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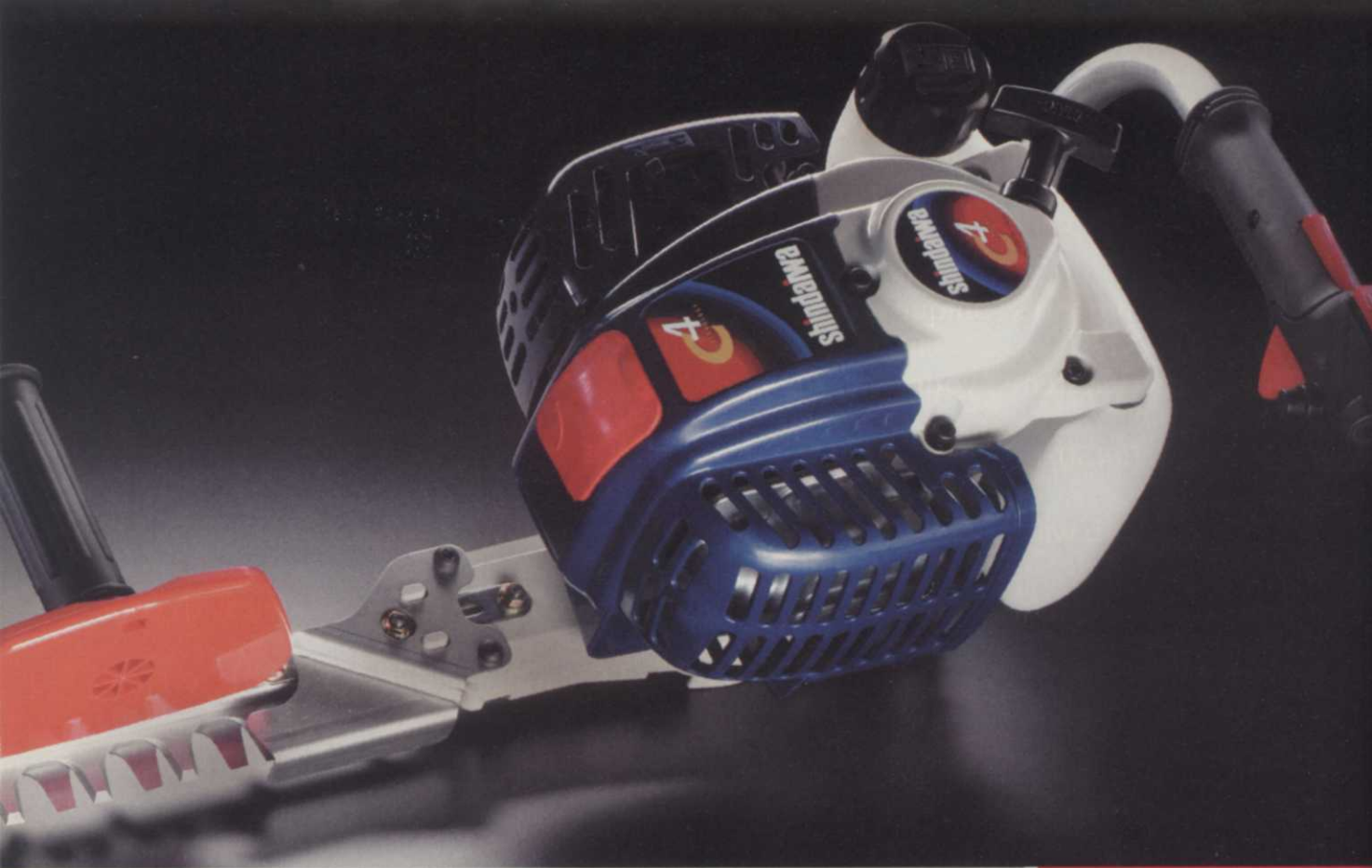
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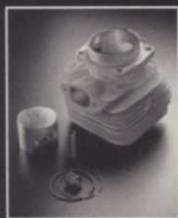
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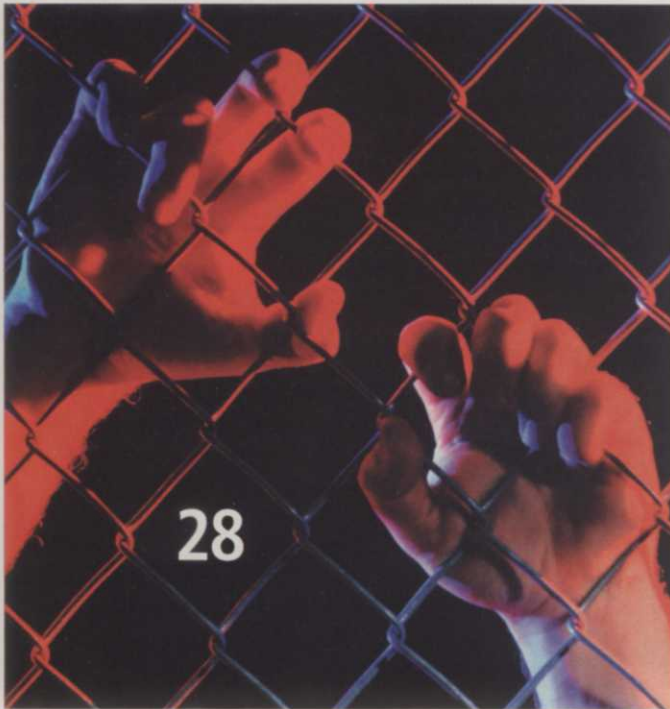
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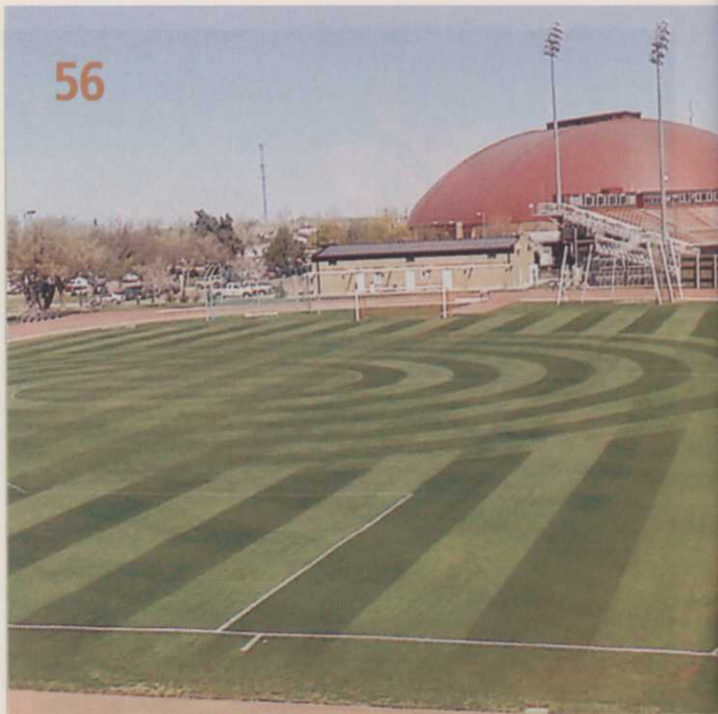
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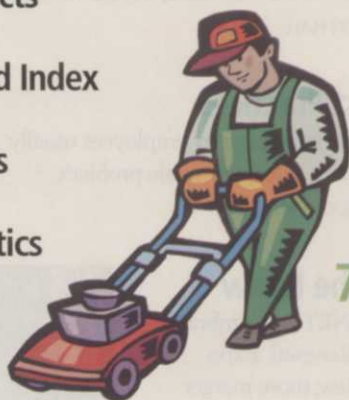
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Next Month

WHAT'S COMING UP IN SEPTEMBER

COVER STORY / People: the good ones, get 'em, keep 'em

Longtime Green Industry trainer Bill Hoopes has seen all kinds of characters come and go. He tackles how to recruit and hire the best people for your landcare business.

■ 2005 mower guide

We'll tell you how to mow efficiently like it's never been done before. You'll get easy-to-use strategies for saving fuel and labor.

■ Your handheld shopping list

Contributing Editor Curt Harler is at it again with an easy-to-read wrapup of the latest trimmers and edgers you'll want to own.

■ Trucks, trucks, trucks

Hey, in case you've been too busy to notice, the new model year trucks are hitting the lots. Wow, they're getting bigger and more comfortable, and you won't believe the new gadgets and features they offer.

■ Central control center

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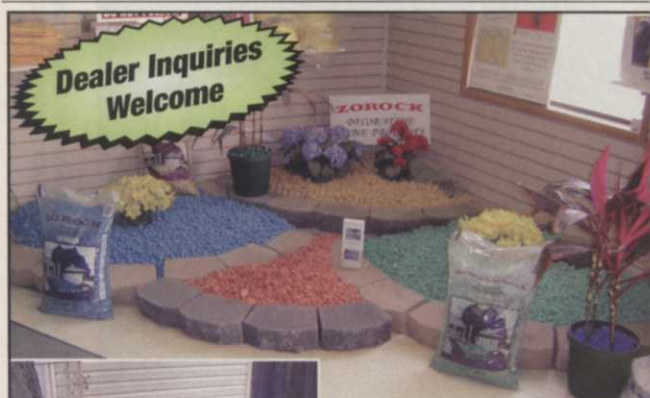
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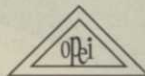
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It's just a Band-Aid

BY RON HALL / Editor-in-Chief

Looking from the steps of the Lincoln Memorial down the length of The Mall in Washington D.C., as I did recently, you'll see a wide ribbon of 150 acres of turfgrass stretching a mile or more to the Capitol. The National Park Service maintains this property. Government workers mow and trim it with 25 riding mowers, 30 walk-behind mowers, 50 string trimmers, 15 hedge trimmers and one turf aerator. The landscape maintenance for The Mall property is about \$50,000 annually.

The U.S. government can count on having enough workers. Can you say the same for your properties?

Perhaps this year you can and next year too. After that things might get iffy. Here's why.

You're going to yell "ouch"

The H-2B guest workers program is not fixed. Congress merely put a Band-Aid on it. That patch will remain this season and next. Then, as painful as removing a real one from a wound, it will have to come off. When it's ripped off — and no solution has been found to fix H-2B or replace it with a similar program — a lot of you are going to yell "ouch." Probably a lot worse.

That Band-Aid is the "Save our Small and Seasonal Businesses Act." Congress this spring allowed thousands of immigrant workers — those that had participated in the H-2B program within the past three years — to return to work for U.S. companies. This in spite of the 66,000 visa cap being filled in January.

Again, the Act (the Band-Aid) remains in effect until Oct. 2006 only.

There's no reason to go into the details of H-2B here, but keep the following points in mind.

H-2B is not an immigration issue; it's a small business issue. There is a crucial distinction here. The workers that we employ for seasonal work return to their own countries when the work is done. They leave. They want to go home to be with their families. Wouldn't you?

Also, let's not get tied up in the bigger immigration reform debate. Let's keep our focus on the only winnable strategy, and that's working together, industry and legislators, to help small business. Our lawmakers showed this past spring that they're friendly to small business concerns, realizing that small business is responsible for more than 70% of all new jobs.

Finally, let's not forget that many of us are getting our employees on borrowed time. If we wait until the middle of 2006 to start campaigning for a permanent solution or fix to H-2B, we will be too late.

Stay in touch with the people in our industry (PLANET and ANLA) and in related industries that share our concerns and that helped us with this year's successful effort to get our workers back.

Stay in touch with the lawmakers and the appropriate people on their staffs, and keep reminding them of how much their support meant to the welfare of small business in general and the communities it supports.

Keep the H-2B issue on their radar.

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

H-2B is a business issue.
It's not an immigration issue.





Equipment abuse indicates a bigger problem, usually associated with morale.

Protect your investments

BY BRUCE WILSON

Now is the time of year many owners start to realize that their equipment and tools either have been abused or there is an increase in abuse or loss. This is an obvious frustration and contributes to a loss in profits. Experience has taught me that you need both a positive and negative reinforcement behavioral approach to managing this aspect of your business. With most companies, equipment abuse is what I call an indicator behavior. It indicates a bigger problem, usually associated with morale. Sometimes morale is affected by a general lack of accountability throughout the culture of the company. Sometimes it relates to having poorly maintained old equipment that employees feel is junk anyway. Their lack of respect for the equipment and the property of the company is a reflection of their attitude.

Send a strong message

The question is how you rectify the problem. As I stated earlier, you need a both a carrot and stick approach. As for the positive side, send a strong message by giving new equipment only to crews that respect and maintain their equipment. Communicate this in a positive way as a reward for doing the right things.

Other positive reinforcers that companies use involve setting

aside a kitty for replacement tools by crew over a quarter or season. The kitty is used to replace or repair damaged tools. What is left over is then given as a reward to the crew for managing this aspect of their work effectively.

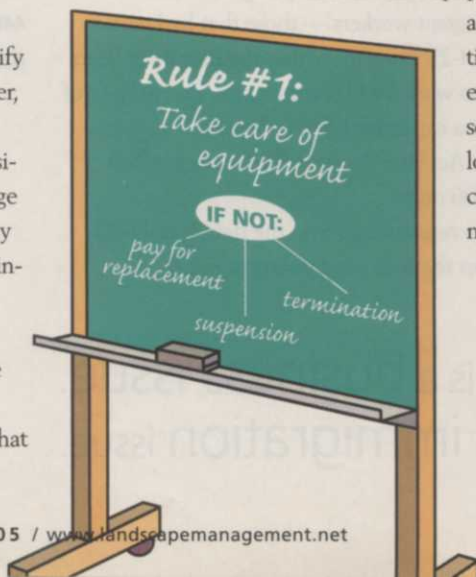
Stick to the rules

Your company must simultaneously have some hard and fast rules about safety and security associated with tools and equipment. Here is where accountability comes in. If you make rules, you must make sure they are enforced routinely and consistently. Progressive discipline should be associated with abuse or carelessness. Some companies offer employees a choice of paying for equipment damage or loss through payroll deductions or suspension and even termination.

Take care to be consistent in enforcing these types of policies. Make sure you don't violate local labor laws, particularly if you make an employee pay for damages.

It is most important overall to not lose sight of the fact that this equipment abuse may be a symptom of a deeper problem in your organization that is affecting behavior. It may even be related to poor hiring and screening practices. Dig deep and look hard for the true cause, especially if you attempt to improve and nothing seems to work.

— The author is a partner with entrepreneur Tom Oyler in the Wilson-Oyler Group, which offers consulting services. He is also the director of the Symbiot Landscape Network. Visit www.wilson-oyler.com.



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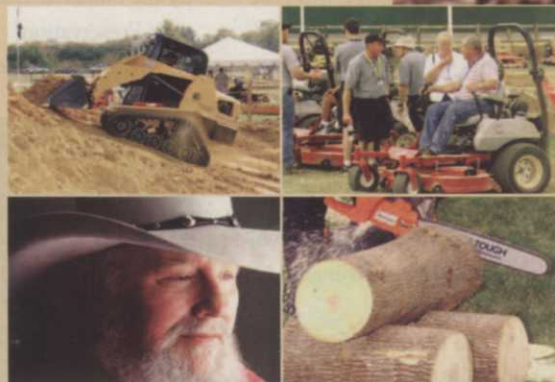
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In the Know

BUSINESS

NEWS YOU CAN USE

Not forgetting Congressional Cemetery

BY SEAN GALLAGHER

WASHINGTON, DC — Congressional Cemetery, although older and equally historic, doesn't get the same level of attention or number of visitors as Arlington National Cemetery. But it gets equal attention from landscare volunteers each year during PLANET's Remembrance and Renewal Project.

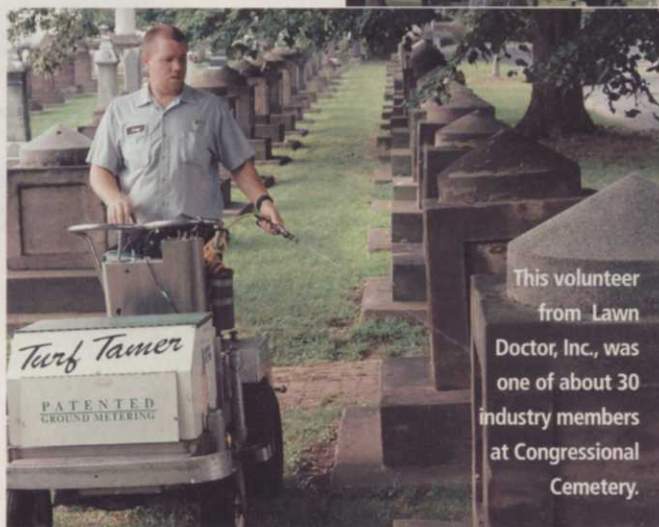
On July 18, Green Industry professionals from Lawn Doctor, Valley Crest, Davey Tree Experts, Bartlett Tree Experts, ArborCare, R-TEC, Natural Lawn and The Weed Man donated their time and effort to this American landmark as colleagues performed similar volunteer service at Arlington National Cemetery.

"The event itself is special," said Mike Caprio, Lawn Doctor, Inc. equipment specialist. He pointed out the cemetery was established in 1807, more than 50 years prior to Arlington. "There are many congressmen and former leaders of our great nation from when we were in our early stages buried here, not to mention casualties of the War of 1812, the Mexican War, the Revolutionary War and Civil War."

About 25 to 30 volunteers from the Green Industry

worked there throughout the morning and into the afternoon in spite of temperatures in the mid 90s and incredible humidity. Because Congressional is privately owned by the Association for the Preservation of Historic Congressional Cemetery and isn't funded by the government, this project is one in extraordinary need of support. In fact, the cemetery was recently named one of the most endangered historic sites in America by the National Trust for Historic Preservation.

"Throughout the years, be-



This volunteer from Lawn Doctor, Inc., was one of about 30 industry members at Congressional Cemetery.

cause of the work, the place has seen a tremendous improvement," Caprio said.

In addition to a full landscape renovation, approximately 40 acres of Congress-



sional were treated with weed control products. All walkways and roads within the cemetery's gates were treated for vegetation control, and pruning and cabling were performed, in ad-

dition to hazardous tree removal. Product suppliers PBI Gordon, Riverdale and NuFarm donated all of the materials applied during the event.

For more information on the historic Congressional Cemetery, visit www.congressionalcemetery.org.

To find out how you can donate your time to the Renewal and Remembrance project, visit PLANET at www.land-carenetwork.org.

TIRED OF SECOND-GUESSING HANDWRITTEN TIMECARDS?

EMPLOYEE TIME SHEET

NAME: Bill Kemp DATES: Aug 15-19

DAY	START	LUNCH	END	JOBSITE	WORK DONE	HOURS
Mon	7:00	1/2	3:30	Walby	Ext.	8
Tues	↓	↓	3:30	↓	↓	8
Wed	↓	↓	4:00	↓	↓	8.5
Thurs	↓	↓	4:00	↓	↓	8.5
Fri	↓	↓	4:00	↓	↓	8.5

Employee Signature: Bill Kemp Total Hours: 41.5



REALITY?

Employee Report

Bill Kemp

Jobsite Name: Walby Property Date Range: 8/15/2005 through 8/19/2005

Day	Start	End	Activity	Hours
Mon 8/15	7:19 AM	12:02 PM	Irrigation	4:43 hours
	12:40 PM	3:39 PM	Irrigation	2:59 hours 7:42 hours
Tue 8/16	7:21 AM	12:06 PM	Irrigation	4:45 hours
	12:37 PM	3:42 PM	Irrigation	3:05 hours 7:50 hours
Wed 8/17	7:16 AM	12:04 PM	Irrigation	4:48 hours
	12:33 PM	3:44 PM	Irrigation	3:11 hours 7:59 hours
Thu 8/18	7:18 AM	12:25 PM	Planting	5:07 hours
	1:05 PM	3:42 PM	Planting	2:37 hours 7:44 hours
Fri 8/19	7:17 AM	11:50 AM	Planting	4:33 hours
	12:36 PM	3:41 PM	Planting	3:05 hours 7:38 hours

Employee total **38:53 hours**

Signature: Bill Kemp Bill Kemp



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Circle 111



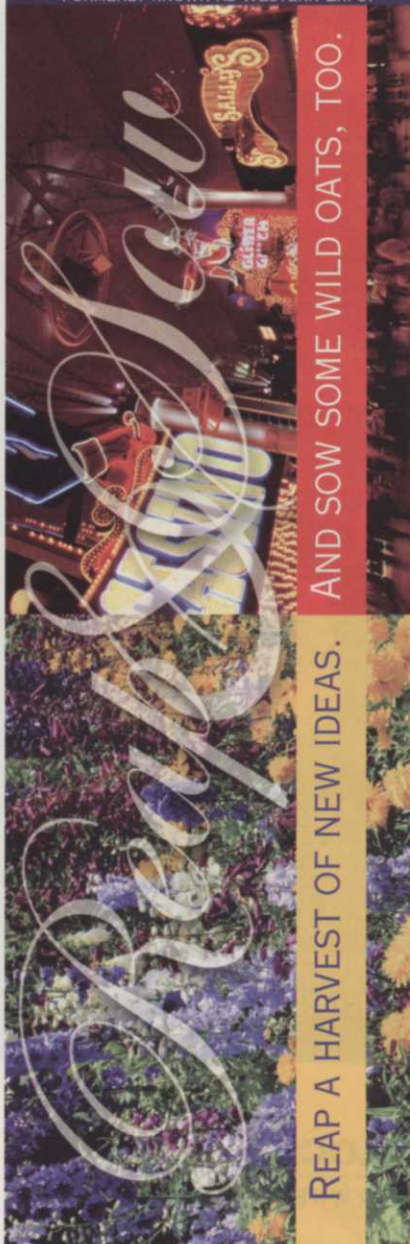
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Circle 112

In the Know

Expo beefs up education

LOUISVILLE, KY — In addition to getting the opportunity to operate new equipment for three full days, landcare professionals will have plenty of opportunities for education at this year's International Lawn, Garden & Power Equipment Expo (Expo 2005). The trade show is set for Oct. 14-16 at the Kentucky Exposition Center.

Here's a list of the educational opportunities for Saturday, Oct. 15:

► **8 a.m. – 9:15 a.m.** — "Visibility: How to Get Thousands of Dollars Worth of Free Advertising," by Jim Kendrick, president of Moose River Publishing

► **9:30 a.m.-10:45 a.m.** — "How to Get the Job at your Price," by Kevin Dougherty, PROOF Management Consultants

► **1 p.m. – 2:15 p.m.** — "Real World Marketing," by Doug Adams, GIE Media

► **2:30 p.m. – 3:45 p.m.** — "Charting Your Course: Planning for and Achieving the Growth that Best Suits Your Team," by Fred Haskett, U.S. Lawns franchise holder, PLANET Director, sponsored by *Landscape Management* magazine

Contractors who do snow and ice management should be aware of the "Ice Breaker" sessions sponsored by the Snow & Ice Management Association on Saturday, Oct. 15. They will be conducted in the Snow & Ice Pavilion. Sessions and times are:



Bluesbusters breakin' out at Expo

LOUISVILLE, KY— The Briggs Bluesbusters kick off Rocktober on opening night at this year's Expo 2005 on Friday, Oct. 14. This Briggs & Stratton house band has 11 members (eight are company employees), including John Shiely, chairman, president and CEO, as rhythm guitarist. The Bluesbusters have opened for top bands like The Beach Boys, Ray Charles, Blood, Sweat and Tears, and James Brown.

At Expo they will open for Paul Revere and The Raiders, the first rock group to be signed by Columbia Records. They had 25 consecutive hit singles, including "Kicks," "Hungry," "Just like me," "Great Airplane Strike," "Louie, Louie," "Good Thing" and their Billboard No. 1 hit, "Indian Reservation."

Top carvers to do their stuff

LOUISVILLE, KY — The inaugural Echo Carving Series will culminate in a championship event during Expo 2005. Nine competitors from three qualifying events will compete for the championship carve-off October 14 – 15 here. Carvers from around the world competed at three qualifying events in Oregon, Washington and Illinois. The top three Pro Division winners at each of the three qualifying events earned a spot to compete at the championship.

The sculptors will be judged on a 1-7 point scale in five criteria: theme, degree of difficulty, craftsmanship, design and artistic impact, and correctness of form/state of completion. The theme of the champi-

► **9 a.m. and 1 p.m.** — "Sales, Marketing & Price," by Rich Arlington, III

► **10 a.m. and 2 p.m.** — "The Truth About Polyurethane Cutting Edges," by Gregg Blair

► **11 a.m. and 3 p.m.** — "Anti-Icing & De-Icing," by Bob Jacques, CSP

► **Noon and 4 p.m.** — "Making Snow & Ice Profitable When There Isn't Much," — by John R. Briemer and Mike Mason

On Sunday, Oct. 16, Ed Wandtke, managing director of Wandtke & Associates, Inc., will speak on "Customer Attraction or Retention: Which is More Important." He will speak from 8 a.m. to 9:15 a.m.

Registration for the free seminars isn't required, but pre-registration for the trade show is recommended. While registration prior to the show is free for landscape and lawn service pros, admission for those who wait to register onsite will be \$25. For registration information go to www.expo.mow.org or call 800/558-8786 or 812/949-9200.

onship event is "America: The New World, Then and Now."

Carvers will have a few hours to create their final masterpieces adhering to the theme.

The Echo Carving Series Champion will be named during EXPO's Saturday evening Charlie Daniels Band concert, which is sponsored by the Ariens Co.

EXPO 2005 competition will feature the world's best carvers.



Yard work for soldiers' families

APPLETON, WI — David J. Frank Landscape Contracting, Inc. donated \$10,000 to help families with yard work while their soldiers are serving in the Middle East. Frank presented the certificate to the Family Readiness Group during a community event honoring the Headquarters and Headquarters Company 2nd Battalion, 127th Infantry being deployed to support Operation Iraqi Freedom.

"We're pleased to give something back to these brave soldiers and their families," said Frank, president of the company. "Our first hope is for the safe return of all men and women in uniform, but in the meantime we hope to ease the burden of those who must



David J. Frank, right, helps soldiers' families.

maintain a home and yard by themselves for the next 18 months."

The company has offices in Germantown, Milwaukee, Madison and the Fox Valley with almost 400 employees.

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Circle 113

BlueYellow greens Pop Warner field

ALLOUEZ, WI — The East River Pop Warner Football Program begins play on a renovated field this month thanks to a donation from BlueYellow, LLC, the manufacturer of BlueYellow All-in-One Lawn System.

"We installed more than 60,000 square feet in a matter of hours," said Brad Lange,

director of Allouez Parks and Recreation.

"The kids are going to love playing on a newly renovated, weed-free field."

Executives from BlueYellow, along with Allouez Parks and Recreation staff, installed the lawn system at the youth football field, one of several sports fields within the P.H. Martin Webster Park Sports Complex that is host to 400 youth participating in the local sports programs.

BlueYellow lawn system is a all-in-one lawn establishment system that combines seed, fertilizer and mulch into one simple application. BlueYellow products are manufactured in Wisconsin. For more information visit www.blueyellowhome.com.



Wisconsin field gets put down, greened up in a jiffy.

CLIPPINGS

New uses for QuickSilver

PHILADELPHIA — The EPA registered three new uses for FMC Corp.'s QuickSilver turf and ornamental herbicide. It's now approved to control broadleaf weeds seven days after emergence in newly seeded, sprigged or sodded areas; to control broadleaf weeds on stone-covered yards; and on bentgrass putting greens and tees.

Atlantic Irrigation acquires Koonz

LATHAM, NY — Atlantic Irrigation Specialties, Inc., acquired Koonz Sprinkler Supply Golf Division this spring. The company's service territory now covers five New England states. The family-owned Rain Bird distributor has 12 locations.

OSHA, PLANET team up for safety

HERNDON, VA — The Occupational Safety and Health Administration (OSHA) launched a new safety and health topics Web site for Green Industry members. Produced through the PLANET-OSHA Alliance, the site is located at www.osha.gov/SLTC/landscaping/index.html. Information is divided by segment and includes resources for Spanish-speaking employees and youth workers.

Hunter Industries expands testing

SAN MARCOS, CA — Hunter Industries opened a new spray sprinkler test facility at the company's headquarters here. The laboratory is designed to support the company's growing spray sprinkler business. Hunter developed the facility to maintain better control over individual product testing, giving the company the ability to adapt and adjust spray head and nozzle development based on test results.

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LM thanks H-2B friends

WASHINGTON, DC — Forget the lawyer jokes, at least for now. On Friday, July 15, *Landscape Management* magazine presented Donald Mooers and Hank Lavery with special awards on behalf of its contractor readers. Editor-in-Chief Ron Hall lauded Mooers, an immigration attorney, and Lavery, executive vice president of Century Pools, for working closely with the Green Industry in the successful passage of the Save our Small and Seasonal Business Act this past April.

"Hundreds of small businesses, including many contractors in the Green Industry, would have suffered serious manpower shortages, and their customers reduced services, without the Act's passage," said Hall. "Lavery and Mooers were instrumental in bringing together, rallying and assisting a coalition of industries in a common cause," says LM Editor-in-Chief Ron Hall.

That Act, introduced by Sen. Barbara Mikulski (D-MD), allowed small businesses to obtain seasonal H-2B immigrant workers this season, in spite of the 66,000 visa ceiling being reached this past January. The Act is temporary, however, and expires in Oct. 2006, meaning that small business can count on just one more season of labor relief in 2006 unless a more permanent fix to the guest worker program is found.

Mooers, in accepting the honor, praised the Professional Landcare Network and many of its individual member companies, and Thomas Delaney, its legislative expert, for their drive and cooperation in the campaign to expand the popular program.

But both he and Lavery urged H-2B users not to become complacent now that their labor needs have been met for this season and next. They said the industry must work for a permanent fix to H-2B, which they stressed is a "small business issue and not an immigration issue."



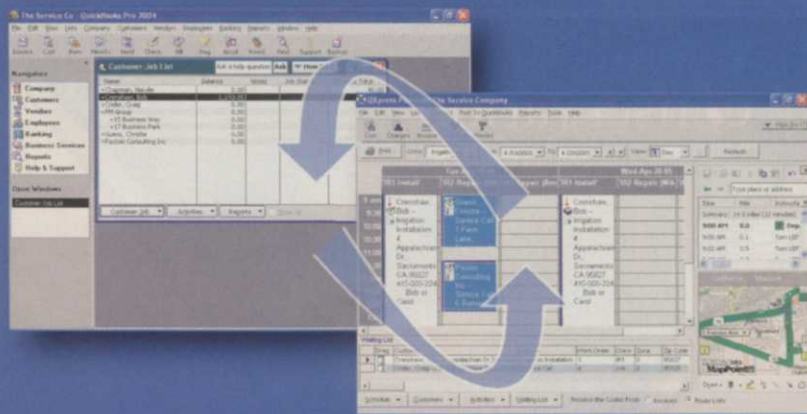
LM Editor-in-Chief Ron Hall thanks Hank Lavery, left, Donald Mooers.



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Circle 115

Fight chemical bans locally

BY STEPHANIE RICCA / Managing Editor

WASHINGTON, DC — To combat unfair fertilizer and pesticide bans, Green Industry members must get involved locally, urged RISE's (Responsible Industry for a Sound Environment) Frank Gasperini, director of state issues. Gasperini spoke here at the American Nursery & Landscape Association (ANLA) 2005 Legislative Conference last month. "Legislation at the federal level is just slow," Gasperini said. "Things move much quicker at the state level, but even that is slow com-

pared with the local level."

Local politics are the seat of action on both sides of the issue, he said. "Politics happens fast locally, and decisions like these aren't often based on science. Science means nothing, emotion means everything, and the Green Industry is taking a thumping here."

The Washington-based RISE supports the specialty fertilizer and pesticide industries by advocating for issues and research and monitoring legislative and regulatory activity nationally and at the state level.

Gasperini urged the industry to pay



Frank Gasperini of RISE urged ANLA members to stay active.

special attention to activists lobbying for across-the-board chemical bans in the name of the Endangered Species and Clean Water Acts, for example.

On the state level, Gasperini called state pre-emption of local laws a "huge issue." In many states, local governments may not regulate products beyond the specific authority already delegated to the state. "We must maintain this," Gasperini said. "We don't want towns to supersede states. Issues are fueled by activist scare tactics and litigation from these groups is on the rise."

Water rights

One big fight to apply pesticides responsibly is taking place over water. A hot legislative topic at last month's joint ANLA and PLANET meeting was the Pest Management and Fire Suppression Flexibility Act.

What's that got to do with the Green Industry? Plenty, if you're in the business of making any weed control or pesticide applications in, near or over water. Until some recent court decisions, the application of these chemicals according to their labels in, near or over water did not require National Pollutant Discharge Elimination System (NPDES) permits. A few years ago a few court rulings changed that, and NPDES permits became required in support of the Clean Water Act.

The EPA reacted, thanks in part to lobbying efforts by Green Industry advocates, by issuing a proposed rule in February stating that NPDES permits are not required when pesticides are applied according to their labels in, near or over water.

So what's the hang up? The rule isn't law and doesn't protect the Green Industry from citizen suits. The Pest Management and Fire Suppression Flexibility Act, introduced just in June, would make this law. House and Senate bills are in progress. Stay tuned here and at www.landscapemanagement.net for updates.

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Circle 116

Another small step for ANLA / PLANET merger

WASHINGTON, DC — One large national voice for the landscape and plant nursery segments of the Green Industry? The Professional Landcare Network (PLANET) and the American Nursery & Landscape Association (ANLA), two of the nation's largest green associations are exploring a possible merger.

The talks took a small step forward Sunday, July 17, here when the ANLA's governing body agreed to a letter of intent to investigate the merger. The ANLA represents the "green plant" part of the landcare industry and focuses its services and legislative efforts on behalf of retail and wholesale plant nurseries (and some landscape operations). Landscape and lawn care contracting companies comprise most of PLANET's membership.

Leaders of the two associations met this past December at PLANET offices in nearby Herndon, VA, and agreed to examine the pros and cons of joining forces. They've met three times since then.

Kurt Kluznik, reporting to more than 100 PLANET committee members at their Summer Leadership Meeting on July 17, compared the progress of the negotiations as "just sort of dating," and at the due diligence stage. Kluznik was president of the Associated Landscape Contractors of America (ALCA) in 2004 when it agreed to merge with the Professional Lawn Care Association of America (PLCAA). That merger was completed this past January and resulted in PLANET.

Kluznik said the building of a single, large association to better represent the Green Industry has been under discussion for the past three years.

"There is not an impulse component to what we're doing," he stressed, listing five challenges that must be resolved:

1. Staffing and offices
2. Integration of operating years. The two associations operate on different calendars

3. Integration of dues. ANLA and PLANET have widely differing dues structures

4. Governance and leadership

5. The name of the association

In response to questions from PLANET members, Kluznik asked them to "trust the process," adding that, even if all went well, a merger wouldn't happen in 2005.

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Circle 117

New CEO goal: link networks with accounts

DRAPER, UT — Michael “Mike” Edwards, the new CEO of Symbiot Business Group, jumped into his duties at the 4-year-old organization in July.

“There has been a great deal of work over the past several years to put together the networks that we have today and to build that part of the organization,” Edwards told *Landscape Management*. “Part two of the equation is connecting that as a part of the large real estate service providers or the big asset owners to capture more of the large multi-site national contracts.

“Since I came out of that world, that’s an easy transition for me.”

Edwards became Symbiot CEO on July 5. Prior to that, from 1993 until 2005, he was with Intel Corp.

After meeting Symbiot founders Steve and Matt Glover about three years ago, Edwards said he thought the idea was excel-

“We can bundle those services and we can do it coast to coast.”

— CEO Mike Edwards

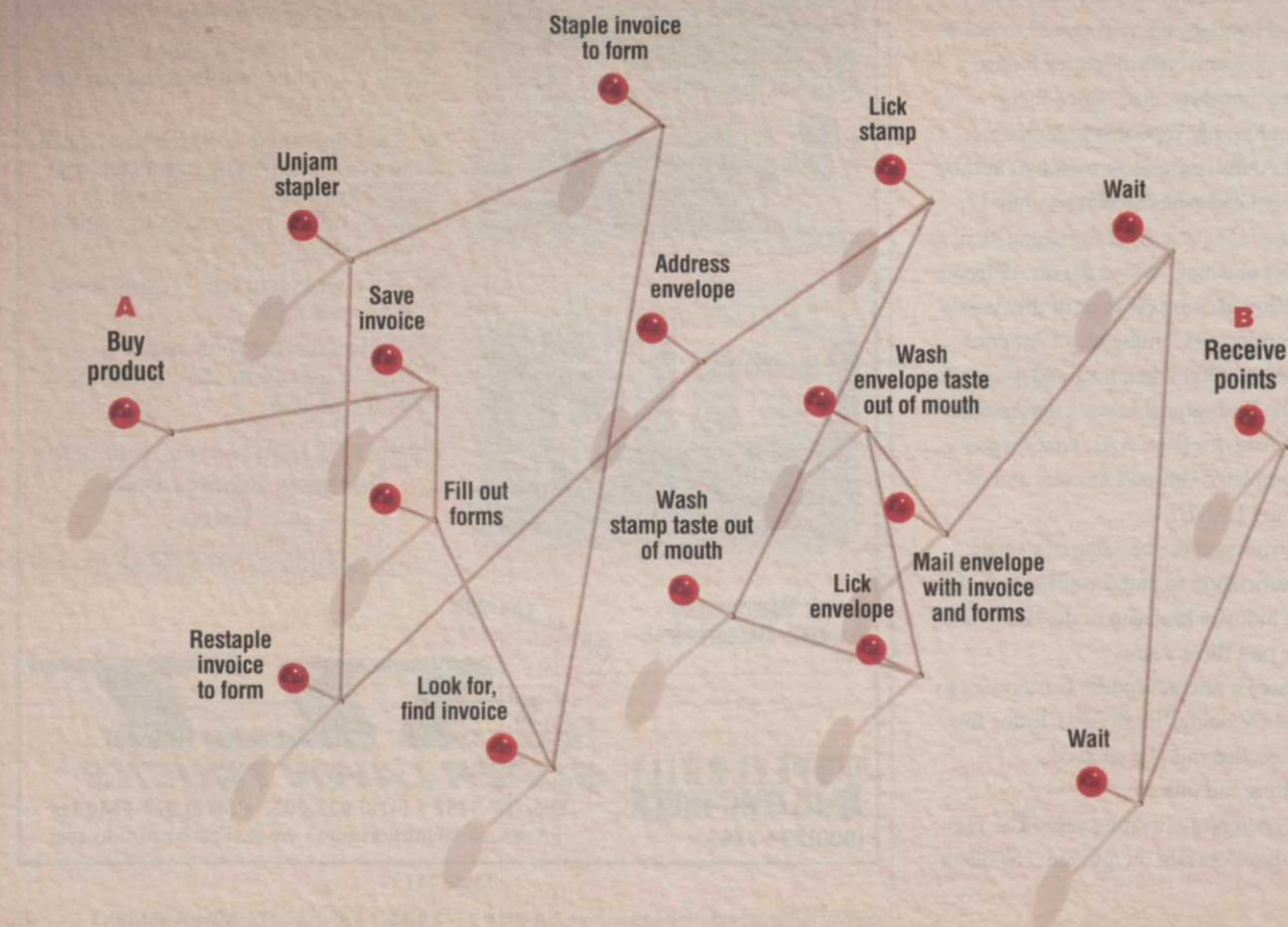
lent. Matt Glover is vice president of Symbiot Networks and was the company’s first president/CEO. Steve, his father, is chairman of the board.

In the company, established independent companies join under Symbiot’s larger

marketing and selling umbrella to offer a range of maintenance services to national and large multi-regional asset managers. Symbiot projects ’05 revenues of \$20.8 million and has five networks — landscape, snow removal, parking lot, pest control and interiorscape. Almost 1,000 companies are Symbiot partners.

Edwards says his primary goal will be to grow the national account business and bring more multi-location contracts into the system.

“Large asset owners or asset managers are trying to find that solution where they can go to one service provider who can do multiple functions,” says Edwards. “We’re in a great position where we can bundle those services and we can do it coast to coast.”



People & companies

Art Evans, founder and president of **Dixie Chopper** won the 2005 Entrepreneur of the Year award in the Master category from Ernst & Young LLP in Indianapolis. He is now eligible for the national Entrepreneur of the Year award.



Peter Arkley, president and CEO of **Aon Construction Services Group**, joined the board of directors at **ValleyCrest Cos.**, Calabasas, CA.

Jim Zablocki of **Gro-Up!** now partners with **BioSafe Systems**, Glastonbury, CT, to assist in sales and mar-

keting of **ZeroTol**, **TerraCyte** and **GreenClean**.



John D. Leonard, **Aqua Engineering, Inc.**, Fort Collins, CO, earned the status of certified irrigation designer – commercial (CID).

Victor Palacios, **Jonathan Trottier**, **Scott Perna**, **Bruce Moore Jr.** and **Carole Caldwell** recently joined or were promoted at **Eastern Land Management**, a Stamford, CT-based landscape company.

Chuck and **Judy Sweeney** sold **Seago**, the U.S. distribu-

tor for **Allen Power Equipment**, to their son **Scott**, current president of the company.

Chuck Barber joined **Agro-tain International**, St. Louis, as regional manager. Barber is based in Pennsylvania.



Andree-Anne Couillard joined **Syngenta Professional Products** as global technical manager for turf, based in Basel, Switzerland.

Exmark Manufacturing, Beatrice, NE, promoted **John Cloutier** to marketing man-

ager and hired **Kerri Heim** as marketing communications manager.

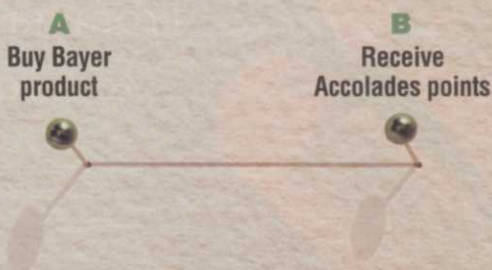


Komatsu Zenoah America, Norcross, GA, promoted **Yusuke**

“Chris” Aoki to operations manager.

Mark Hall was appointed director of marketing and sales for **TrynEx International**, Warren, MI.

Roy Underwood joins **Little Giant Pump Co.**, Oklahoma City, as water gardening business development manager.



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An erosion of personal integrity along with the sense that "if I can take it, it's mine," pervades almost every aspect of American life. Increased theft in virtually every industry is the natural result. Not surprisingly, this trend has reached landscapers. Common-sense security measures that worked well enough in the past are no longer adequate. Whether the thief is a

CATCH THEM IF



From handheld equipment to large machinery, theft in the landscaping industry is on the rise.

Get some practical advice on how to stop it, once and for all.

petty criminal or a regular guy who happens to see a nice chain saw on the back of your pickup and decides to take it home, it's up to you to protect your investments.

So take it from the following pros who have learned about theft the hard way.

Lock and disable

"On job sites we have security fencing with a locked gate and

trimmers, blowers. We've been parked in a commercial lot and saw a guy come from 15 feet away to try to get a chain saw left in a bin. So we put a padlock on the trailers themselves."

Crew members on Dirksen's teams know to take ownership of the equipment they use and secure it.

Bill Schumacher, president of Springtime Landscaping & Irrigation in Bend, OR, has

pack blowers. We engrave and tag all our equipment, so if the police ever do come across it, they know where it came from."

Springtime now uses enclosed, lockable trailers for added security. "Our tools run \$500 to \$600 each, and that adds up," Schumacher says. "So we now pay \$5,000 for an enclosed trailer, as opposed to \$2,000 to \$3,000 for an open one. I think it's worth it. And



BUSINESS PROTECTION

This article is first in a continuing series *Landscape Management* will present in the upcoming year on business protection. These articles, which will run every few months, will give tips on protecting your business and your self from all types of internal and external theft. Check back throughout the year at www.landscapemanagement.net for the complete series.

YOU CAN

BY THOMAS G. DOLAN

we lock up all our trailers," says Nathan Dirksen, construction manager for Dennis' Seven Dees Landscaping in Portland, OR. "Where we've really had trouble and experienced our highest theft rates is along Interstate 205 to Vancouver. People just drive by and pick up whatever they can, anything from Bobcats to plant material."

To safeguard plant material, the company rents a chain link fence for the duration of its commitment to the site. "The larger equipment we try to bring home," Dirksen says. "But if we have to leave a Bobcat, we'll take out the fuses or distributor cap and disable it in some way."

A problem the company faces, common to many landscapers, Dirksen says, "is the small equipment — stringers,

added more and more security to protect his equipment. "We have a fenced-in compound of one-and-half acres, which has been broken into four or five times," Schumacher says. "First they just jumped over the fence, so we put razor wire over the top. So then they used bolt cutters to cut through the locks, so we've secured the gates that can't be cut with bolt cutters. So then they just cut a hole in the chain fence."

To respond, Schumacher installed security lighting in the form of a big light pole in the middle of the yard. He also put a security system on the building, which has helped, he says.

"Remove all keys from your equipment," he advises. "Our biggest problem has been with chainsaws, weedeaters and back-

THINK LIKE A THIEF

It takes more than locking up your equipment to keep burglars away. Anticipate how thieves think for insight:

- "Professional" thieves know the difference between good tools and bad ones. You should too, and protect them accordingly.
- Always keep the trailer in sight, even if it means moving parking spaces as you progress from yard to yard. Burglars are smart: If they hear mowing off in the distance they know the trailer is unguarded.
- Protect your headquarters, especially if you don't have locked garages or trailers. Motion-sensor lights and video cameras (even fake ones) act as extra insurance.
- Keep an extra-sharp eye on equipment during gas station stops and lunch breaks. It only takes a thief a second to run off with a trimmer while you're inside getting a Big Gulp.

we can use these enclosed trailers as traveling billboards.”

Beware professional thieves

Mike Vitou, Avon branch manager and senior sales executive for The Pattie Group in Novelty, OH, reports that he is up against professional thieves.

“It seems the thieves must be affiliated with the construction trade, for they know the value of the good items, which they take, leaving the lower-priced pieces behind,” Vitou says of his smaller equipment like chain saws, levels and transits, brick saws and high-end hand tools.

Vitou reports that one of his skidders was dropped off inside the fence at a dealership for repairs on a Friday just after closing. “We called Monday and the dealer says he had never seen it,” Vitou says. “We filed a report and our insurance company did replace it at our cost.”

He adds that his area had a ring of thieves stealing items like skidders and mini backhoes and shipping them overseas. “They took this smaller equipment, which they could remove from the site pretty quickly. There were about a half dozen

of these thefts before the police and FBI got involved. They caught some of them and those incidents stopped.”

To combat theft, Vitou and his team keep trailers at the rear of driveways or in backyards so thieves would have to pass a residence to steal the items. He also blocks the path to his machinery and generally makes it as inaccessible as possible.

“Uglyify” it

David W. Percy, owner of Beautiful Lawns Of Washington in Tacoma, WA, was a military policeman before starting his landscape business so he has an eye for crime.

“We’re in a new yard every 30 to 45 minutes, and have had numerous pieces of equipment stolen off the truck,” he says. “We have cables and locks so the thefts have almost always resulted from carelessness because employees don’t want to be always locking and unlocking.”

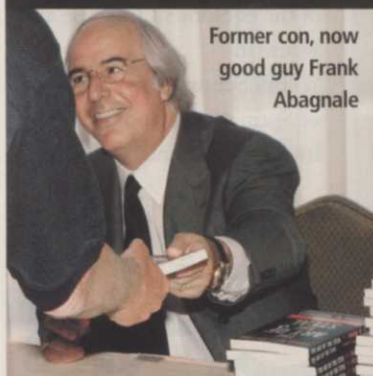
What Percy does with his equipment now is “uglyify it,” he says. “We color coat for each crew and make the stuff as ugly as possible. Then we scratch in the initials of our company and

continued on page 32

HE GOT CAUGHT

BY RON HALL / Editor-in-Chief

KEY BISCAYNE, FL — If you haven’t been victimized by white-collar crime, consider yourself fortunate. Reformed former con artist Frank W. Abagnale told attendees at the Outdoor Power Equipment Institute’s (OPEI) Annual Meeting in June that crimes against businesses cost the U.S. economy \$660 billion annually, approximately 6% of the country’s total Gross Domestic Product. (By comparison, the U.S. military budget is about \$480 billion.)



Former con, now good guy Frank Abagnale

You’re not familiar with the name Frank Abagnale? Have you seen the movie *Catch Me If You Can*? Actor Leonardo DeCaprio in the movie portrayed the real-life Abagnale, one of the most accomplished con artists in U.S. history.

These days Abagnale is on the side of the good

guys. He consults with business and government to combat white-collar crime.

With so much loss, you would think crimes against businesses would get more publicity. And more attention from owners. The main reason it doesn’t is that just 10% of embezzlements are reported. Of that total, only 35% of the cases result in arrests, says Abagnale.

Employee theft, check forgery, credit card theft/fraud are the three most common crimes costing U.S. businesses, Abagnale told the more than 200 manufacturing executives in attendance.

Check forgery alone resulted in \$19 billion in business losses in 2005, he says. Even though e-commerce continues to grow, 75% of all b-to-b transactions are still made by check. Of the 1474 people charged with the crime in 2004, only 122 were convicted and 26 served jail time. Abagnale says these statistics come from the U.S. Department of Justice. Most prosecuting attorneys won’t pursue a forgery case resulting in losses under \$5,000.

“Once you lose your money you’ll never get your money back,” says Abagnale who was returning to the OPEI Annual Meeting for the second year in a row. He warned the business executives that today’s high-tech society is generating ever-more-sophisticated scams. And they’re easier to perpetrate because today’s crooks can access so much information (much of it personal) from the Internet.

“Technology breeds crime. It always has. It always will,” he says.

continued on page 32 ▶▶

“ People just drive by and pick up whatever they can — anything from Bobcats to plant material. ”

— Nathan Dirksen, construction manager, Dennis’ Seven Dees Landscaping

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Circle 119



continued from page 30

put our own number on it.”

One problem, Pearcy says, is that with so much equipment made with plastic components, the serial numbers can easily be sandpapered off. “A police officer advised us not to use our social security numbers but to make up our own,” he says.

the hinges,” he says. “I’ve heard of situations in which they just cut through a Cyclone fence, drove through, used cutting torches to cut through the side of a metal building, went inside and took what they wanted.”

Good flood lights are necessary, Pearce says, and video

“We have cables and locks so the thefts have almost always resulted from carelessness because employees don’t want to be always locking and unlocking.”

— David Pearcy, owner, Beautiful Lawns of Washington

Eye on the shop

Pearcy also relates problems he’s had with his shop area. “Here in Pierce County we need a permit for razor wire on a fence, and our insurance company told me that if someone got cut on that wire it would cancel our policy. If someone bled to death, the thief’s family would own my business,” he says.

Advanced tools give thieves easy access, Pearcy says. “The new electric grinders have cutting blades that can cut through chains and locks. The new chains are harder to cut through so the thieves cut

cameras have come down in price, costing about \$300 from mass merchandisers. Video cameras may help you catch the thieves after the fact but it’s best to make them visible as a deterrent. Less-expensive fake video cameras also can work as a scare tactic.

MORE INFO
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Only a few people have keys to the gate, and Pearce changes the locks if personnel are terminated. His shop happens to be at the end of a long road. “We put a chain there that stops people from driving to the gate to get a free look,” Pearce says.

“For 20 years I worked out

◀◀ continued from page 30

But technology isn’t the real problem; it’s just provides easier vehicles for committing crimes such as credit card fraud and identity theft, says Abagnale. The bigger problem lies with society itself.

“This is not 1950; this is 2005. We live in an extremely unethical society,” he says. “We have to address the real problem — character and ethics.” He says today’s young people don’t get enough instruction in ethics in their homes, schools or universities. He cited a recent survey of top teen students in U.S. schools. He says 80% reported that they had cheated, copied or plagiarized during the school year. He described it as “an epidemic of cheating.”

They don’t need a gun

Today’s sophisticated crook doesn’t need a gun to rob a business. He or she does it by stealing people’s identities. The payoff is staggeringly greater for the crook and the victim’s losses are more devastating. It’s a huge problem, and it’s growing, says Abagnale.

That’s why he urges everyone to be aggressively guard their identity against theft. For a business owner the responsibility is greater because they have to guard their employees, suppliers and customers from identity theft, also. Few have systems in place to so do.

Here are some of the points that Abagnale made at the OPEI Annual Meeting in June:

- The most common fraud committed against U.S. employers is employees that steal, followed by check forgery and credit card fraud;
- Managers are 16 times more likely to commit fraud against a business than employees;
- Men are four times more like to commit fraud than women;
- Employees 60 years and older are 28 times more likely to commit fraud than those 25 years and younger.

Abagnale advised the business executives not to entrust all of their financial affairs — accounting, receivables, payables, auditing — to a single person.

He also stressed the importance of controlling access to a company’s checks and using special watermarked checks that are more difficult to forge.

of my house and now I find it hard to go home,” Pearce says. “So one other tactic I use is to maintain a 26-ft. trailer at the shop, with flowers around it and lawn chairs, to try to make it looked lived in, as if maybe a senior citizen was there keeping a watch on things. I’ve actually

stayed out there a few nights so I could see anything going on. There are a lot of thieves out there and you have to do everything you can to stay one step ahead of them.” **LJM**

— The author is a freelance business writer based in the Pacific Northwest.

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Circle 121

GET NOTICED

**Want a better corporate identity?
Here are five reasons why your
company needs a good logo**

BY ROBERT MARSH

Great logos make great first impressions. Grass, a tree and solid block lettering — these elements make up the vast majority of landscape company logos. If your logo looks like everyone else's, how will your customers remember you? How will new customers find you?

A good logo is critical for a successful business, especially in a trade as competitive as landscaping. Here are five ways an outstanding corporate identity will help your company succeed.

1 Great logos make great first impressions

Before your sales person knocks on the door, before your truck pulls up, and even before they call you, potential customers consider your logo when they decide whom to trust.

Wayne Stuetz, founder of The Sodfather Landscaping in White Plains, NY, understands how that first impression gives his company an edge. "People are always asking for a t-shirt with my logo on it," he says. "My logo is very memorable and once a person has seen it, it's hard to forget." What makes The Sodfather logo memorable at first glance is its resemblance to its namesake movie. The company's tagline, "We'll make you an offer you can't refuse," reinforces that association as well. Customers remember it. Bada-bing.

When people can remember your logo easily you gain a competitive edge.

2 Attract new customers

Your customers see hundreds of logos a day and they know a good logo when they see one. By sending the right message to potential customers your logo helps them choose you over the competition.

The Lawn Rangers, in Pearland, TX, has seen the benefits of a good logo. "When customers initially see the logo on our estimate sheets, trucks and Web site, they feel good about us," says co-owner Aaron O'Donley. "Unless there's something you can show potential customers to convince them their expectations will be met, they

Your company logo doesn't have to look like everybody else's. In fact it shouldn't. Use a little imagination, a different design, different colors. You might even consider using a little humor.

**The
Sodfather
LANDSCAPING**

"We'll Make You An Offer You Can't Refuse"

LAWN RANGERS

Don't Fall Suspect in High Pricing

will turn to the competition. Our logo helps us persuade them.”

3 Stand out from your competition

Flip through the phone book and you'll quickly see that potential customers have plenty of landscaping company choices. You'll also notice how few logos stand out from the crowd. Differentiating yourself from your competition is critical in winning the battle for customers.

The Lawn Rangers does that with color. Instead of the usual greens and blues, they use a warmer color combination that stands out. Original uses of colors, words, shapes and fonts can set your logo apart from the rest.

4 Keep loyal customers

Good service is the key to keeping your customers. But what happens when a competitor moves in with shiny trucks, clean-cut employees, a professional look and promises to match your service? If your company image isn't as good, your customers may be tempted to try the competition.

Don't put your business in that position. "A great logo convinces high-end customers who look for a loyal, long-term relationship to choose you over the next guy, who is probably waiting around the corner," Stuetz says.

5 Earn trust with professionalism

What convinces people to choose an established landscaping business over a

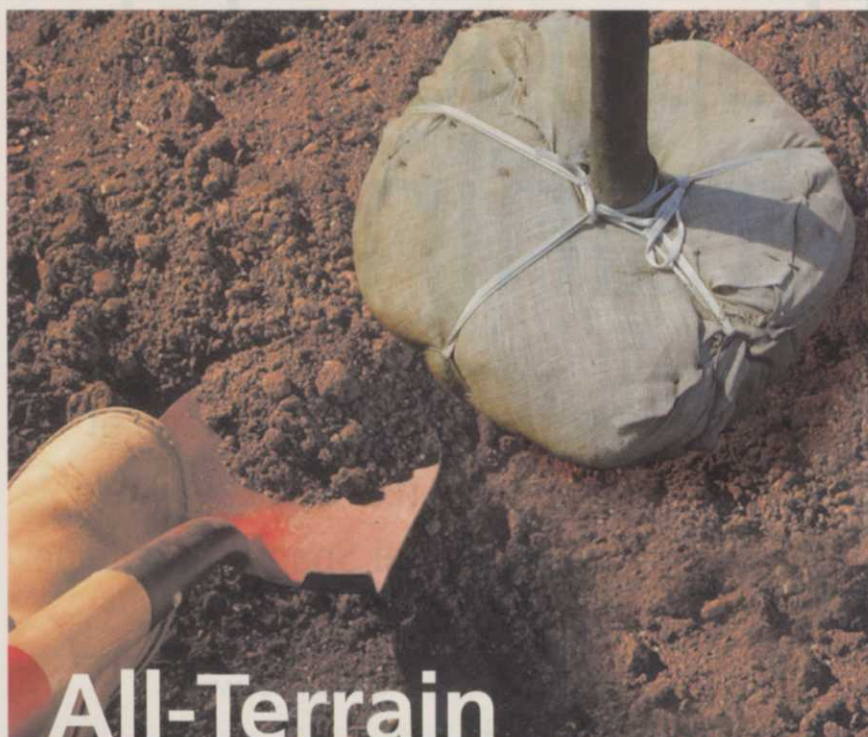
couple of kids with lawnmowers? Often it's the professionalism of the business.

"People see our professional logo and see that we're here from year to year, and that builds trust," says Tina Zoltan, owner of Oak Leaf Landscape in Groveland, FL.

"If we can send the message of professionalism through our logo, a lot of the work is done for us." **LM**

— The author is vice president of creative services at LogoWorks.com.

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Circle 122

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5 keys to Hispanic safety training

The responsibility for providing a safe and healthy workplace for all employees rests with every employer. They face specific challenges when it comes to the safety of the estimated 17.5 million Hispanic workers in the United States, particularly in the bilingual training area.

While overall workplace injury and illness rates in the private sector dropped by more than one third in the decade between 1992 and 2001, the same rates have increased for Hispanic workers. Nearly 15% of the workers who died in 2002 were Hispanic, even though Hispanics comprise less than 13% of the workforce. Increased health and safety risks are due to a lack of safety training, specifically due to language and cultural barriers.

Untrained workers have a decreased ability to identify hazards, understand proper safety precautions and wear protective equipment. Compounding the problem is the fact that many Hispanics are not aware that they are entitled to a safe and healthy workplace without regard to citizenship/legal status, and are afraid to ask questions about safety or "make waves" that may call attention to themselves. Many

Take advantage of resources available for Spanish-language safety training

BY SHANNON DECAMP

have never even heard of OSHA, nor are they aware that they have recourse in the case of an accident.

OSHA has a new emphasis on Hispanic safety and related training, which has already had positive effects. Many companies have experienced a substantial decrease in recordable injuries and have reduced their "Days Away, Restricted or Transferred" (DART) rate. For the first time in seven years, workplace fatalities among Hispanic workers declined in 2002, the last year these statistics are available. The following are some suggestions to assist Hispanic workers in grasping key safety concepts more quickly:

1 Make training material more direct and visual, rather than oral and verbal. For example, photograph work processes,

and stage both safe and unsafe practices. Label photos in both English and Spanish to indicate whether or not the practice is safe, and why. Keep the labels simple.

2 Make use of newer OSHA materials, which are often published in both English and Spanish. Some state programs, like Oregon's, also have bilingual training materials.

3 Use bilingual employees to translate handouts and manuals and interpret for medical appointments and workplace presentations. Whenever possible use bilingual employees to develop materials and to perform training presentations.

4 Conduct Spanish-language job interviews and safety orientation. Conduct periodic bilingual safety meetings, and hold employees accountable for attendance.

5 Take a pro-active, bilingual approach in your comprehensive safety program. Make all educational, operational and regulatory information, site safety orientation, medical insurance information booklets, health and safety posters, emergency evacuation procedures, and safety training videos available in both Spanish and English. Make sure that Spanish materials are in the appropriate dialects.

Additional positive side effects to better Hispanic outreach at your workplace include improved employee relations, increased productivity and product quality, and greater client satisfaction. Hispanic workers who were formerly reluctant to speak may become more confident in voicing their concerns and offering suggestions and opinions. The cost of managing an injury or replacing a fatality is considerably higher than the cost of effective bilingual training. **LMI**

— *The author is client services manager with TechneTrain. Contact her at 800/852-8314.*

The company offers a Nursery and Landscape Federal OSHA Compliance Manual.



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Attitude measures altitude

BY ED LAFLAMME

Iwish I coined this phrase but unfortunately I didn't; the popular author and speaker Zig Zigler did. He refers to people with good attitudes because they can rise as high as they want in their careers. Attitude measures your altitude not only individually but also within an organization.

Usually the attitude and culture within an organization is a reflection of the "top dog"—the owner or president. When the leader of an organization is forward thinking, optimistic and has a positive attitude, employees catch that spirit. This type of organization attracts people. Job applications roll in. People want to work here not because the work is easy or because they'll get better pay, but because of the high-spirited, happy, passionate people. There's little friction between people and departments because everyone focuses on accomplishing their goals. People make progress in these organizations and as a result the company makes money. Of course, in most cases when the attitude is negative the reverse is true.

One of the most prominent examples of an organization that wants — no, demands — happy, optimistic people is Disney.

The folks at Disney realize that in order to have happy guests, they must hire happy, cheerful employees.

Another company that hires for attitude is Southwest Airlines.

I recently read a revealing article in *Fortune* magazine explaining how Southwest deliberately looks for positive-minded, happy people in their job interviews. The article said that when the applicant met the in-

terviewer, the interviewer would give him or her a cheerful greeting, hearty handshake and big smile. If the applicant didn't return the smile, the interview would be pretty short.

Also as part of their interview process they give each applicant a formal test to try and measure "positive attitude level."

I don't know if you have ever used Southwest Airlines but I bet you have been to Disney and I am sure you recognize that they have some pretty nice people working for them. The people working for these companies did not get there by accident.

Do these companies make money as a result of their positive attitude? Southwest Airlines is the most profitable airlines in the United States today and I am sure you would love to own stock in Disney.

So how's the attitude in your company? How's your attitude? Do you go to work each day with a smile? Do you look forward to the day with anticipation?

If you don't, it's time to think about how your attitude is affecting the people you're with at work.

What about your team? Are they positive, upbeat people?

Can you name individual team members who have bad attitudes and you haven't done anything about it?

We are all busy, but don't be too busy to wear a smile and be interested in the people who make it happen.

Be optimistic and smile, it's catchy.

Lastly, hire for attitude and aptitude. You will be surrounded with people who want to learn, have a positive spirit and produce a winning season every year.

— The author is a consultant, speaker, author and president of Grass Roots Consulting. Contact him at 203/225-0807 or ed@grassrootsconsulting.com.

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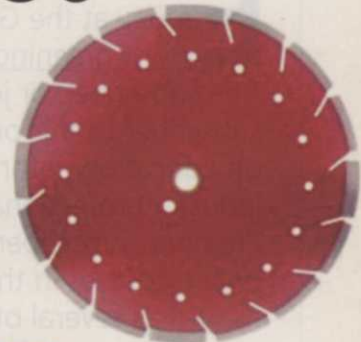
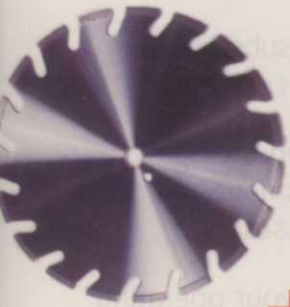
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In an industry where many customers have trouble differentiating you from your competitors, having employees who understand the value of good customer service skills can make your organization stand out. In the Green Industry University's online course, "Customer Service Across the Organization," you and your employees can learn how to hone those skills and make them a part of each day's normal operations.

This course, which is available to Premium Subscribers to the Hub, focuses on several key points. First, establish a dedicated team for customer service by seeking out specific personality types and skill levels (such as having a good sense of humor, calm and steady temperament, tolerance, and excellent communication skills). Management skills are also needed to get employees to work together effectively as a team.

skills, understand the key areas of customer conflict and confusion, analyze how to solve those problems, and learn how to work together more effectively as a team, without burning out. Any owner/manager dealing with employees can benefit from the information on understanding how to help employees work together better and how to set clear expectations through goal setting, discipline, assessments and creative problem solving.

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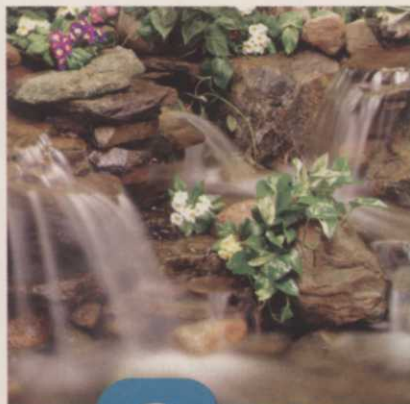
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1 It's got the power

Bobcat Co.'s new T140 compact track loader works well in soft ground conditions, according to the company. Bobcat developed the small-frame track loader as an entry-level machine to appeal to the landscape industry because of its low ground pressure, lifting capacity and horsepower. The new radius lift path loader is 56 in. wide and 124 in. long with bucket, and it has a 1,400-lb. rated operating capacity. The T140 has a turf-friendly lug track that distributes the operating weight of the 6,424-lb. loader over a larger area. Powered by a liquid-cooled 46 hp diesel engine, the T140 has 16.9 gpm of auxiliary hydraulic flow. More than 40 different Bobcat-brand attachments are approved for this model.

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For more information contact PondSweep Mfg. Co. at 866/754-6766 or www.pondsweep.com / circle no. 251

3 Mites forbidden

Bayer Environmental Science's new miticide, Forbid, has an active ingredient of spiromesifen, a lipid biosynthesis inhibitor (LBI). It is the only miticide to use the LBI mode of action, the company says. The product's translaminar activity means it can be sprayed on the top of leaves and will travel through to kill insects feeding underneath. Forbid prevents mites and whiteflies at all life stages from maintaining proper water balance, so they dry up and die. Forbid is compatible with most other insecticides, fungicides and sprayable fertilizers. It may be tank mixed with oil-based products that target aphids and scale crawlers. It may also be applied to plants sensitive to oil-induced phytotoxicity.

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4 Equipped with GPS

John Deere Construction & Forestry Co. soon will offer equipment that ships from the factory with hardware, software and wiring integrated and ready to support the use of global positioning systems (GPS) or laser guidance systems. John Deere is working under separate development agreements with two leading suppliers of GPS and laser-based guidance systems in the construction market to develop this technology for crawlers, graders and other machines. With an open architecture approach, the mobile construction equipment will operate software from aftermarket guidance systems and enable control through an electrical interface, according to the company.


For more information contact John Deere Construction at 800/333-7357 or visit www.deere.com / circle no. 253



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COMMERCIAL POWER

Oil is your engine's lifeblood. Checking and changing the engine oil at the prescribed intervals is the most important maintenance function you can do. This is even more critical on an air-cooled engine because the operating temperature is higher than a liquid-cooled engine. This higher operating temperature will cause the oil to break down faster.

How to choose? The first step is to consult the engine owner's manual. There are two major classifications to reference — the SAE (Society of Automotive Engineers) viscosity rating and the API (American Petroleum Institute) service category.

The SAE viscosity rating deals with the oil's ability to flow. The higher the number, the thicker the oil. Typically, the range of viscosity is SAE 10-50. You may also see oils labeled as 5W30 and 10W30. These are multi-weight oils that will have the lower numbered viscosity properties when the oil is cold and have the higher viscosity when warmed under operating conditions. Above 40° F (4 Celsius), Briggs and Stratton recommends a straight weight SAE 30 oil. Below these temperatures, multi-weight 5W30 or 10W30 oil is ideal for easier startability. Remember that synthetics do a better job.

The API service category is used to measure oil performance in protection from wear, sludge, rust, varnish and other harmful effects. There are separate categories for gasoline and diesel engines. The most current service categories are SM for gasoline engines and CI-4 for diesel engines.

When the time comes to purchase oil, remember these three easy steps.

1. Consult the engine owner's manual for the correct type(s) of oil to be used, taking into account what the outside ambient temperature is that the equipment will be used at.
2. Check for the proper SAE viscosity rating.
3. Make sure that the API service category meets or exceeds the engine manufacturer's recommendations.



By Mark Nelson,
Product Service Trainer,
Briggs & Stratton Commercial Power

From the Shop

TECHNOLOGY

SERVICE OVER PRICE?

When it comes to handheld power equipment, the revolution is already underway.



Times are a-changin'

BY HARRY SMITH

I recently attended a three-day seminar at the Stihl manufacturing facility in Virginia Beach, VA. What an eye opener. There are and will continue to be a number of radical changes in the handheld equipment industry. We already have backpack blowers that sound like they're idling when they're running wide open. We have pre-mixed gasoline engines with intake and exhaust valves with gobs more torque and cleaner exhausts than their two-stroke-cycle brothers. Equipment weight keeps dropping, which means less operator fatigue. The improvements keep coming.

Longer-reach and lighter pole pruners are available. Lightweight and powerful planting augers are now on the market. Handheld equipment is becoming more complex as EPA standards get tougher.

Change brings cost

So what does this mean for you and your technician? Once again the immortal words of Professor Jake ring true: "Work smarter not harder." Ignition systems have fewer moving parts, but are complex, expensive and have unserviceable innards. This means troubleshooting better be accurate. Those old simple pumper carburetors

are disappearing. We now have self-compensating carburetors, fuel systems that lean themselves out as the air filter gets clogged, and carburetors with as many as three check valves. You can no longer guess at problems and throw parts at your handheld units. Another obvious reason you cannot throw parts at or throw away handheld units is cost. Chain saws can cost more than \$1,000, backpack blowers more than \$500 and trimmers more than \$300. Parts are not cheap either and I do not need to remind anyone of escalating labor costs.

Training is the answer

What is the answer to these challenges? Continuous technician training has become imperative. Equipment is changing too rapidly to rely on luck and intuition. Most manufacturers are supplying training in a variety of ways. Repair and update training is on DVD, the Web and at product update seminars. Your equipment supplier is your best resource. You may find yourself in the near future choosing your equipment brand by the quality of support your vendor supplies rather than traditional price considerations. True equipment cost now has much less to do with equipment price than ever before. Times are a-changin'.

— The author is turf equipment professor at Lake City Community College, Lake City, FL. Contact him at smithh@lakecitycc.edu.

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If your service manager thinks a keyboard is where you keep the keys to the John Deere, you might have a training problem.



Training for office systems

BY TYLER WHITAKER

Tell me if this sounds familiar: An employee on the job prunes the trees with a line trimmer, another mows an acre of grass with a push mower and a third digs up an irrigation leak with a rake. For most of us, these urban legends never occur due to our internal training programs. But do we give the same attention to training our office staff on the company's software?

If your service manager thinks a keyboard is where you keep the keys to the John Deere, you might have a training problem. If your staff thinks e-mail is a passing fad, you might have a training problem. If your receptionist asks for a bigger monitor because the Internet has doubled in size, you might have a training problem.

All jokes aside, we all have employees that can take a 15-minute project and turn it in to a two-hour ordeal. Add several excuses about software bugs, incompatible programs and "needing to retype the whole document," and you can find plenty of rationale to purchase more software or hire additional people. Truth be told, most software works perfectly well and 95% of the time it's a training issue.

Empower employees

Employees need to feel comfortable exploring software and learning how to use it better. Don't let them fall in to the trap of feeling that someone needs to show them how to do their job better. Empower them to find easier and better ways to use the software to accomplish their tasks. Reward employees that figure out easy ways to accomplish tasks. After creating the right cultural environ-

ment, the next step is to set up some structured training.

Most software companies have training courses. Many will conduct training at your office if a group is involved. The best training includes group discussion and hands-on, one-on-one instruction.

Training options abound

Self-paced online training is also popular. It's convenient and inexpensive. When shopping for online training make sure the course has some form of certification or a testing process.

You might consider local community college courses or professional training companies for general computer and software training. They will have several courses starting with "turning the computer on" basics up to advanced word processing, spreadsheets, e-mail and the Internet.

Also consider training during the hiring process. Think about hiring office staff that already possess proficient computer skills or have demonstrated a desire to learn and improve their skill through previous work experience. Employees that have a predisposition for self improvement will welcome additional training opportunities. Employees lacking this trait are bound to stay in the dark ages and will be a long-term impediment to success.

Employees who understand how use your software are far more productive. Just as proper training in the field can increase your production rates, appropriate computer training can increase the production in your back office.

— *The author is chief technology officer for the Symbiot Business Group. Contact him at 801/733-6900 or twhitaker@symbiot.biz.*

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Rocky Mountain

high expectations

A city, a contractor and a fertigation supplier become partners to dramatically improve sports fields in Colorado Springs

BY RON HALL / Editor-in-Chief



This 300-gallon tank at the Skyview Sports Complex is one of the largest fertigation units installed at the parks.

Residents of Colorado Springs have high expectations when it comes to their recreational opportunities. And it's not just because their city is located at 6,000 ft. elevation, almost 1,000 ft. higher than Denver. God it seems created Colorado Springs for outdoor sport and recreation. Nearby Pikes Peak and the towering red sandstones at the Garden of the Gods inspire hundreds of thousands of visitors annually.

But it's the city's incredible park system that gets the most use and scrutiny from its 370,000 residents. In fact, like most growing communities, its public parks, and especially its sports fields, get way too much use. The turfgrass on these public facilities can get pounded into dust. Park officials here, however, are fighting back on turfgrass wear by using a technique that remains grossly underused by landscape maintenance contractors and fixed-site grounds professionals even though it works—in a word, fertigation.

"In our parks that have fertigation we're seeing quicker greenup, the turf recovers

more quickly after intensive use and we're seeing more vigorous growth overall," says Kurt Schroeder, park maintenance, trails and open space manager.

Schroeder came to Colorado Springs 25 years ago, attracted by the region's beauty and its outdoor lifestyle. Originally from Baltimore, he earned his degree in park management from Texas A&M, did a student internship in the mountains and came back to live when he had the chance. Today he oversees its vast network of parks, trails and sports fields.

Ferti-what?

What's fertigation? It's a term coined for application of fertilizers in irrigation waters through sprinkler systems. Some people refer to the process as "chemigation" since other plant- or soil-enhancing chemicals (wetting agents, organics and humates for example) can be added to the irrigation in addition to fertilizer. In fact, that's the case with fertigation at the Colorado Springs parks.

Whatever you call it, fertigation (let's use the most common term) offers compelling agronomic and, in some cases, economic advantages for turf managers. Another point in its favor, the technology is neither sophisticated nor unduly costly. Although fertigation has been slow to be adopted outside of golf turf management, results such as those enjoyed at Colorado Springs will change that.

In 2004 Houston-based Turf Feeding Systems installed 21 fertigation systems on community parks, landscapes and sports fields. The city committed more than 200 acres of turf and landscapes to the program then closely observed how it worked.

The city's biggest and most obvious challenge was its sports fields. The long seasons and almost constant play never gave the grass time to recover. That's the biggest



Above: Turf at the Rose Bowl at Memorial Park recovers quickly now. Left: David Finch (l.) and Turf Feeding Systems' Michael Chaplinsky.

challenge that most community and school sports turf managers face. Most use granular fertilizers in an attempt to get the grass back to a denser condition for both appearance and safety's sake. But once the fertilizer is applied to the field, the manager has no control of recovery from turfgrass damage. He or she can only turn up the water, and any water restrictions severely limit the fertilizer's effectiveness and their options.

Fertigation gives the turf manager more options for helping the turfgrass recover

from wear. All the field manager needs to do is turn up the injection rate of the nutrients and watch the grass grow. That's exactly what's taking place in Colorado Springs.

"I'm very satisfied with what it's doing for us," says Schroeder. "We've seen very definite positive improvements in our turf and our ability to manage it." He points to an especially problematic five-acre park area where cricket, soccer and football are played, meaning the field gets multiple use. The turf there struggled from high salt content but after fertigation began, it started showing dramatic improvement in density and color. He credits the regular applications of a custom mixture of nutrients and organics with humates in the irrigation water. "I've had people walk up to me this year and tell me, 'I've never seen this area look this good.' This includes staff people



Above: Fertigation system at Goose Gossage Park Soccer Field. Right: The hardware is straightforward, easy to operate and maintain.

who have been with the city 20-plus years," Schroeder says.

This is the second season the city has used fertigation, and Schroeder is expanding its acreage as funds allow. He credits Michael Chaplinsky, president of Houston-based Turf Feeding Systems for getting the city interested.

"He showed us hardware that was very good, uncomplicated and affordable," says Schroeder. After it was determined that the city would be paying pretty much the same for the liquid fertilizer than it had been paying for granulars, it found the money to install the hardware (container, metering device and pump) and begin fertigrating as irrigated.

Installation and maintenance

Installing and maintaining the system at the parks has been "a strategic partnership,"



says David Finch, H2O Irrigation Systems. He works closely with the park staff and with Garry Alford, Greeley, CO, who blends the liquid nutrients for the city parks, and also for some residential and commercial properties that Finch serves on separate contracts.

Usually he visits each park site monthly, fills the tanks with liquid nutrients and bleeds the systems if they need it.

Systems range from small pocket parks with 5-gallon fertilizer tanks to 350-gallon tanks for larger properties.

"It's really a simple operation," Finch says. "Turf Feeding Systems furnished us with an almost bulletproof product and that helps a lot."

Finch says that he especially appreciates the system's flexibility. "If you have a unique situation on a particular property, you can custom-blend the product right there. For instance, if you need to add some wetting agent, you just measure and dump it right into the tank, mix it up and walk away," he explains.

All the field manager needs to do is turn up the injection rate of the nutrients and watch the grass grow.

Apart from greener, denser turf and turf that recovers from wear faster, does fertigation offer any other advantages, such as water conservation or reduced pesticide use?

Schroeder says it's too early to tell since this is just the second year of the program in his city. He suspects, however, that because it results in denser turf there will be less competition from weeds and the properties will require fewer weed controls.

As far as water conservation? That's also hard to judge, says irrigation expert David Finch. He explains the entire region has been suffering a drought for the past three years and the community and residents are pretty knowledgeable about saving water.

Colorado Springs is the largest community-wide test of fertigation and its suitability in sustaining and improving landscapes and turf in city parks and sports fields. To date, the results have been encouraging, especially for sports turf recovery. **LJM**

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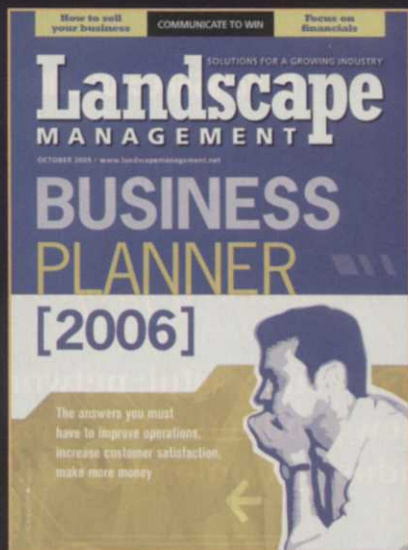
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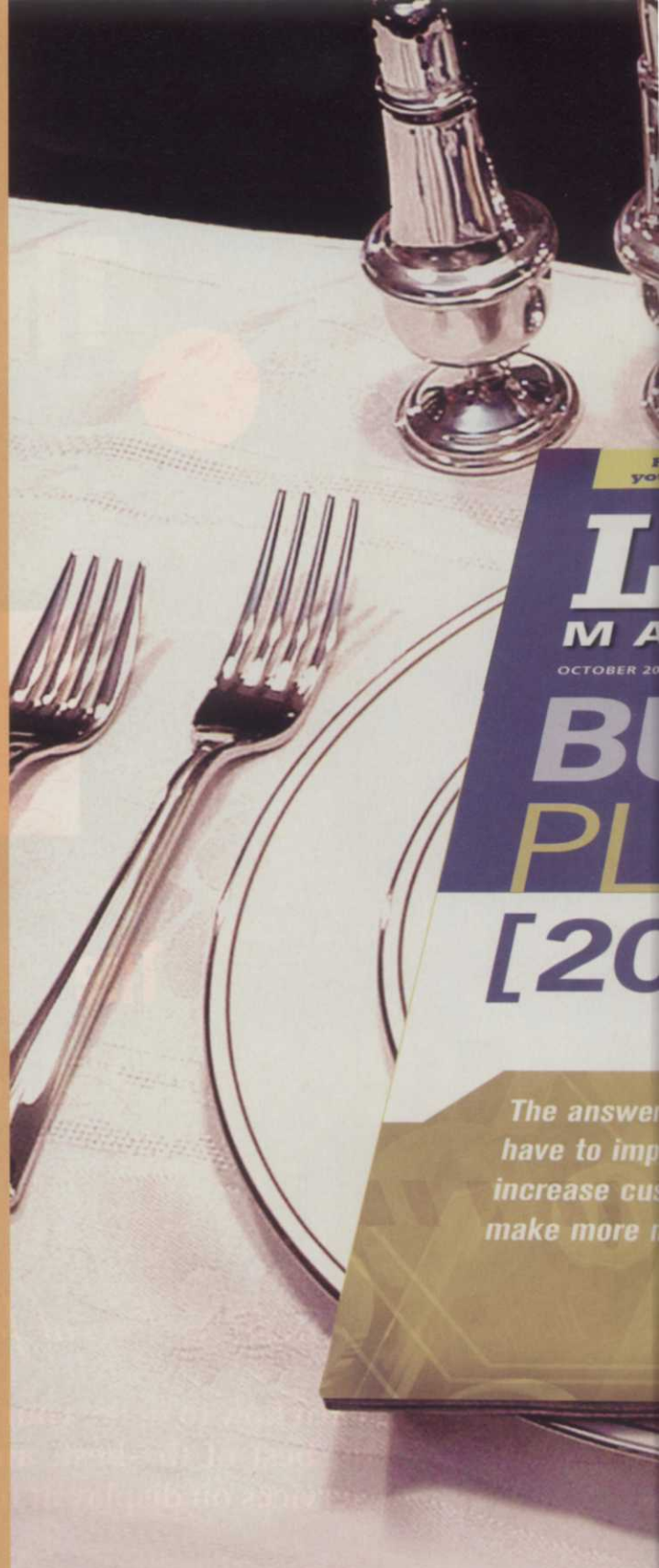
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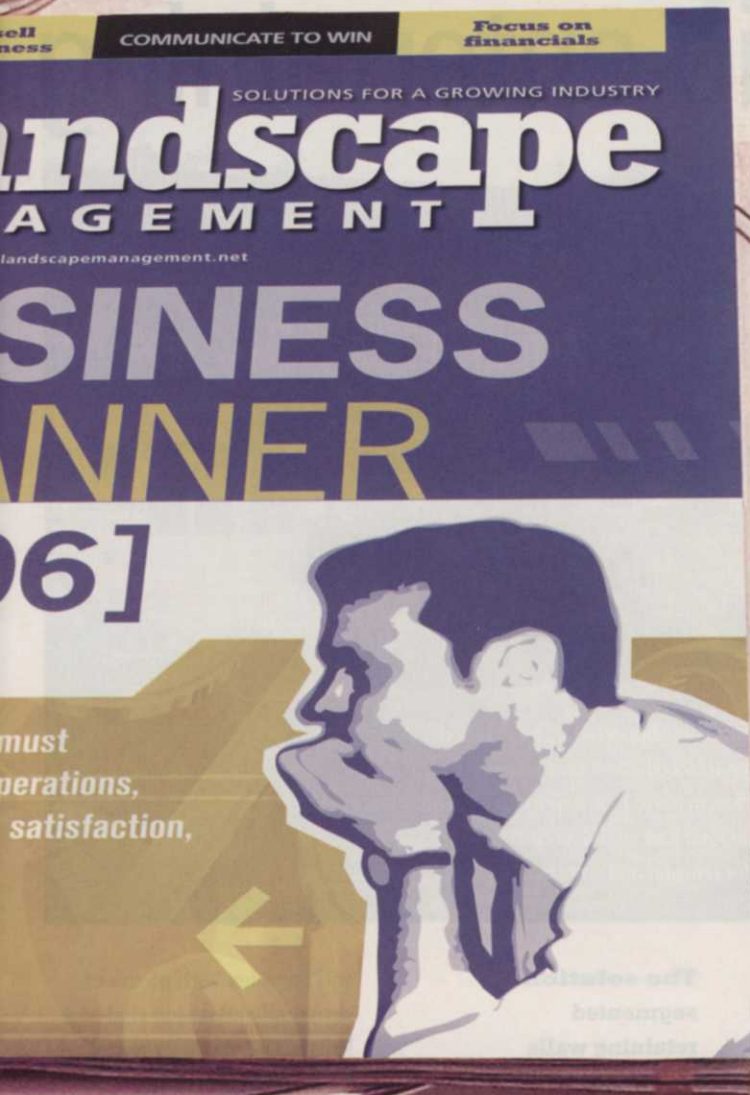
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TECHNOLOGY

REAL ANSWERS TO REAL CHALLENGES

From sledding hill to elegant patio entertaining

BY ROBERT W. DEAN JR.

The family room in Mike and Sherry Pirk's handsome new home near Racine, WI, opened onto a backyard with a dramatic view. But the slope is so steep it severely limited their ability to use the yard. Friends joked it would make a great sledding hill.

The Pirks' house is sited near the highest point of a lot that drops 30 feet from the street to the back of the lot, with a 12:1 grade and a pronounced west-to-east side slope. Much of the subdivision drains to the nearby Root River, causing steep slopes in many yards.

The developer's original landscaping was minimal — a rough-seeded lawn and a few small trees. Near the house four small planting areas (two on each side of the house) were formed by retaining walls of 12- to 15-in. boulders.

The problem: rolling rocks give no stability

The walls looked nice, but the slope was so steep the boulders frequently rolled down to the bottom of the hill. Home



The Pirk home and its large patio are supported by four curved segmented retaining walls in a terraced effect that combines strength and stability with a less massive look important in large wall installations. The natural-stone look of the project created a more pleasing environment for relaxing and entertaining.

owner Mike Pirk trudged to the bottom of the hill, lugged them back up and replaced them. Then, all too soon, he had to do it all over again.

The Pirks loved their house and wanted to relax and entertain in their backyard. Mike envisioned a large patio across the back of the house. Sherry wanted a smaller, more secluded area below for sunbathing and reading. Both wanted plenty of plantings for color, texture and privacy.

The solution: segmented retaining walls

One of the customers of Mike's trailer sales business, Scott Urban, owner of Urban Concrete in Racine suggested a collaborative relationship with Mike Dresen, owner of nine-year-old Dresen Landscape Contractors.

Dresen handled design and landscaping with Urban Concrete handling the extensive concrete work.

Dresen says the job was big

and complex with plenty of structural and design challenges. The yard's steepness created complex excavating, drainage and construction issues, including slope stabilization, hydrostatic pressure and frost heaving.

Rainwater drainage and heavy outflows from several downspouts made it important to carry water away from the house, the patio and supporting retaining walls.

Dresen's plan revolved

around four terraced segmental retaining walls (SRWs). Two supported a large, poured concrete patio. Two more supported a smaller patio and a planting bed. The lower walls served as terraces, creating an installation with a more pleasing scale and eliminating the need for tall, massive walls. At the same time they buttressed and strengthened the walls supporting the large patio.

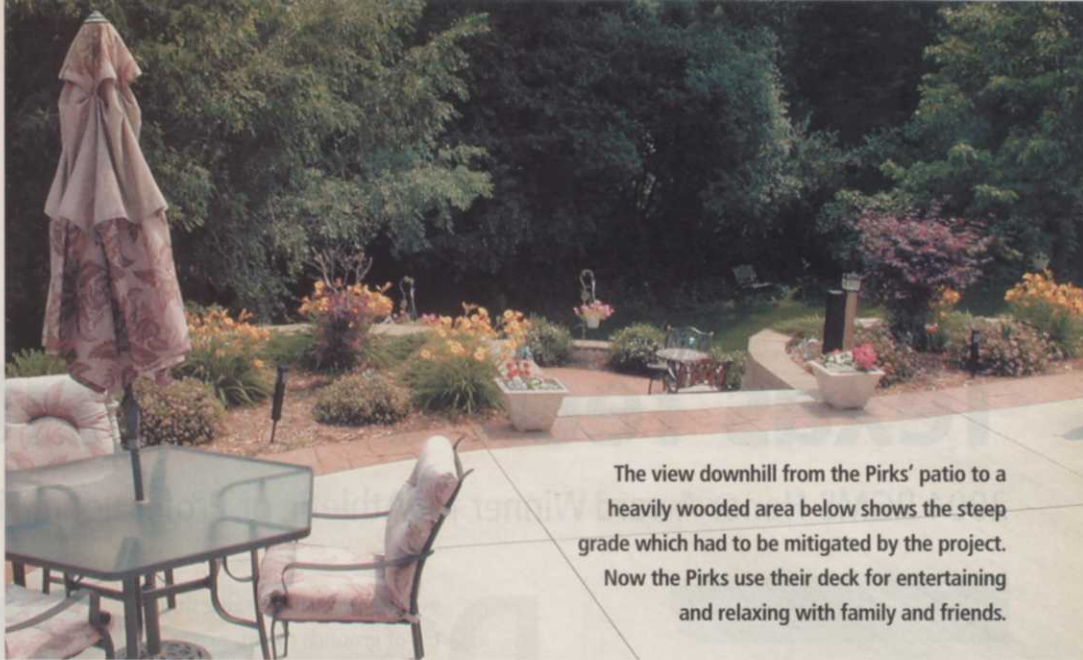
Dresen favored SRWs over poured concrete walls. He figured an SRW would cost half as much, be more attractive and last longer. "They're easier and less expensive to build, and they retain their structural integrity longer," he says.

Dresen explains poured concrete walls are rigid and don't flex with hydrostatic pressure and frost. Once damage occurs (and it will occur eventually, Dresen says) repairs range from "very expensive to impossible."

He says SRWs are designed to flex with the soil's movement, and then return to their original shape, minimizing problems.

Dresen recommended the StoneWall SELECT SRW system from ICD Corp., Milwaukee. "Strength and stability always come first," he says. "Pretty, weak walls serve neither the contractor nor the homeowner." Other key factors included:

► **Eye appeal:** The less massive proportions, natural stone look and color options of StoneWall SELECT created a



The view downhill from the Pirks' patio to a heavily wooded area below shows the steep grade which had to be mitigated by the project. Now the Pirks use their deck for entertaining and relaxing with family and friends.

pleasing look. "Proportion is important in large walls or they begin to look like fortifications," Dresen says.

► **Easy installation:** These high-strength, stackable, mortarless blocks don't require elaborate footings or foundations. Multiple courses of blocks snap together quickly and securely with a clip-positioning system that ensures strength and flexibility with a built-in .75-ft. setback and 5-degree wall batter. "A skilled crew can put up a strong wall amazingly quickly," Dresen explains.

► **Curvilinear walls:** This particular system is flexible in building a variety of curves and shapes. It allowed Dresen to design gracefully rounded and serpentine walls.

Construction began with the round lower patio and nearby planting bed. Construction had to be staged carefully; equipment access and working room were limited.

The slope was excavated back 5 to 6 ft. from the walls' bases, and solids removed. Dresen's crew tightly tamped down a foundation of stone, creating a solid base that would

have little settling. This was followed by an 18-in.-wide layer of crushed limestone with perforated drain tile to ensure good drainage, then soil for plantings. Filter fabric was used to keep soil fines from settling into the wall.

Above the lower patio and planting bed, concrete steps run up to a sinuously curved 85- by 30-ft. poured concrete patio. Two SRWs, divided by the steps, support the patio. The curved east wall is 48 ft. long by 6 ft. tall. The 60-ft. serpentine wall west of the steps is 5 ft. tall. Walls were placed to allow an 18-in. area for plantings between the patio and the walls.

Both walls are reinforced by layers of geogrids for strength and stability.

Excavating, building the walls and backfilling took two and a half weeks. With sodding, planting and other landscaping chores, Dresen's crew was onsite about a month. Dresen says a less-skilled crew might have taken a lot longer. "I'm fortunate to have experienced guys who know how to build walls and handle every aspect of the job correctly," he says.

The Pirks were delighted

and asked Dresen to add four smaller SRWs to replace the original boulder walls, a job that dovetailed nicely with completion of the original job.

After the job was completed, the Pirks called Dresen back — not to fix a problem, but to add a ninth wall in the front yard which would mitigate some of the yard's slope and provide an attractive setting for a tree and other plantings.

Mike Pirk says, "We're delighted with the way things worked out. We use our patios all the time and we entertain there. The color and the proportion are just right. It's even better than we had hoped."

Dresen says landscaping and wall projects get larger and more complex every year. "Each job you do well serves as a reference that helps to sell other jobs. Landscaping, and especially walls, is definitely a referral business. Everyone you work for seems to know someone else who needs a wall, so one successful job leads to another."

— The author is president of ICD Corporation, Milwaukee, WI. Contact him at rdean@selecticd.com.

Texas Tech University

2004 PGMS Honor Award Winner for Athletic or Professional Fields

Property at a glance

- Location:** Lubbock, TX
- Grounds Supervisor:** Dewey Shroyer
- Category:** Athletic or Professional Fields
- Total budget:** \$137, 515
- Year site built:** 1923
- Acres of turf:** 15
- Acres of woody ornamentals:** one
- Total paved area:** 2.7 acres
- Total man-hours/week:** 260

Maintenance challenges

- ▶ Semi-arid weather conditions
- ▶ 20% budget reduction over the past three years
- ▶ Time constraints to get fields ready for play

Project checklist

- Completed in last two years:
- ▶ Resurfaced the infield of the women's softball field
 - ▶ Replaced sod after construction of a new field house
 - ▶ Resurfaced infield of track complex

On the job

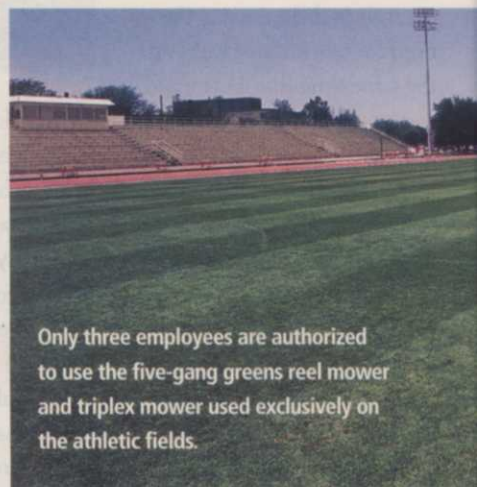
- ▶ Four full-time staff, one seasonal worker, one licensed pesticide applicator

Dewey Shroyer, managing director of grounds maintenance at Texas Tech University, supervises a crew that grooms 245 acres on the main campus and a total of 1,800 acres including the university's satellite campuses. Shroyer joined the department in 1966 after graduating from the university with a degree in park administration and landscape architecture.

A six-man crew handles Texas Tech's 15 acres of athletic fields, including the Dan Law baseball field, home of the Red Raiders and host to various NCAA regional and conference post season events. The Raiders became part of the Big 12 Conference in 1994 and have hosted major tournaments every year thanks to the university's national-class facilities.

Shroyer says the key to success as an athletic field manager lies as much in communication as it does technical skills.

"The main thing you have to do is establish a line of communication with the coaches and find out what they want," Shroyer says. "Then you try to bring the field up to the level that they want. It can be tricky sometimes because coaches change their minds. They might want to



Only three employees are authorized to use the five-gang greens reel mower and triplex mower used exclusively on the athletic fields.

practice when you were planning to do maintenance. But that's why communication is so important."

Shroyer says his department's biggest challenge in 2004 was a result of a major field upgrade in 2003 when lights were added to some previously unlit fields. The following spring, the fields under the new lights were attacked by grubs.

"We think the new lights attracted beetles in the fall and that's why we suddenly had grub problems on fields that never had any before," Shroyer said. "But we worked through the grub problem all right."

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 2005 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2004 awards, contact PGMS at: 720 Light St. • Baltimore, MD 21230

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Texas Tech grounds crew members go to great lengths to get the national-class fields in playing condition. It's all in a season's work to repair infield sinkholes, blow the fields and mow in specially designed patterns that require triple cutting.



Shhh... World Series in progress

Even though Portland's Alpenrose Park hosts the Little League Softball World Series each year it remains one of sports turf's biggest secrets

BY RON HALL / Editor-in-Chief

It's unlikely you'll hear the name Alpenrose Stadium spoken of in the same reverential tones as, say, Fenway Park. That is, unless, you're having a conversation with athletic turf expert Mike Hebrard who quite correctly points out that, unlike Fenway that can celebrate just one world championship in the past 80-plus years, Alpenrose in Portland, OR, crowns one each August.

That event is the Little League Softball World Series. It's the equivalent of the more widely known boy's Little League World Series that takes place in Williamsport, PA. The Alpenrose event features ten regional and national "all star" teams of 11- to 13-year-old girls.

Hebrard is a contractor and owner/operator of Athletic Field Design, Clackamas, OR. Alpenrose is his baby. He installed the three fields (the stadium field and two nearby playing fields) on the 52-acre property 13 years ago. He's been the official



grounds pro for the tournament every year since.

The young athletes who compete in the tournament come from around the world to battle the top regional U.S.

teams at the tournament that lasts ten days in August. Try as they might they haven't been able to beat the team from Waco, TX. Neither have the seven other teams that qualify from regions across the United States. The Texas team, the perennial qualifier from the U.S. Southwest Region, has won seven of the last eight tournaments, 11 of the last 13.

Hebrard is a one-man grounds machine for most of his client accounts. For Alpenrose he must enlist the help of

his teenage son, Andy, and a couple of other young local ball players. Together they provide the female athletes the safest, best-playing and most attractive field that most of them have ever played on.

Hebrard teaches his young assistant almost every aspect of groundskeeping at Alpenrose — the infield "dirt" work, water management, mowing and field lining. What he likes to do best, however, is field painting, something he's been doing and teaching to others since 1993



A rose by any other name

What is an Alpenrose? It's the name of a popular dairy in Portland. It's also a mountain flower that blooms in the Swiss Alps. The wife of one of the founders of the dairy gave it that name more than 80 years ago, and the Alpenrose Dairy and its dairy products are still very much a fixture in the Pacific Northwest as well as its 52-acre headquarters/park.

Something is always going on there and all of it's available to the community. Not only does the site contain the company offices, it's also home to a Quarter-Midget Racing Area, an Olympic-class velodrome, an opera house and, of course, Alpenrose Stadium. Henry Cardonau built the ballfield at the stadium in 1956 for his grandkids to play on, but soon opened it to the local Little League and other community teams. The fourth generation of the Cardonau family now operates the dairy and oversees the property.

"The Cardonau family is extremely family oriented and this might be one of the last places where kids can get dirty and run around and have lots of fun like we all used to," says grounds expert Mike Hebrard.



The Alpenrose Park main field is groomed and painted for the arrival of teams from around the world each August. Right, big roll sod allows Hebrard and his team of young assistants to patch areas worn by overuse.



when he started Athletic Field Design. If all he did was paint lines and logos on sports fields in the Pacific Northwest, he would still be busy. Today's fan expects more from sports fields than nice grass, freshly raked dirt and straight lines, Hebrard says. They expect mowing patterns and colorful team and event logos. Alpenrose provides a great showcase for his work.

Hebrard got into groundskeeping because he loves sports, especially baseball. His baseball playing days took him as far as being the bullpen catcher for the Minor League Amarillo (TX) Gold Sox and eventually the former AAA Portland Beavers. He's remained in the game as a result of the skills he acquired as a grounds pro and particularly his ability to mark, line and paint logos on sports fields.

Because of this expertise, he's often called on a moment's notice to paint foul lines, logos or spruce up the infield for playoffs and tournaments. For example, earlier this summer, he was brought in to help with the Oregon Regional and Super Regional of the College World Series baseball tournament.

Hebrard has worked on almost all the sports fields in and around Portland, but he knows Alpenrose as well as his backyard . . . umm, let's make that better than his backyard since he probably spends more time there than behind his barbecue.

While he does a lit-

Leading up to the tourney

- ▶ June 20 to July —Baseball camp at Alpenrose
- ▶ June 24 — Aerated and fertilized main infield
- ▶ July 1 — Slice-seeded 50 lbs. of Citation ryegrass



▲ July 12 — Topdressed all three outfield, aerated and slice-seeded the main outfield

▶ July 17 — Fertilized all three fields again

▶ After final boys state tournament, 10 days to get the fields in World Series shape and attractive for ESPN televised coverage

tle prep work on the fields in May, he doesn't start seriously fixing them until after June baseball camps and, what seems to him anyway, like daily round-the-clock use in the weeks and days leading up to the World Series.

"I have a little window to renovate the fields or even to keep traffic and events to a minimum," Hebrard says. "If I start too early with renovation it gets destroyed by district and state tournament games and all the work is for nothing." The last thing he needs are "do-overs" because high school football is just weeks away and everybody needs work on their practice and game fields. **LJM**

Products

RESOURCES TOOLS OF THE TRADE

Boomer has more hp

New Holland's new 25-hp TZ25DA Boomer sub-compact tractor has the most engine horsepower of any sub-compact on the market, the company says. All three TZ sub-compact models have the power to handle front- or rear-mounted implements from a snow blower to a tiller to a front-end loader. For the ultimate in traction control, the optional Sensitrak system (TZ22DA and TZ25DA only) engages and disengages the 4WD automatically and only when required to reduce scuffing the turf, save wear and tear on the tires and increase the life of driveline components.

For more information contact New Holland at 888/290-7377 or visit www.newholland.com/na / circle no. 254

Plugger kit

The new Stop & Go pocket tire plugger from Stop & Go International allows for on-the-spot, on-the-wheel tire repair. The mushroom shape of these rubber plugs seals off the puncture on the inner wall while the stem expands under pressure to fill the hole completely. A turn of



the Allen wrench inserted in the plugger pushes the plug through the nozzle and into the tire. The zippered vinyl pouch includes 15 plugs, a probe tool, rasp, retractable blade and laminated instructions.

For more information contact Stop & Go International at 800/747-0238 or visit www.stopngo.com / circle no. 255

Long throw

Rain Bird's 115-E rotor distributes water up to 115 ft. and is designed for larger irrigation systems with sizable spacing. The 115-E's large distribution range requires fewer heads and less trenching, saving users time and money, the company says. Its radius throw from 85 to 115 ft. means rotor heads can be placed around the playing field to minimize potential player contact. The 115-E has 30- to 360-degree operation, and the water-lubricated, heavy-duty and replaceable gear drive ensures reliable rotation. Arc adjustments can be made from the top of the rotor head with a screwdriver. It also comes with a settable stator that accommodates high-speed rotations down to one and a half minutes to provide quick cooling and cleaning of synthetic turf or rapid dust control applications.

For more information contact Rain Bird at 800/724-6247 or visit www.rainbird.com / circle no. 256



GPS over the WWW

Televigation's new TeleNavTrack v3.0 is a mobile phone-based Mobile Resource Management (MRM) service with integrated global positioning system (GPS) navigation, tracking, job scheduling with exception monitoring, mileage tracking and wireless forms. The service is targeted for the transportation and field services industries, enabling companies to increase safety and productivity of their field workers and assets. The Web-based service adds exception alerts, mileage tracking and wireless form capabilities. The monthly price starts at \$9.99 per device for the basic service, which includes GPS tracking, timesheets and reporting.

For more information contact Televigation at 866/302-7655 or visit www.telenav.com / circle no. 257

Trimming system

The Mach 4 trimming system and flexible line blade from Aero-Flex Technologies fits nearly all gas-fired string trimmers. It enables operators to more precisely edge grass and slice through heavy weeds, vines and light brush faster, bet-



ter, easier and with less fuel, less engine emissions and less noise, the company says. The blades' structure reduces both air and grass drag, and the trimmer does not need the high driving power or the high speeds normally required with conventional trimmer lines. The new blades also offer a greater range of trimming applications with multiple cutting power ranges for light grass to heavy weeds and vines.

For more information contact Aero-Flex Technologies at 888/880-2376 or www.aero-flex.com / circle no. 258

Beach management

CLIP Software releases the second edition of Business by CLIP on Beach Management. Dave Tucker, national business management speaker and CEO of CLIP Software and Know-ItAll LLC, speaks in-depth about how to create systems to run your company with innovative

strategies that accomplish all goals. In Beach Management, Tucker uses examples from his own company to show how he created a systematized business that can run smoothly without him. Tucker also introduces the newest software system, KnowItAll information organizing software.

For more information contact KnowItAll at 800/635-8485 or www.knowitall.biz / circle no. 259

Tractor/loader/backhoe

Kubota Tractor Corp.'s new L39 tractor/loader/backhoe has Category I, 3-point hitch and independent PTO capabilities. Powered by the company's 39-hp diesel engine, the operator experiences maximum power and high torque rise, even under heavy loads or at low speeds. This diesel engine delivers cleaner



emissions and rates at 30.5 PTO hp. Special balancers provide lower noise and vibration levels and a spark arrestor muffler is standard. The transmission is an electronically controlled hydraulic glide shift transmission (GST) with 12F/8R speeds, enabling the operator to select the correct travel speed for the task at hand. The all-new design of the front loader boom, hood and grill guard provide the operator with a greater field of view. The L39's performance-matched loader provides power and productiv-

ity, delivering 3,560 lbs. of breakout force, 2,200 lbs. of lift capacity and 9-ft., 6-in. lift height. The auto-leveling valve automatically keeps the bucket or pallet fork horizontal as the loader boom raises and lowers. The backhoe has a quick attach/detach system that enables the use of a Category I, 3-point hitch and independent PTO.

For more information contact Kubota Tractor Corp. at 888/458-2682 or www.kubota.com / circle no. 260

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Circle 126

Products

Gas, electric utility vehicles ▶

Husqvarna launches a new line of compact utility vehicles to complement its existing line of 4WD, off-road utility vehicles. The new models feature a tilting bed box, lift-style tailgate, headlights, bench seat and tight turning radius for increased maneuverability. Leaf spring suspension with dual hydraulic shocks provides a comfortable ride even at speeds up to 19 mph. Available in electric and gas models, all four models are built using a rust-proof aircraft grade (T6061 aluminum) frame and include an industry leading two year warranty. The two electric models offer a low emissions, environmentally friendly alternative to gas-powered vehicles. The HUV4210-E and HUV4210-EXP feature a 48-volt electric motor, charge indicator, battery light and pedal start, with a four-year battery



warranty. The two gas-powered models, HUV4210-G with a 9.5hp Kawasaki engine and HUV4210GXP with a 11.5hp Kawasaki engine, feature a seven-gallon fuel tank, fuel gauge, hour meter, oil light and key starting. Both XP units come with heavy-duty brush guards, 12 volt accessory plug, lockable glove box, side step bars, wheel covers and differential guard for increased versatility.

For more information contact Husqvarna at 800/HUSKY 62 or www.husqvarna.com / circle no. 261

Maximize your mojo

Fertigation Technologies' FertiGro Mojo is an earth-friendly, all-inclusive lawn and garden formula blend of premium fertilizer, soil surfactants, biostimulants and pest repellents. Mojo provides mosquito prevention via irrigation systems, and a new solution using a standard hose spigot water source is also available. Mojo is also effective in repelling ticks, fire ants, grubs, moles, gophers, deer and many other lawn and garden pests. Mojo coats the leaf surface of the grass, ornamentals and lower leaves of the bushes and trees with natural garlic, and other natural ingredients which repel mosquitoes and other lawn pests from the area. It creates an invisible, eco-friendly, odorless barrier repelling mosquitoes present on your landscape, and preventing entry of mosquitoes from neighboring properties. Mojo



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For more information call Fertigation Technologies at 866/344-2867 or visit www.fertigator.com / circle no. 262

New locator features

The Verifier G2 digital utility locator from McLaughlin Boring Systems has new im-



provements and enhanced features. It traces buried services in any of five methods by means of a microprocessor-controlled transmitter and receiver. This next generation locator is capable of reading depths to 30 ft., and features a passive search mode, four active frequencies, two passive frequencies, peak mode, null mode, smart transmitter technology, current measurement index, loop strength indicator, load monitoring, and increased battery life. The unit is completely weatherproof and capable of locating non-metallic services by means of a probe transmitter.

For more information contact McLaughlin Boring Systems at 800/435-9340 or visit www.mightymole.com / circle no. 263



Trimmer lines ▲

Ultra-Twist grass trimmer line, new from Shakespeare, is an aerodynamic trimmer line with a unique "twist" application that produces less noise while allowing trimmers to operate more efficiently. Additional features include premium copolymer construction, greater cutting mass and less vibration. The line is available in sizes from .065 to .105. Ideal for both gas and electric models, Shakespeare's Rino-Tuff high-performance grass trimmer line is engineered with a soft flexible core for quick impact recovery. Its hard, tough cover, made for wear and abrasion resistance, is ideal for trimming against concrete, trees and fences.

For more information contact Shakespeare at 800/845-2110 or visit www.rinotuff.com / circle no. 264

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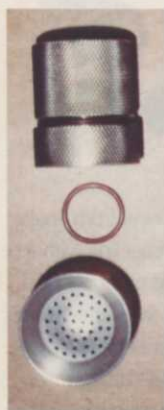
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Circle 130

Products



Keep spraying

The new Chem Tip two-piece showerhead from Roger's Spray and Tree Service has a stainless steel nozzle and is manufactured in the United States. The lightweight nozzle is precisely machined and

knurled on the outside to prevent hands from slipping while cleaning and changing screens or tightening the JD9 spray gun. The head is virtually maintenance free, the company says, and it will not corrode, crack, split or break under normal use. The product ships with two chemical-resistant O rings and carries a limited lifetime warranty.

For more information contact Roger's Spray and Tree Service at 206/244-1717 / circle no. 265

Custom body program

Crysteel Manufacturing's new Select custom dump body program allows customers to design their own dump body without incurring the extra cost and time normally associated with custom-designed products. Customers can choose between traditional square body styles or elliptical bodies, and then choose the best steel to fit their specific applications. Further options are available for tailgate design, side height, floor material and understructure design. A wide range of accessories complement the Select body program.

For more information contact Crysteel Manufacturing at 507/726-2728 or www.crysteel.com / circle no. 266

Load it up

Terex launches its new SKL160H wheel loader.

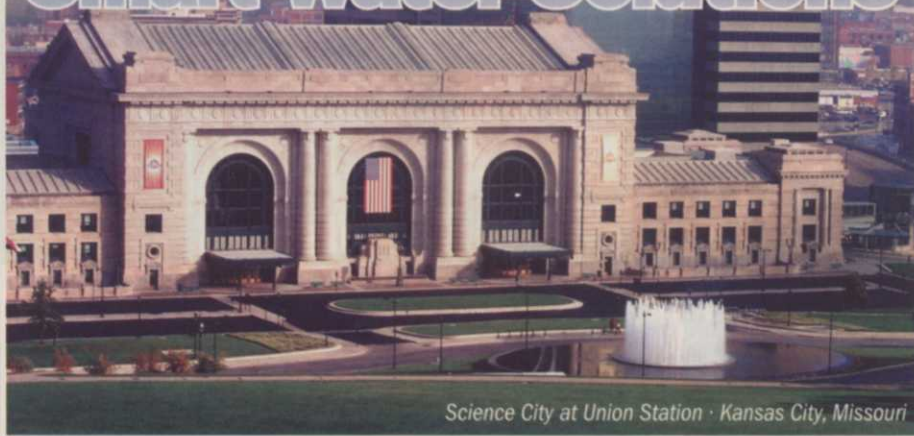


Sporting an exclusive dual linkage system, the SKL160H is a scaled-down version of Terex's SKL873 wheel loader. The SKL160H offers an operating load and full turn position of 7,000 lbs. It has a 2.25 cu. yd. capacity and an articulated tipping load of 14,000 lbs. The 102 hp Perkins turbo-charged diesel engine delivers the power and speed operators need to hit the ground running. The SKL160H comes standard with the third spool, auxiliary off the front of the machine, allowing operators to add various attachments, and features the option for an attachment removal system.

For more information contact Terex at 662/393-1900 or visit www.terex.com / circle no. 267

continued on page 67

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1. My primary business at this location is: (Fill in ONE only)
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 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) _____

305RS

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

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

3. Which of the following services does your company provide? (Fill in ALL that apply)
MAINTENANCE/SERVICES
 A Mowing F Turf Fertilization C Tree Care
 B Turf Insect Control D Turf Aeration L Pond/Lake Care
 J Turf Weed Control E Irrigation Services N Snow Removal
 G Turf Disease Control H Ornamental Care O Other (please specify) _____
DESIGN/BUILD
 I Landscape Design M Landscape Installation P Irrigation Installation
 K Paving/Deck/Patio Installation Q Other (please specify) _____

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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
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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
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112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

continued from page 64

Kills fire ants two ways

Extinguish Plus, Wellmark International's newest formula of fire ant bait, controls fire ants two ways. It combines the killing speed of an adulticide and the long-lasting control of an insect growth regulator (IGR). Extinguish Plus sterilizes the queen and kills the workers, eliminating the colony without the worry of relocation. The dual active ingredients, hydramethylnon and S-methoprene, in Extinguish Plus provide an adulticide and the long-lasting control of an IGR.

The adulticide in Extinguish Plus starts killing worker fire ants immediately after ingestion and the IGR prevents the queen from laying fertile eggs. Extinguish Plus has been approved for indoor and outdoor use for residential and commercial property, container or nursery stock, sod farms, commercial turf and more.

For more information contact Wellmark International at 800/877-6374 or visit www.wellmarkinternational.com / circle no. 268

Bigger stormwater chambers

Cultec's new Recharger 150 stormwater detention/retention chambers are designed to save materials and labor during installation. With a longer length of 8.5 ft., compared to other chambers that come in only two standard sizes, project managers can order fewer units to complete a project. Fewer units means decreased labor and cost per foot for the project. The new Recharger 150 incorporates all of the key benefits of the original product line, including a built-in endwall on each chamber for strength throughout the system. The units feature the company's patented overlapping rib connection, which allows easy installation and a stronger connection between chambers. The chambers are constructed of high-density polyethylene for greater chemical resistance to parking lot runoff, compared to the polypropylene commonly used in other models. All Cultec Recharger chambers are also suitable for septic applications. The Recharger 150 is 18.5 in. high, 33 in. wide, and has a storage capacity of 2.65 cu. ft. per linear foot. Each chamber holds approximately 160 gallons.

For more information contact Cultec at 800/4-CULTEC or www.cultec.com / circle no. 269



Stump grinders ▲

Morbark enters the stump grinder market with its first models available now. Models G52SP and D52SP get to the stump faster. With a top speed of 3.2 mph, they offer a significantly higher travel speed than other grinders in their class. With Morbark's unique cutter wheel and tooth design, the G52SP and D52SP grind stumps faster than the competition, the company says. The boom design creates a 52-in. cutting arc, which is 25 percent wider than anything in its class. In addition, the unique hexagon-shaped cutter wheel offers less resistance and friction through the stump. Six multi-tipped cutting tools fastened with one bolt each. The standard operator's control station, with well-spaced hydraulic levers, is located for maximum visibility of the grinding wheel. Optional wireless or wired remote controls free the operator for optimum visibility away from dust and debris. The exclusive stationary engine design creates a low center of gravity and superior

stability to minimize rollovers and engine oil starvation. In addition, steering on wet turf, loose gravel and uneven terrain is optimized with hydraulic equalization valves and an articulating front axle. Outer dual wheels are easily removed without tools, allowing the grinder to pass through a standard 36-in. gate. Morbark also offers an optional hydraulic back fill blade.

For more information contact Morbark at 800/831-0042 or visit www.morbark.com / circle no. 270

Quick connections

Ideal Industries' next generation UnderGround family of pre-filled twist-on wire connectors eliminates the need for shrink wrap or resin packs, the company says. UL listed to 486D for use in direct burial applications and wet areas, Ideal UnderGround connectors feature a non-hardening, silicone-based sealant that completely blocks out damaging water, dirt and condensation. Versatile and rugged, the con-

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nectors will handle wire combinations as small as #20 AWG to as large as #8 AWG. Connectors are color-coded to indicate wire ranges. By combining features like a ribbed cap, swept wings (on smaller connector models) and a



hexagonal head into a compact, one-piece design, the connectors enable contractors to install faster, whether they are working by hand or with a standard nutdriver. The live-action, square-wire spring securely locks onto the wire for a safer connection, while the deep skirt provides for maximum dielectric strength.

For more information contact Ideal Industries at 800/435-0705 or visit www.idealindustries.com / circle no. 271

maintenance. Optional features are also available including several sizes and styles of cab protectors, asphalt aprons and tailgate chutes for sand or asphalt.

For more information contact Stahl at 800/392-7251 or www.stahl.cc / circle no. 273

Compact mower/mulcher ▼

The new Swinger model 3K mower/mulcher from NMC-Wollard processes standing or piled trees and brush up to 4 in. in diameter in continuous cutting applications, and up to 6 in. in diameter in intermittent cycles. The cutting swath is 60 in. The compact 3K includes a closed loop piston pump high-flow hydraulics system and a dedicated Fecon Bull Hog cutting attachment. It features surface-sensitive articulated steering, even-ride 10-degree rear axle oscillation, 85-hp Cummins turbo diesel, an elevated operator station, four-wheel drive with limited slip differentials and a two-speed hydrostatic transmission.

For more information contact NMC-Wollard at 800/656-6867 or visit www.nmc-wollard.com / circle no. 274

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Circle 132

For seedbed prep ▲

Turf Teq's new power rake complements its SideWinder product line. The SideWinder Power Rake is the perfect tool for all types of seedbed preparation, the company says. The unit features a 36-in. drum. The pivot angle of the drum can be adjusted to the left or right from the operator position. The unit also features a hydrostatic transmission, 13 hp Honda engine and on-the-go differential lock.

For more information contact Turf Teq at 866/503-8873 or visit www.turfteq.com / circle no. 272

Easy installation dump bodies

Stahl's new 2/3 and 3/4 yard Champion Dump Bodies come in 9-ft. and 11-ft. models. They feature a complete "bolt-on" installation design. No welding to the truck chassis is required. A complete bolt-on ICC bumper, along with receiver and pintle options, are also offered. Integral dirt shedding horizontal bracing on the dump body's gate and sides reduces welding, strengthens and enhances appearance. The double-wall construction, seamless center floor and stacked understructure also increase durability. Time-saving, quick release hardware; easy-access lubrication points; and direct lift hoist contribute to easy operation and



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August

17 OTF/OSU Turfgrass Research Field Day / Columbus; Sponsored by Ohio Turfgrass Foundation / The Ohio State University; 740/452-4541; www.ohioturfgrass.org

17 Snow Business: The Good, The Bad, and The Ugly / Chicago; Sponsored by Snow & Ice Management Association; 814/835-3577; www.sima.org

18 ISTMA Multi-Field Workshop / Ankeny, IA; Sponsored by Iowa Sports Turf Managers Association; 515/232-8222; www.iowaturfgrass.org

19 Equipment Financing Options Workshop / Springfield, MO; Sponsored by Greater Ozarks Branch of the PGMS; 417/724-8577; www.pgms.org

19 Snow Business: The Good, The Bad, and The Ugly / Buffalo; Sponsored by Snow & Ice Management Association; 814/835-3577; www.sima.org

25 IPLLA Summer Field Day / Carmel, IN; Sponsored by Indiana Professional Lawn & Landscape Association; 317/575-9010; www.iplla.com

September

6-9 RISE Annual Meeting / Las Vegas; Sponsored by Responsible Industry for a Sound Environment; www.pestfacts.org

8 Landscape Trade Expo / Kitchener, Canada; Sponsored by Landscape Ontario and MEOA Fall Show; 800/265-5656; www.hort-trades.com

9-10 Masters in Management for the Landscape Industry / Seattle; Sponsored by Professional Landcare Network; 800/395-2522; www.landcarenetwork.org

10-15 Florida Turfgrass Association Show / Estero, FL; Sponsored by Florida Turfgrass Association; 800/882-6721; www.ftga.org

13-14 Virginia Tech Field Day / Blacksburg, VA; Sponsored by Virginia Turfgrass Council; 757/464-1004; www.thevtc.org

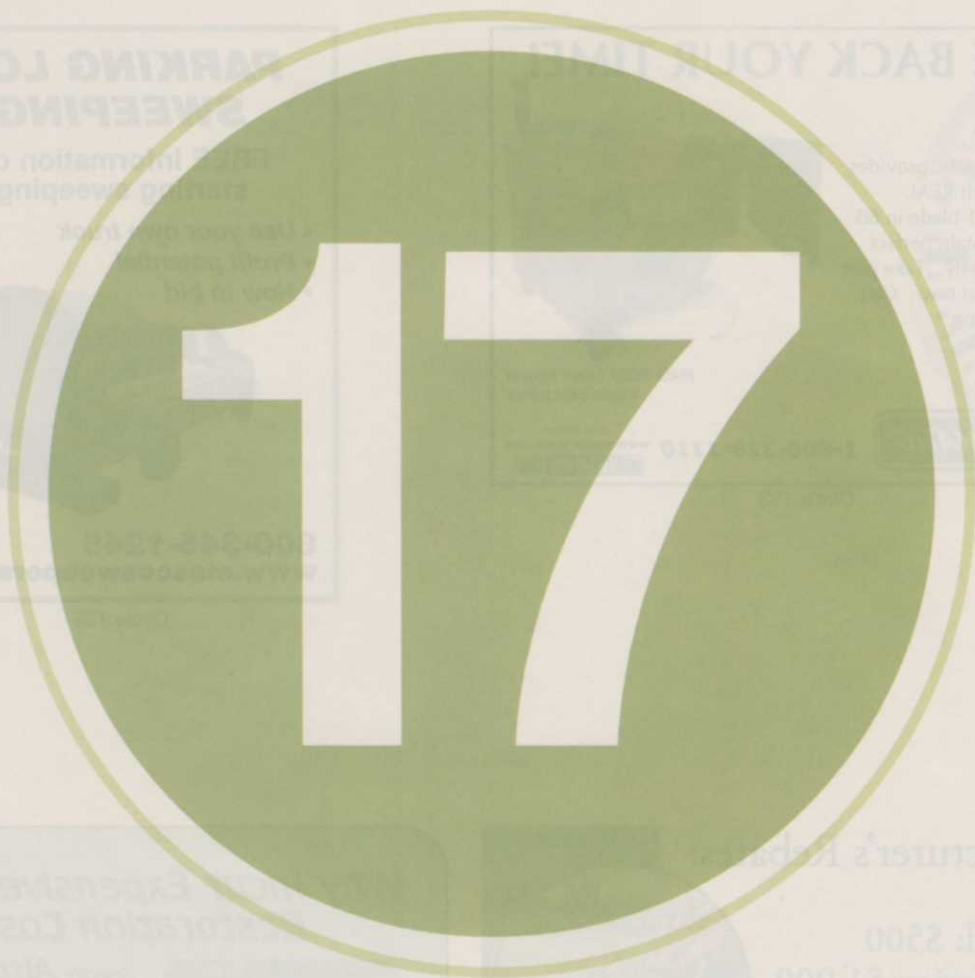
13 OSTMA Fall Field Day / Columbus, OH; Sponsored by Ohio Sports Turf Managers Association; 888/824-9805; members.tripod.com/~glstma

14-30 ANLA 2005 Landscape Distribution Tour / Denver; Sponsored by American Nursery & Landscape Association; 202/789-2900; www.anla.org

14-20 ANLA Trip to Glee 2005 / Birmingham, England; Sponsored by American Nursery & Landscape Association; 202/789-2900; www.anla.org

14 STA Annual Field Day / Milton, Ontario, Canada; Sponsored by Sports Turf Association; 519/763-9431; www.sportsturfassociation.com

15-30 ANLA 2005 Landscape Inspiration Tour: Italy / Northern Italy; Sponsored by American Nursery & Landscape Association; 202/789-2900; www.anla.org



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REMODELING ON A TEAR

Americans spent \$198.6 billion on remodeling projects in 2004, up from \$176.9 billion in 2003, the largest increase in more than a decade, reports the U.S. Census Bureau. The National Association of Home Builders Remodelers Council forecasts continued growth through 2005 to \$209 billion.

Contributing to the growth are:

- ▶ Remodeling has become easier to finance with the increased equity that a homeowner can tap into.
- ▶ Homeowners may decide to remain and improve their homes when faced with sticker shock from home prices, as home prices nationwide have appreciated by 15.1% over the last year.
- ▶ Rising prices make improvements look like better investments, as a greater percentage of the cost will be recouped in any sale.
- ▶ The housing stock is aging and is currently at an average of 32 years and rising, meaning a greater need for maintenance and repairs.

SOURCE: NATIONAL ASSOCIATION OF HOME BUILDERS

WE'RE IN TOP 10, TWICE!

ServiceMagic, a Web-based company that matches consumers with



contractors and service professionals, says that hiring a lawn care is listed as number five and hiring a landscaper to install landscaping is number 10 on its Top 10 list of service requests during the first two quarters of 2005. Actually, many landscape pros also build decks and do masonry work, which are also listed. The most requested services in order:

1. Hire a maid service to clean the interior of a house
2. Hire a remodeler to build an addition
3. Hire a handyman
4. Hire a home builder to build a modular home
5. Hire a lawn care service
6. Hire a concrete professional to install driveways, patios and walks
7. Hire a dumpster service
8. Hire a professional to build or replace a deck or non-masonry porch
9. Hire a painter to paint the interior of a home
10. Hire a landscaper to install landscaping

SOURCE: WWW.SERVICEMAGIC.COM



DON'T CALL — WE MEAN IT!

The national Do Not Call registry went into effect Oct. 2003.

To date there have been:

- 97 million registered phone numbers
- One million complaints (estimated)
- 20 Federal Communications Commission citations

SOURCE: FEDERAL TRADE COMMISSION

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