

In the Know

BUSINESS

NEWS YOU CAN USE

SURVEY SHOWS ILLINOIS WANTS

'greener' landscapes

URBANA, IL — A survey of Illinois Green Industry professionals and residents shows a trend toward environmentally friendly practices and concerns. According to the survey, the top emerging trends for landscaping are: to be low in maintenance; incorporate native plants and grasses; use drought-tolerant plants to reduce water use; and use disease-resistant plants in order to reduce the need for chemicals.

"Management practices can be changed to include alternative methods such as biological control and the use of organic fertilizers and pesticides," said Gene Campbell who conducted the survey. "These types of products were promoted, used or sold by 17% to 30% of Green Industry businesses and by up to

23% of residential households. And, all of the participants in the survey reported that they expect to increase their level of activity regarding the use of these environmentally friendly alternatives within the next three to five years."

"Using less water and applying fewer chemicals are also more environmentally friendly trends," said Bill Krudenier coordinator of external relations in the University of Illinois College of Agricultural, Consumer and Environmental Sciences.

Additional information can be downloaded from the University of Illinois Department of Natural Resources and Environmental Sciences Web site:

www.nres.uiuc.edu

Livescapes debuts to landscape contractors in July 2007

CLEVELAND — Questex Media Group, Inc., publisher of *Landscape Management* magazine, will launch a new supplement called *Livescapes*.

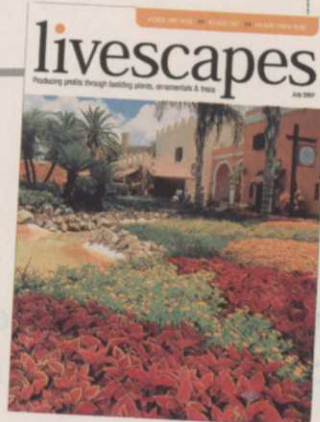
Set to debut in July 2007, *Livescapes* will target landscape contractor professionals who perform installation services and purchase bedding plants, ornamentals and trees. It will focus on such topics as how to make installation projects more profitable, addressing product challenges, and choosing among the many varieties available.

Livescapes is supported by OFA — an Association of Floriculture Professionals, and ANLA, the American Nursery & Landscape Association.

"We are excited to be a part of this endeavor because our members, who are the leading floricultural professionals across the country, are very interested in enhancing their relationship with the landscape contractors who install color," said OFA Executive Director John R. Holmes.

"A publication such as *Livescapes*, which will ultimately bring nurseries and garden centers closer to the landscape professional, is a great idea," said ANLA Executive Vice President, Robert J. Dolibois.

Two more issues are planned for 2007 in September/October and November/December.



[CLIPPINGS]

Borst Landscape expands reach

ALLENDALE, NJ — Borst Landscape and Design of Allendale, NJ, has expanded its eastern Bergen County customer base with the purchase of Valley Landscaping. Valley Landscaping serves about 60 residential and commercial clients. Valley owner Guy Nicolosi has joined the Borst team as a sales associate.

Two-year turf care warranty

SOUTHAMPTON, PA — Schiller-Pfeiffer Inc., is offering a new two-year warranty on all Classen turf care equipment shipped. Visit www.classen-mfg.com.

New Finn supply store

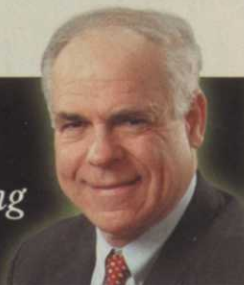
CLEVELAND — Cincinnati-based FINN Corp. opened another store location for its Wholesale Landscape Supply division, d.b.a. CWS Inc. in Cleveland. The newest location is the third CWS Inc. storefront that FINN has built to satisfy landscape supplies, erosion control products and FINN equipment sales, rentals and parts sourcing for the Ohio, Kentucky and Indiana tri-state customers.

Lifetime zero-turn warranty

JOHNSON CREEK, WI — Commercial Grounds Care Inc., announced a new Lifetime Deck, Cradle, and Engine Deck (DCED) Warranty for all Bob-Cat and Bunton "E" model zero turn mowers. Visit www.cgcequip.com.

In the Know

LEGALLY Speaking



BY KENNETH D. MORRIS, ESQ. L.L.C.

Q Why is maintaining written employee procedures and policies important?

A Because it can cost your company a lot of money if you do not. Don't believe me? Ask Mitsubishi, who settled a sexual harassment class-action suit for \$34 million in 1997. Or Coca-Cola, who settled a class-action race discrimination for \$192.5 million. Or Triton, who paid one ex-employee \$124 million for a wrongful termination suit (awarded by a Texas jury). And, even if you are not guilty, the cost to successfully defend a single employment discrimination claim can easily approach \$100,000-\$200,000.

Q Besides the courts, are there other institutions that might investigate my company's conduct?

A Yes. The Equal Employment Opportunity Commission (EEOC) typically resolves tens of thousands of claims each year through settlements, conciliations, mediations and litigation. Recent increases in the numbers of EEOC charges involve matters of religious, age and nationality discrimination.

Kenneth D. Morris, a Philadelphia-based attorney with more than 30 years corporate and law firm experience, offers information on industry legal issues in each issue of LM. Contact him via www.kenmorrislaw.com.

Note: The above should not be interpreted as offering legal advice in any jurisdiction where such practice is not authorized. Engage competent counsel familiar with your jurisdiction when legal issues arise.

BYU wins big at PLANET Student Career Days

EAST LANSING, MI — For the second year in a row, Brigham Young University swept the field with the Idaho campus winning first place at the event and the Provo campus coming in second at the 31st Annual Student Career Days, hosted by the Professional Landcare Network (PLANET) March 28-April 1 at Michigan State University.

Following were Colorado State, Kansas State and Pennsylvania State. The host school, Michigan State University, placed 8th overall. The event has steadily grown through the years, with students from 53 schools participating this year.

Winners of the individual competitions, who were identified as "Superstars" are Ken Kwiat of the University of Illinois, Champaign; Adam Barnshausen of Clemson University and Nathan Roach of Alamance Community College.

The 24 individual and team competitions included tree climbing, skid steer operation, patio installation, wood construction, plant identification, personnel management, sales presentation, exterior/interior design, irrigation troubleshooting, equip-



ment operation, and others.

In addition, this year's PLANET Student Career Days drew the largest national gathering of landscape, lawn care, and interior plantscape employment recruiters. The Career Fair offered students the opportunity to interview with Green Industry companies for full-time positions and internships.

For a complete list of winners, please visit the Web at www.StudentCareerDays.org



1. Nathan Baker of BYU begins a near-perfect climb **2.** Jenna Knackstedt from Kansas State University tests out a Toro walk-behind mower **3.** Joe Plummer and Brent Davies from Pennsylvania College of Technology lay pavers down

CAT Chopper raises funds for children's camp

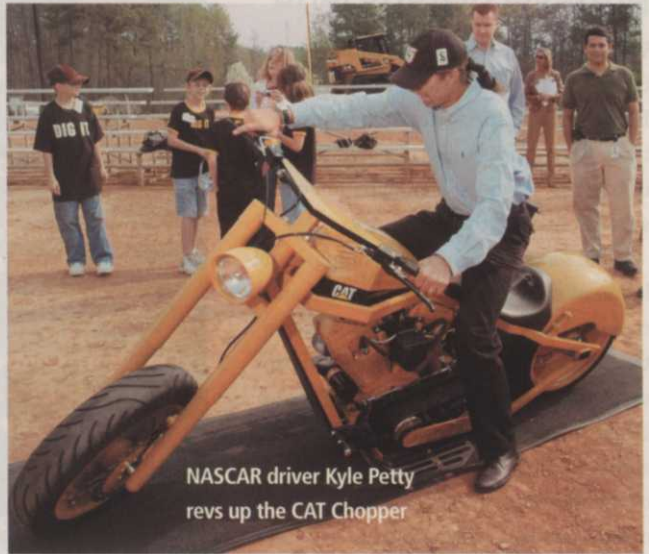
CLAYTON, NC — Caterpillar donated a CAT Chopper to the Victory Junction Gang Camp for seriously ill children. The charitable organization was founded and is supported by the Petty family of NASCAR racing fame, and the plan is to use the motorcycle to raise funds for the camp.

The mission of the Victory Junction Gang Camp is to enrich the lives of children with chronic medical conditions or serious illnesses by providing life-changing camping experiences that are exciting, fun and empowering, in a safe and medically sound environment. Kyle and Pattie Petty founded the camp, which operates solely on donations.

The camp features a NASCAR racing theme, and it has been strongly supported by the NASCAR community. Caterpillar is now in its 14th season of NASCAR participation as a sponsor — starting in 1993 as an associate sponsor of Kyle Petty's #42 Pontiac in what was then the NASCAR Winston Cup Series. Caterpillar now is the primary sponsor of the #22 car driven by Dave Blaney in the Nextel Cup Series.

Caterpillar officials donated the CAT Chopper to the camp, represented by Petty family members, in a ceremony at the Caterpillar Building Construction Products Division in Clayton, NC.

"I can't thank the folks at Caterpillar enough for donating this beautiful custom chopper to the camp," said Pattie Petty, CEO and co-founder of Victory Junction. "This donation will help raise funds to continue to send children with chronic med-



NASCAR driver Kyle Petty
revs up the CAT Chopper

ical conditions to Victory Junction for a life changing camping experience. The fact that Caterpillar has reached out to create such a great partnership with the camp speaks volumes about their organization."

The donated CAT Chopper being is one of two identical custom motorcycles designed and fabricated for Caterpillar by Orange County Choppers Inc. (OCC), the focus of the Discovery Channel's hit American Chopper television series.

They can crawl, but they can't hide.

No buffer zones to worry about.



In the Know

Bartlett Tree Experts protects historic land

WILLIAMSBURG, VA — To help maintain the splendor of historic Jamestown, Bartlett Tree Experts dispatched more than 40 employees and donated \$26,000 in tree care services in anticipation of the settlement's 400th anniversary.

The services, including pruning, installation of structural support systems and tree lightning protection, helps preserve the landscape of the settlement and provide enhanced safety for visitors. A crew of more than 40 Bartlett employees from across Virginia arrived in the early hours of the morning on March 24 for a full day of tree care and restoration.

"With Bartlett Tree Experts celebrating its centennial this year, it is a great time for both our company and Jamestown from a historical view point," said Robert Bartlett, chairman, Bartlett Tree Experts. "We take great pride in helping our communities, and this is a great way to put our 100 years of experience to work for a worthy cause."

People & companies



In addition to his current role as commercial leader for the company's Pest Management business, **David A. Morris** has been named commercial leader of the Turf and Ornamental and Technical Products business for **Dow AgroSciences**.

Jacobsen, a **Textron** company, promoted **Ralph Nicotera** to vice president of sales for the company.

Signature Control Systems expanded its team to include industry veteran **Dale W. Hansen** as Commercial Sales Director – North America.



Ruppert Nurseries promoted **Jack Jones** to branch manager for the new Maryland Landscape Management Branch located in Forestville, MD.

John Deere Golf & Turf One Source awarded **Greg Goudeau** as its top Territory Manager of the Year.

Bruce Martin has been named interim director for **Clemson University's** Pee Dee Research and Education Center at Florence, SC.

PROFILE Products welcomed **Michael D. Robeson** as its new manager of technical services.



Sakai America appointed **Todd Mansell** as technical marketing manager.

BASF Professional Turf and Ornamentals appointed **Thomas Hill** as communications manager for the Professional Turf & Ornamentals business.

Absorbent Technologies Inc. (ATI), the maker of the Zeba brand of soil amendments, added **Michael Harowitz** to its Southeast sales team.

The **Golf Course Builders Association of America** presented the Don A. Rossi Award to irrigation industry pioneer **Edwin J. Hunter** (1917-1998) of **Hunter Industries**.

**They've never
seen anything like it.**

New mode of action catches them off guard.

