## Contents (Contents)

FEBRUARY 2007 / ISSUE #2 / VOLUME 46

# 38 PHASE III

### **Business**

OPERATIONS ► MANAGEMENT ► MARKETING

### 11 On the Record

A wistful look at the Green Industry and what it could be like if all our dreams came true.

BY RON HALL

### 12 Best Practices

Dashboard reports that highlight key financial indicators allow managers to quickly view the company's most critical data and make quicker decisions.

BY BRUCE WILSON

### 14 Training Room

To win, you just can't allow yourself to hire losers. You simply cannot afford preventable turnover.

BY BILL HOOPES

### 16 In the Know

Louisville Bats; The Brickman Group recapitalization; EPA's rule revisions; Tips for large equipment fleets; Irrigation Association's new leader; Preparing for the '07 growing season; "Legally Speaking" New Problem Solver, pg. 25

### 26 Ad-on Biz: Hydroseeding

Contractors find more efficient ways for sowing lawns.

BY JANET AIRD

### 28 Piecework — does it pay?

When this landscape company began paying based on production, not hours, management discovered a whole new world of good and evil.

BY CHARLES SIMON

### 38 Step by step

A master plan leads to long-term relationships with clients and ongoing revenue for your operation.

BY JAMIE GOOCH

### **Technology**

RESEARCH ► EQUIPMENT ► CHEMICALS

### 46 Innovations

Cub Cadet 4x4, Kubota's RTV900 utility vehicle, Bobcat Co.'s new 2300 4x4 and John Deere's Gator XUV 4x4



COVER PHOTO ILLUSTRATION BY: CARRIE PARKHILL; SOURCE IMAGES: PHOTODISC (PEOPLE), THORNTON LANDSCAPE (LANDSCAPE PHOTO AND DRAWING)

### FEBRUARY 2007

### **«Conten**

### Technology (continued)

### 48 From the Shop

A good pair of work gloves can protect the most important tools you have - your hands. BY HARRY SMITH

### 50 InfoTech

VoIP technology allows you to make phone calls over your Internet connection, saving you \$\$. BY TYLER WHITAKER

### 52 Big irrigation

Working with a "beast" of a project — Will you be dinner or the diner? BY LORNE HAVERUK AND RUSS PROPHIT

### 60 Power up your pre-emergence

You can control most of the factors that lead to successful weed control - now go out and do it.

BY DAVID GARDNER



### 80 LM Reports: Mulching/hydromulching units

A complete wrapup of units, both small and large, that will make your next mulching or seeding job easy.



industry's prime workhorse

Zero-turn mowers keep adding features, another reason you need to check out the differences before writing

### Design/Build

PROJECTS PROCESS CONSTRUCTION

### 90 The outdoor kitchen and beyond

Why limit your client's plan to just an outdoor barbeque when today's materials allow you to offer so much more? BY RAY RODENBURGH

### **Project Portfolio** 94

Spiegelberg Landscape Design makes sure a French chateau style home gets a landscape renovation in time for a large celebration.

### Landscape of the Month 96

Giardini del Palazzo: Period statuary and garden elements bring an authentic taste of Italy to this Dallas landscape.

BY MIKE SEUFFERT

### Resources

PRODUCTS ► EVENTS ► FYI

102 Products

116 FYI: Ad & Editorial Index

117 Events

### 118 Winners: Heaviland Enterprises Inc.

Growth means knowing when to let go and when to get aggressive.

BY DANIEL G. JACOBS