their destination.

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

To find out more information on how you can "Be Car Care Aware," visit www.carcare.org or call (240) 333-1088.

Be Car Care Aware
www.carcare.org

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

ADVERTISING INFORMATION:

Call Tom Cermak at 800-225-4569 x3170 or 440-891-3170, Fax: 440-891-2735, E-mail: tcermak@advanstar.com



► For ad schedules under \$250, payment must be received by the classified closing date.
► We accept VISA, MASTERCARD, and AMERICAN EXPRESS over the phone.
► Mail LM Box # replies to: *Landscape Management Classifieds*, LM Box # _____, 131 W. First St., Duluth, MN 55802-2065. (please include LM Box # in address).

BUSINESS FOR SALE

LANDSCAPE CONSTRUCTION COMPANY

Well Established

20-year Landscape Company
Boston, Massachusetts Area.

Annual volume \$3.5-\$4.0 million PLUS!

Company breakdown:

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

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

Contact GLOBAL BUSINESS EXCHANGE

Mr. John Doyle: 1-781-380-4100

Fax: 1-781-380-1420

BUSINESS OPPORTUNITIES



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 **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



Be Ready for Spring Sales

Retail Garden Center and Landscape Business

Area's largest and most reputable 27 year old lawn care company selling its Retail Garden Center and Landscape Division.

- 60 x 140 building includes large showroom, offices and 40 x 60 warehouse.
- Excellent location, 1.8 acres, highway frontage on the residential side of town.
- Greenhouse, Quonsets, watering system, tractor, trucks, trailers and equipment.
 - Professional and experienced staff.
 - Great potential, excellent growth over the past two years.
 - Located in Southern Illinois.
- \$475,000 or Business Inventory and Equipment, \$175,000 with lease options.

Contact Tim Arnold: 618-996-3310

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

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

Looking For Customers?

We're Looking to Bring Them to You!

Advertise in *Landscape Management!*

For rates and schedules, e-mail Tom Cermak at tcermak@advanstar.com



Use Color to Enhance Your Ad!

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

Attention: Landscape Professionals

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

BUSINESS OPP'S (CONT'D)

FREE GOLFSCAPES Workshop

Make up to **65% profits** with **synthetic putting greens** using **existing equipment and employees!**

What you will learn at this 1-day workshop:

- ▶ Huge profit center — 60%-65%
- ▶ Hands-on installation training
- ▶ Successful marketing/selling strategies
- ▶ Free video and marketing materials
- ▶ Keep crews busy year-round
- ▶ Expand landscape business

Coming to a city **near you!**

Call or go online for free information:

800-334-9005

www.allprogreens.com



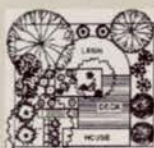
The Best in Synthetic Golf Facilities



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

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

FOR SALE



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

AMERICAN STAMP CO.
12290 Rising Road LM4, 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

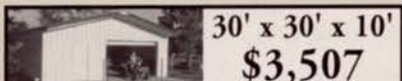
FOR SALE (CONT'D)

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



We Ship Anywhere In The USA! 10,000 Sizes, Bolt-Together All Steel Buildings & Homes. Call Today For A Price Quote And Brochure.

HERITAGE BUILDING SYSTEMS®
800.643.5555
heritagebuildings.com

FOR SALE:

1998 Rexus Express Blower Truck
60 cubic yard capacity, upgraded CAT engine, well-maintained and ready to work. \$175,000.

Call for complete list of options:
908-850-9711

HELP WANTED

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

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

www.florapersonnel.com

HELP WANTED (CONT'D)

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

E-mail: 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

THE BRICKMAN GROUP, LTD.

Careers in landscape management available in:

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

Fax: 301-987-1565

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

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

For more information, contact:

Elisabeth Stimson, Human Resources Director

E-mail: estimson@gothiclandscape.com

Ph: 661-257-1266 x204 • Fax: 661-257-7749

GENERAL MANAGER Northern California

Established Landscape Design, Build and Maintenance Company seeking dynamic leader with 5+ years management and 10+ years field experience. Take this small business to the next level with your business management and mentoring expertise.

E-mail resume: almora@herlandscapes.com
or Fax: 415-458-8160

HELP WANTED (CONT'D)

Join NaturaLawn of America, The Company That Changed Green Industry!

Are you tired of big company rhetoric and hollow promises? We are actively seeking Regional Managers with marketing and business operations experience.

Take the test:

1. Do you enjoy training and motivating other people to achieve their goals?
2. Do you have 3-5 years real life experience in business marketing?
3. Do you understand that a service company is all about helping solve a problem—not finding a fault?
4. Do you know there is no "I" in TEAM?

If those four statements describe you, then we want to speak to you!

Our continued growth has created a need for individuals with strong marketing and business operations experience.

Your primary job duties would include:

- Be a team player. Work with and support the Corporate Office in the continued development, implementation and guidelines of the Franchise System.
- Ensure the smooth day-to-day operation of individual franchise locations.
- Monitor and review sales, service and production of locations to ensure that the businesses are focused and have integrated these three components for success.
- Assist locations in the development, implementation and interpretation of their marketing, advertising and public relations plans.
- Provide technical and customer relations training in the locations and on a regional basis.
- Develop and maintain quality contracts in government regulatory agencies and universities.

If you are a professional with proven business skills that include past business operations and budgeting/financial management and accountability, you owe it to yourself to check out this opportunity.

NaturaLawn of America is a privately held 16-year-old company with 77 operations in 25 states. We expect to have 150 locations in 35 states within the next 3-4 years.

We offer a complete benefit package including:

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

Salary is commensurate with experience.

The position may include a company vehicle, and may require relocation to the Maryland area.

E-mail your resume in strict confidence to resume@nl-amer.com or fax it to the attention of Philip Catron at 301-846-0320.

For more company information, please visit us at www.nl-amer.com.

JOBS IN HORTICULTURE, INC.

www.hortjobs.com

Phone: 1-800-428-2474

Fax: 1-800-884-5198

LANDSCAPE MANAGEMENT OPPORTUNITIES

Wheat's Lawn & Custom Landscape, a \$7 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

Fax: 703-641-4792 • Email: wheats@wheats.com

Western States Reclamation, Inc.

continues to expand again. We are located in Frederick, Colorado (a northern suburb of Denver) and seek to fill the following positions:

• **Landscape Division Manager**—individual with 10+ years of exceptional leadership skills to manage department including landscape and irrigation construction and landscape maintenance. Must have experience in managing projects up to \$3M single contract size.

• **Estimators**—to bid landscape, irrigation, revegetation, and erosion control projects ranging from \$1K to \$4M.

• **Landscape & Irrigation Superintendents**—with large commercial project experience.

• **Reclamation Project Manager**—(Revegetation and Erosion Control Projects)

• **Revegetation Superintendents & Foremen**

See our website @ www.wsreclamation.com

Email wsrieac@aol.com

Fax 303-833-4447 attn: Liz

Lawn Care Route Management Opportunities

Complete Lawn Care, located in prestigious Montgomery County, Maryland, is looking to make a big impact in the lawn care market.

Motivated candidates should be team players who are organized and customer service oriented.

- Complete Lawn Care offers:
- Excellent Salary
 - Great Incentive/Bonus Packages
 - Health Insurance
 - Vacation/Holidays
 - Established routes with loyal long-term customers
 - Exciting Growth Potential

THIS IS A CAREER POSITION

E-mail resume: Jon@growinglawns.com

Fax: 301-990-6202

LABOR

DON'T WAIT!

Make the jump to reliable, legal workers.

More profits, less worry. Bring your seasonal workers from Mexico with VISAS. We do all the documentation and make it simple.

We **GUARANTEE SPEED, FRIENDLINESS and AFFORDABILITY.**

Free information & booklet. Call me today.

David Donaldson

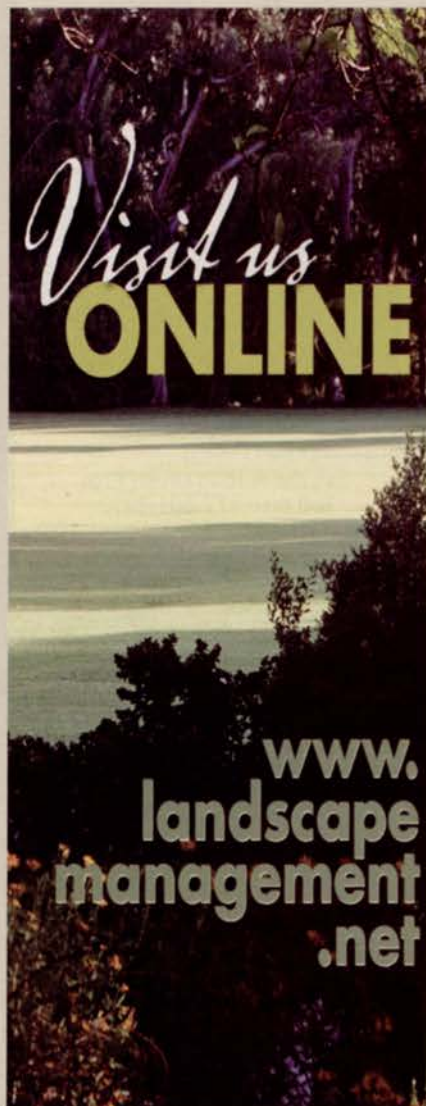
USAMEX Ltd. 501-724-8844

E-mail: INFO@USAMEX.ORG

LANDSCAPER ACCESSORIES



W.E. CHAPPS
Mesh Debris Mower Bags, Equipment Covers
Leg & Arm Protection, Chemical Protection
The Grass Handler Sliding Mulch Plate and More!
OVER 500 PRODUCTS • MADE IN U.S.A.
FREE CATALOG!
WWW.WECHAPPS.COM
800-816-2427



Visit us
ONLINE

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

REPEATING an ad ensures it will be seen and remembered!

SOFTWARE

GROUNDKEEPER PRO
BUSINESS SOFTWARE
Invoicing
Scheduling
Routing
Estimating



www.adkad.com/LM.htm • 1-800-586-4683



WINTAC™

The #1 best-selling all-in-one software for specialty trades

- Unlimited Customers & Locations
- Automatic Scheduling, Routing
- Automatic Invoicing, Job Costing
- Service History & Profit Tracking
- Labor and Productivity Tracking
- Material & Chemicals Tracking
- Letter Writer w/ auto Mail-Merge: Send Sales and Service Notices
- Print Proposals, Invoices, Work Orders, Statements, Purchase Orders, Reports, Labels. Even design *your own* forms in Word
- Full Accounting: G/L, A/R, A/P, Payroll, Checking, Inventory, Financial Reports and Graphs
- Built-in links to QuickBooks®, Peachtree®, MS Office®, Street Mapping, Emailing, and more!

Download a free demo of the software everyone is talking about!

www.wintac.net

Or call 24 hours for a free demo CD:

1-800-724-7899 ext.2

Looking to Hire Someone?

Place Your Recruitment Ad in *Landscape Management!*



For rates and schedules, call Tom Cermak at 800-225-4569, x3170 or 440-891-3170; e-mail tcermak@advanstar.com

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.PhoneCentersSoftware.com or call Tree Management Systems, Inc. at 1-800-933-1955

2004

landscape illustrator

landscape design and estimation software

www.Lsisoft.com

PUT CLASSIFIEDS TO WORK FOR YOU!

INFORM ♦ INTRODUCE ♦ INFLUENCE ♦ INSTRUCT

REPRINTS

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

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

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

THE HOME (PAGE) OF GOLF.



www.golfcourse1.com

PRESENTED BY THE
 AMERICAN SOCIETY
 OF GOLF COURSE ARCHITECTS



Statistics

RESOURCES

INDUSTRY TRENDS BY THE NUMBERS

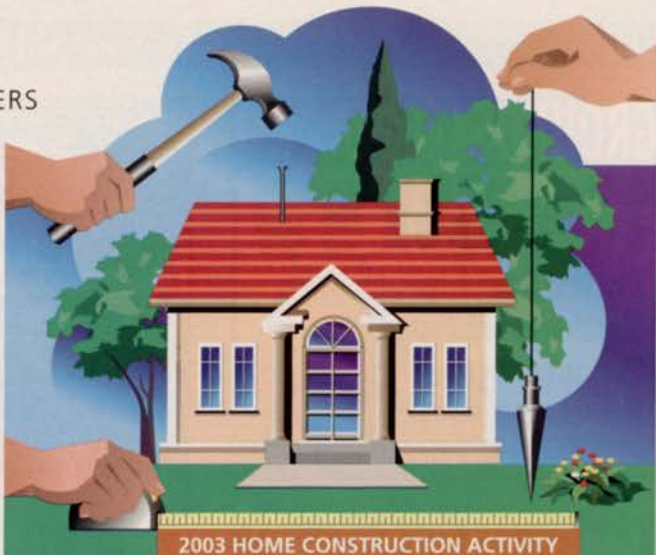
ZERO-TURNS RULE IN '03

The net total for commercial turf care products showed a 4% increase in 2003 model year (9/1/02 thru 8/31/03) with total shipments of 228,032 units. The increase was mostly due to the continued popularity of zero-turn mowers, offsetting a slide in walk-behind mower sales, said the Outdoor Power Equipment Institute (OPEI).

CATEGORY	# OF '03 UNITS	INCREASE
Commercial riders	141,867	22%
Commercial walk-behinds	86,165	-17%



SOURCE: OPEI



2003 HOME CONSTRUCTION ACTIVITY

REGION	INCREASE OVER '02
Northeast	3.8%
Midwest	6.6%
South	7.2%
West	13.9%

HOME BUILDING SOARS IN '03

New home construction for 2003 increased to 1,848 million units, the best in 25 years, said the U.S. Commerce Department. This was 8.4% above the number of housing starts for 2002. "The strength in housing in 2003 was concentrated in single-family unit starts, while condominium units in multifamily structures gained ground as the year progressed."

SOURCE: NAHB

HOURLY PAY RATES FOR FOREMEN AND CREWS

Here's what companies are paying their people based on a recently completed survey (200+ respondents – mix of maintenance and construction companies) in eight regions around the country. The average increase reported for 2004 is 4%-5%.

		NORTHEAST	MID-ATLANTIC	GREAT LAKES	MIDWEST	SOUTHEAST	MOUNTAIN	NORTHWEST	SOUTHWEST
2002	Foremen	\$14.60	\$12.11	\$14.75	\$12.09	\$13.11	\$18.80	\$15.23	\$14.55
	Labor	\$10.35	\$8.78	\$10.00	\$8.33	\$9.17	\$10.20	\$9.92	\$8.27
2003	Foremen	\$15.63	\$12.78	\$15.42	\$12.64	\$13.53	\$19.40	\$15.92	\$15.09
	Labor	\$11.47	\$9.11	\$10.25	\$8.67	\$8.56	\$10.40	\$10.40	\$8.55

NOTE: The Mountain numbers are based on a sample size of 8 companies only.

SOURCE: KEHOEGUIDO

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 55806-6118. 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.



PennMulch®. With its patented Seed Accelerator

Moisture Cell Technology™, each PennMulch pellet expands to four times its original size in water. So it accelerates germination by retaining moisture right at the seed bed level. Plus, PennMulch provides the correct amount of fertilizer to provide 36% better turf establishment.



Help give grass seed a better start at life.

PennMulch® ensures successful seed establishment.

Which means fewer customer complaints and call-backs. You can find out more about amazing PennMulch by visiting the "Promotions" section on our web site at www.LebanonTurf.com. Enter coupon code LM1034, and you'll also receive a complete 40-page agronomy manual absolutely free! So look for PennMulch at your nearby LebanonTurf distributor. And make sure your seeds succeed.



LebanonTurf

1-800-233-0628 • www.LebanonTurf.com

! WARNING

Don't Bust Your Tail

Get a John Deere ZTS Excavator instead. Their zero-tail-swing design lets these nimble compacts rotate fully without banging their tails into something. So you can work with ease around obstacles. Add any of the many Worksite Pro™ attachments (also compatible with John Deere skid steers), and the possibilities are almost endless. For more info or a demo, see your John Deere dealer.



JOHN DEERE

www.JohnDeere.com

NOTHING RUNS LIKE A DEERE®

Circle 103