

PERFECT PONDLESS WATERFALLS › **PROJECT PORTFOLIO**
CHARGE WHAT YOU'RE WORTH FOR SNOW & ICE REMOVAL

Landscaper Management

*The preferred resource
for large contractors*



Playing the odds, landscapers move more marketing bets from print business directories to their Web sites, SEO strategies, e-newsletters and pay-per-click spots.

DIGITAL SLOTS

Protective

Curative

Systemic

Prophecy™ – It's no ordinary fungicide.

Flexible

Proven

Dispersible



Prophecy™

Fungicide Disease Control For Lawn

- Features the proven active ingredient propiconazole
- DG Pro dispersible carrier dissolves within minutes and transfers nutrients into the turf canopy
- Three use rates for flexibility in a variety of disease situations
- 25 pound bag / 42 bags per pallet / SGN 100

Formulated for use on:

- Residential lawns
- Landscape areas
- Commercial turf areas and sod farms

Labeled for control of:

- Brown Patch
 - Summer Patch
 - Powdery Mildew
 - Dollar Spot
 - Take-all Patch
 - Zoysia Patch
- and others*

The Andersons®

For more information or to place an order, contact your local distributor,
or call your Andersons Territory Manager at 800-253-5296
www.AndersonsLawnProducts.com

See our full list of low prices at
www.rainbird.com/savings



A rotor you can shut
off for a price you
can't turn down.

That's intelligent.



TALK TO YOUR
SALES REP OR
DISTRIBUTOR

**Save 20% with Rain Bird® 5000 Plus
Rotors featuring flow shut-off control.**

Add our 5000 Plus Rotors to your jobs for quick installs and proven Rain Curtain™ nozzle technology. Unlike the competition's more expensive rotor, the 5000 Plus offers flow shut-off control, allowing you to turn off individual rotors instead of entire zones. Delivering higher-performing rotors at lower prices. Now that's The Intelligent Use of Water.™

*Based on 2009 U.S. Rain Bird® and Hunter® List Pricing effective January 1, 2009.

Rain Bird® 5000 Plus Series Rotors
Save 20% over Hunter® PGP ADJ® Rotor.*

Rain Bird List Price
\$15⁹⁰

Hunter List Price
\$19⁹⁵

RAIN  BIRD®

CONTENTS

AUGUST 2009
VOL 48, ISSUE 8



DEPARTMENTS

- 26 LM Reports** Walk-behind mowers
- 30 Lawn Care Pro** Sam Lang, Fairway Green, Raleigh, NC
BY RON HALL
- 50 Project Portfolio** Designs by Sundown creates a balance of earth, air, water and fire.

NEW PODCASTS

Sign up for *Landscape Management's* latest podcasts at www.landscapemanagement.net

- ▶ The LM Legislative Update
- ▶ Jeffrey Scott's 10-Minute Business Booster
- ▶ From Joe to Pro

FEATURES

8 Digital slots ^B

Playing the odds, landscapers move more marketing bets from printed business-directory ads to their Web sites, search engine optimization strategies, e-newsletters and pay-per-click spots.

BY MARTY WHITFORD

45 Ponds need not apply ^{B D/B}

Create a disappearing waterfall in 12 easy steps.



LM MARKET MATCH We've made your life a little easier by supplying icons that direct you to stories targeting your core business.

B—Business, D/B—Design/Build, I—Irrigation, LC—Lawn Care, M—Maintenance



50

COLUMNS

- 6 The Hall Mark**
BY RON HALL
- 22 Working Smarter**
BY JIM PALUCH
- 24 The Benchmark**
BY KEVIN KEHOE
- 25 Jacobs' Journal**
BY DANIEL G. JACOBS
- 32 Best Practices**
BY BRUCE WILSON
- 56 Whit's World**
BY MARTY WHITFORD

IN EVERY ISSUE

- 52 Products 54 Classifieds
55 Resources

ON THE COVER
Photo illustration by Jeff Balasz

DIGITAL VAULT

Select stories from our e-newsletters. Visit www.landscapemanagement.net/emailsletters to sign up or view.

LMdirect!

Invest in yourself and your business by taking advantage of the many educational opportunities available.

Athletic Turf News

Croquet has its charms, not the least of which is it's played on turfgrass, the real stuff. And make no mistake, a well-played professional match generates a fair amount of competitive zing.

LD/B Solutions

The Green Industry has a number of award programs. Winning such a program opens up a number of marketing opportunities.

Get Growing

Not every city has as many environmentally minded citizens working toward a sustainable future as does Portland. Even so, Portland's proven "green" practices can be replicated by pros and consumers elsewhere.

SPECIAL SECTION

33

SNOW + ICE GUIDE

Don't underestimate your value when pricing snow and ice services.



Landscape Management

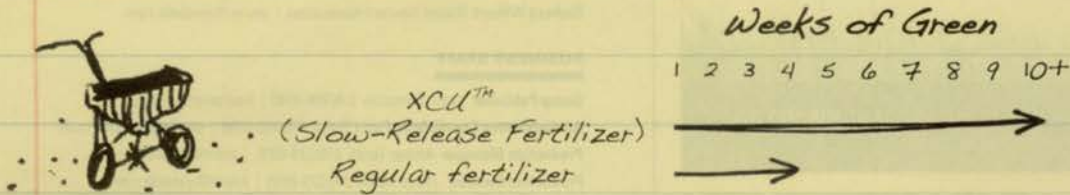
OUR MISSION: *Landscape Management*—the leading information resource for large, successful lawn care, landscape maintenance, design/build and irrigation professionals—empowers Green Industry professionals to learn and grow from their peers and our exclusive business intelligence. Serving as the industry conscience, we not only report on but also help shape news, views, trends and solutions.

FERTILIZER 101

What more can I do to cut costs—without cutting corners?

Switch to the New SCU!

- + XCU™ Fertilizer is the most advanced and efficient sulfur coated urea (SCU) on the market
- + New coating technology maximizes plant uptake and minimizes environmental loss
- + Work Smarter: Longer lasting fertilizer = more time for other services



Add up the benefits:

- + Great looking turf with less fertilizer
- + The more XCU in blend = Less total Nitrogen needed
- + Higher Profits (\$\$)

Bottom line: XCU does more with less fertilizer!



NO BRAINER--
Call my distributor and ask for
a fertilizer blend with
Performance Enhanced XCU!



Solu-Cal USA

Granular Products Providing Immediately Available Calcium

• Solucal Enhanced High Calcium Lime

Apply less product with superior results
University tested & industry proven

• Solucal-S Enhanced Calcium Sulfate

Your gypsum alternative

• Sulfur MAXX

Addressing soils with high pH and high sodium

All our products contain **carboxy** PHCA Technology

FOR MORE INFORMATION CALL SOLUCAL-USA AT 508.500.0745
www.solu-cal.com

Landscape Management

CLEVELAND HEADQUARTERS
600 SUPERIOR AVE. EAST
SUITE 1100
CLEVELAND OH 44114
800/669-1668

EDITORIAL STAFF

Editor-in-Chief Marty Whitford 216/706-3766 | mwhitford@questex.com
Editor-at-Large Ron Hall 216/706-3739 | rhall@questex.com
Managing Editor Daniel G. Jacobs 216/706-3754 | djacobs@questex.com
Executive Editor Larry Aylward 216/706-3737 | laylward@questex.com
Art Director Carrie Parkhill 216/706-3780 | cparkhill@questex.com

COLUMNISTS

Kevin Kehoe 949/715-3804 | kkehoe@earthlink.net
Jim Paluch 877/574-5267 | jim@phorizons.com
Tyler Whitaker 801/592-2810 | tyler@tylerwhitaker.com
Bruce Wilson 866/517-2272 | bwilson@wilson-oyler.com

READER ADVISORY PANEL

Fred Haskett U.S. Lawns/West St. Louis | haskettusl@peoplepc.com
Lorne Haveruk DH Water Management | www.dhwatermgmt.com
Gary LaScalea GroGreen | www.grogreen.com
Jack Robertson Robertson Lawn Care | www.robertsonlawncare.com
Robert Smart Smart Scapes | www.smartscapesoh.com
Matt Triplett Willamette Landscape Services | www.willamettelandscape.com
Richard Wilbert Robert Howard Associates | www.rhaincinfo.com

BUSINESS STAFF

Group Publisher Kevin Stoltman 216/706-3740 | kstoltman@questex.com
Administrative Coordinator Petra Turko 216/706-3768 | pturko@questex.com
Production Manager Amber Terch 218/279-8835 | aterch@questex.com
Production Director Jamie Kleist 218/279-8855 | jkleist@questex.com
Audience Development Manager Antoinette Sanchez-Perkins
216/706-3750 | asanchez-perkins@questex.com
Assistant Audience Development Manager Carol Hatcher
216/706-3785 | chatcher@questex.com

ADVERTISING STAFF

Associate Publisher Patrick Roberts
216/706-3736 Fax: 216/706-3712 | proberts@questex.com
National Sales Manager Dave Huisman
732/493-4951 Fax: 732/493-4951 | dhuisman@questex.com
Account Manager Cate Olszewski
216/706-3746 Fax: 216/706-3712 | colszewski@questex.com
Account Manager Ric Abernethy
216/706-3723 Fax: 216/706-3712 | rabernethy@questex.com
Account Manager Brian Olesinski
216/706-3722 Fax: 216/706-3712 | bolesinski@questex.com
Account Executive Classifieds Kelli Velasquez
216/706-3767 Fax: 216/706-3712 | kvelasquez@questex.com

MARKETING/MAGAZINE SERVICES

Reprints landscapemanagement@reprintbuyer.com | 800/290-5460 x100
Ilene Schwartz Circulation List Rental 216/371-1667
Customer Services Subscriber/Customer Service
landscapemanagement@halldata.com | 866/344-1315; 847/763-9594 if outside the U.S.
Paul Semple International Licensing
714/513-8614 Fax: 714/513-8845 | psemple@questex.com
For current single copy, back issues, or CD-ROM, call 866/344-1315;
847/763-9594 if outside the U.S.

QUESTEX MEDIA CORPORATE OFFICERS

President & Chief Executive Officer Kerry C. Gumas
Executive Vice President & Chief Financial Officer Tom Caridi
Executive Vice President Antony D'Avino
Executive Vice President Jon Leibowitz
Executive Vice President Gideon Dean

Steel Landscape Edging



First Choice of
Landscape Professionals

*EASY TO SHAPE AND
INSTALL

*STAYS IN PLACE FOR YEARS

*DURABLE POWDER COAT FINISH

WWW.COLMET.COM

Sales@colmet.com 1.800.829.8225

Free
Catalog
Available

TIPTOE THROUGH THE TULIPS...



or the daffodils, manicured lawns, expensive sprinkler systems or any other prized landscape features your client wants unharmed. Demanding clients call for minimal disturbance, and demanding jobs call for the Bobcat® 418 compact excavator. With its zero tail swing, fold-down tip over protection system, and retractable track width of 28 inches, you can bring labor-saving horsepower to extremely tight jobs – even in finished lots. Get the job done quickly, easily and without profit-draining callbacks from irritated clients.



Bobcat

www.bobcat.com/418 1.866.823.7898 ext 977

Bobcat® and the Bobcat logo are registered trademarks of Bobcat Company in the United States and various other countries ©2009 Bobcat Company. All Rights Reserved.

One Tough Animal.



THE HALLMARK

RON HALL EDITOR-AT-LARGE

Contact Ron via e-mail at rhall@questex.com.

Be more productive — or take less

There are just three ways to weather a severe economic crisis: expect and take less, work more or become more productive. Most of us prefer the third option, although likely we're all being forced by present circumstances to accept all three in various degrees.

One thing is clear: The age of extravagant waste is over. Gone. That era is as far removed from our realities as the reign of the dinosaurs. The housing and financial meltdowns of this past year have sobered us to the realities of our new economy, just as surely as the brutal slap in the face of 9/11 awoke us to our vulnerability in an unstable world.

Simply put, uncertainty over the prospects for a short or long economic recovery is not uncertain anymore. We're in for a long, hard, painful slog. Economists are divided over when our economy will bottom and begin improving again. Some say we're already there, and predict small, but positive growth by year's end. Most aren't so optimistic. Regardless, nobody is predicting that our economy will soon return to the level of activity it displayed just two short years ago.

Better than most

Acknowledging that, *Landscape Management's* recent industry-wide survey revealed that the landscape/lawn service industry is faring better than many

The **housing and financial meltdowns** of this past year have sobered us to the **realities of our new economy**, just as surely as the brutal slap in the face of 9/11 awoke us to our vulnerability in an unstable world.

other industries through these tough times.

Consumers want their properties maintained and established lawn care, and many landscape businesses are plugging along at a steady, if hardly stellar, pace. Some are actually doing better than expected — perhaps because, spooked by events of this past fall and winter, they projected too-low sales and revenues. Other firms serve markets that have not suffered so severely from job losses and home foreclosures. Weather is a factor, too. Lots of rain in the U.S. Southeast caused the lifting of business-killing watering bans.

Other positive factors in our favor include:

› **We're now an expected expense.** Many clients that have experienced the beauty and benefits of green, healthy lawns and maintained properties no longer view them as luxuries or extras but as essentials — probably not as essential as, say, cell phones or wireless Internet, but you see what I mean.

› **Our services are affordable.** The cost for lawn care and property maintenance for most homeowners is about the same as their cable or utility bills, and we've made it increasingly easy to pay for these services by promoting pre-payments, online payments and credit card payments.

› **We help protect property values.** Property owners, whether residential or commercial, realize they need to protect their properties' value in the face of decreased property prices. Commercial and rental properties in particular must be maintained to attract traffic — and tenants.

› **We improve the "staycation" experience.** Many homeowners are forgoing expensive vacations and now view their properties as sanctuaries to relax and entertain family and friends.

Of course, if unemployment keeps rising, the construction industry remains in shambles and the credit crisis doesn't improve (or worsens), even these advantages may evaporate and we will have to rejuggle the options of accepting less, working harder or boosting our productivity.

syngenta



A superior fungicide that transcends liquids.

Introducing a granular that protects like a sprayable. New Heritage® G fungicide spreads evenly over large areas and the granules easily dissolve with just a heavy dew. It's quick. It's comprehensive. And it's founded on a proven active ingredient that provides peace of mind for up to 28 days.

1-866-SYNGENTA • www.greencastonline.com

©2009 Syngenta. Syngenta Professional Products, Greensboro, NC 27419. Important: Always read and follow label instructions before buying or using this product. Heritage® G is not currently registered for use in all states. Please check with your state or local extension service prior to buying or using this product. Heritage® and the Syngenta logo are trademarks of a Syngenta Group Company.



COVER STORY

DIGITAL SLOTS

BY **MARTY WHITFORD**
EDITOR-IN-CHIEF



Playing the odds, landscapers move more marketing bets from printed local business directories to their Web sites, search engine optimization strategies, e-newsletters and pay-per-click spots.

MARKETING AND GAMBLING ARE CLOSE COUSINS.

"With both, you gotta play to win — but you also have to know when to walk away," says Steve Chepurny, president of Beechwood Landscape Architecture & Construction, a \$6 million-a-year business based in Southampton, NJ.

Every year, Chepurny, like many landscape company owners, spends thousands of dollars hoping his number comes up — his business' telephone number, that is, as homeowners leaf through pages of landscaping and lawn care ads in various printed local business directories. Last year, Beechwood Landscape spent more than \$14,000 on print business-directory ads.

"Our Yellow Pages ads yielded just 11 calls and zero new business," Chepurny says. "The few leads that did come in were mediocre, and I'm being generous when I say mediocre."

After failing to break even on these marketing spends in recent years, Chepurny scratched 85% of his print business-directory advertising. He's betting — and winning — big on digital slots such as the company's Web site, BeechwoodLandscape.com, search engine optimization (SEO) strategies — to rank among the top listings when consumers search Google, Yahoo and other Web engines — and online ads with links on referral sites, such as SuperPages.com and AngiesList.com.

"Pulling most of our print business directory ads was a difficult decision because every Tom, Dick and Harry has ads in those books," Chepurny says. "But digital marketing is where it's at. The odds on returns are much better. Our

Web site and pay-per-click ads generated 125 leads and 30 new customers last year — and we invested just half the amount there that we spent on printed business-directory ads."

Chepurny no longer follows the marketing spends of Tom, Dick and Harry. His digital marketing returns place him at the front of a new and growing pack: hungry, savvy landscapers who bet with their wallets, not their peers.

Landscape professionals like Chepurny smartly are following their customers and prospects to the Web. They're shifting more of their marketing bets from traditional printed local business directories to their company Web sites, SEO strategies, customer e-newsletters and pay-per-click ad spots to attract more prospects, better serve their customers and green their bottom lines.



Steve Chepurny

Playing the numbers

Beechwood Landscape recently invested \$2,500 to upgrade its Web site and SEO, and routinely spends \$500 to \$600 per month on pay-per-click ads. The company also pays \$400 per month for an expanded listing and link on SuperPages.com — the digital counterpart to Yellow Pages' print directories — and \$125 per month for a similar spot on AngiesList.com. Monthly e-newsletters packed with landscaping tips and special offers help the company nurture its business relation-

ships, upsell maintenance services and reap referrals. (Note: For tips on launching a customer e-newsletter, read this month's *Whit's World* on page 56.)

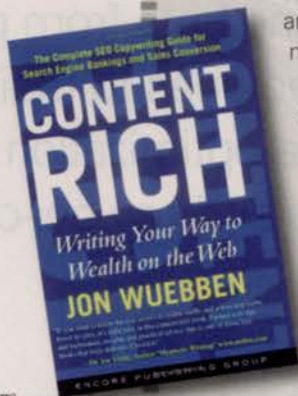
"We're spending more on digital marketing than ever before, and with good reason — our online investments pay for themselves many times over," Chepurny says.

Printed local business directories help keep the phone ringing at New Castle, CO-based Dwyer Greens & Flowers, but owner Lynn Dwyer says the calls usually waste time.

"Most of the calls we get out of those books are from price shoppers or homeowners looking for free on-site consultations or phone advice," Dwyer says. "I work 90 hours a week during our peak season. I don't have time for monkey business."

Dig Right In Landscaping in Brookfield, IL, is another digital marketing believer. During the past two years, the company cut its annual print business-directory ad spend by two-thirds to \$4,000. The company reinvested part

continued on page 12



WINNING THE WEB'S GREAT RACE

Remember frantically racing your sibling, elbowing each other all the way to the side door, just to be the first to tell Mom your version of the story? Turns out, even those bruising experiences teach valuable business lessons.

Winning The Great Race to tell your story first is what search engine optimization (SEO) is all about, says Jon Wuebben, author of "Content Rich: Writing Your Way to Wealth on the Web." Wuebben spoke at the Turf and Ornamental Communicators Association's (TOCA's) 20th annual meeting in San Juan, Puerto Rico, May 12-14.

"An overwhelming majority — up to 70% — assume the companies atop Google and other search-engine rankings are the clear leaders in their fields," Wuebben says. "Do you know where you rank — and why?"

Some of Wuebben's SEO tips are:

- ▶ Subscribe to wordtracker.com (\$275/year) or keyworddiscovery.com (\$50/month) to stay abreast of the most-searched words online.
 - ▶ Write down the search words most pertinent to your business — in order of their popularity.
 - ▶ Incorporate one to three of these search words on each page of your Web site(s), digital press releases, e-newsletters and blogs.
 - ▶ Use three or fewer different keywords on each Web site page, taking care to not repeat the words more than three times per page because it will hinder your rankings on search engines.
 - ▶ Use more-vague search words such as "lawn maintenance" on more-general Web pages, and more-detailed terms such as "zero-turn mower" on more-specific pages.
 - ▶ Constantly add links to and from your Web site and measure your related traffic progress at linkpopularity.com.
 - ▶ Hyperlink your press releases, e-newsletters and blogs to your Web site and offer RSS (reader subscription service) feeds.
- "Want to grow your Web of influence?" Wuebben asks. "Follow these simple steps and you'll race right past your online competitors." — MW



Insuring your vehicle is just the price of doing business. Luckily, that price can go down.

We know how hard you work to run your business. That's why, in most states, Progressive Commercial Auto Insurance offers a discount to those who have been in operation for three or more years. And that's not the only way you can save. We'll give you a discount for paying in full. And even for having more than one kind of insurance. Getting the best for less. Now that's Progressive.

PROGRESSIVECOMMERCIAL.COM / LOCAL INDEPENDENT AGENT

PROGRESSIVE
COMMERCIAL

United Financial Casualty Company and its Affiliates, Mayfield Village, Ohio. Coverages and discounts not available in all states. 08A00201.73 (02/09)

Unleash The Power!

ZAP Warm-Weather Weeds

Spurge, knotweed and clover are no match for the power of new Surge® Broadleaf Herbicide For Turf. Energized with sulfentrazone, Surge has the power and speed to knock out tough broadleaf weeds fast. And it even suppresses yellow nutsedge! **Visual results in 48 hours** – now that has a powerful effect on call-backs.

Your customers will be pleased with the speed and performance. You'll be pleased with the economy of Surge's water-based amine formulation!

Put the power of Surge to work for your business this year!

- ⚡ Energized with Sulfentrazone
- ⚡ Warm Weather Weed Control
- ⚡ Reduces Call-Backs
- ⚡ Rain-Fast in Just 6 Hours
- ⚡ Designed for Residential and Commercial Turf
- ⚡ Low Odor



G pbi / GORDON
CORPORATION

An Employee-Owned Company

1-800-821-7925

surge.pbigordon.com

From the makers of
TRIMEC Herbicide

COVER STORY

continued from page 10

of the \$8,400 annual savings by partnering with ServiceMagic.com, an online generator of qualified leads.

Most consumers have migrated away from print business directories and now surf the Web for services, says Jeff Swano, president of the \$700,000-a-year business.



Jeff Swano

"I can't tell you how many of our customers tell us they don't open those yellow or white books anymore," Swano says. "But I can tell you our return on investment with

ServiceMagic.com blows away those print directories — just don't tell anyone."

Swano spends about \$400 per month on ServiceMagic.com leads. He also recently invested \$1,500 for a Web site renovation and \$2,500 for SEO.

continued on page 14

TWEETY SOARS



Morse, meet Twitter, your telegram technology replacement.

Twitter is the world's new e-telegram, says digital marketing guru Jon Wuebben, who spoke at the Turf and Ornamental Communicators Association's (TOCA's) recent 20th anniversary meeting in San Juan, Puerto Rico.

Wuebben points out that when US Airways flight 1549 crashed into New York's Hudson River Jan. 15, twitter.com broke the news first thanks to a tweet (a microblog of 140 or fewer characters) by one of the passengers on the plane.

Twitter is no stranger to scoops — or crashes. Just a few weeks before the Hudson River incident, passenger Mike Wilson (login "2drinksbehind") tweeted his first-hand account of Continental flight 737 veering off a runway in Denver and catching fire. Wilson's initial tweet on the accident comprised less than

50 characters, yet virtually managed to seat people throughout the world right beside him on flight 737: "Holy f***ing s**t - I wasb-just in a plane crash!"

Thirty-three minutes later, another tweet showed Wilson's fear dissipating (no typos were made; no censorship was needed), as his logic and humor resurfaced: "This was crash #2 for me. Maybe I should start taking the bus."

Armed with just a cell phone, any tweeter in the right place at the right time (or in this case, in the wrong place at the wrong time) can scoop a pack of reporters. Twitter is easier and faster than blogging, and uploading photos is a snap. It's better for readers, too: "It's immediate, unfiltered and free," Wuebben adds.

"Twitter, Facebook and YouTube complete the SMO — Social Media Optimization — technology triumvirate," Wuebben says. "If you want to be 'in' — to really know things and be known — you better be 'there.'" — MW



Patents Pending



Got Hills?

Our new locking caster wheel system provides incredible hillside stability.



Multiple Attachments

- Slit Seeder
- Dethatch Rake
- 20 gal. spray system
- 120 lbs hopper
- 36"/46" tine heads



L.T. RICH
PRODUCTS, INC.

No other machines have more productivity, or reliability.
Call 877-482-2040 to find out more or go to www.z-spray.com.



“By shifting my weight,
I can harness the full
power of this machine.”

STAND UP AND PERFORM

Introducing the new Wright Stander® ZK™.

With speed, stability and control, you can go the distance.

Tackle the changing terrain with absolute ease. Introducing a new force in lawn maintenance that let's you do it all—the 31 hp Wright Stander ZK. With cut speeds of up to 13.5 mph, you'll blow any mid-mount Z out of the water on jobs big and small.

**Experience the advantages of standing.
Ride Wright.**



wright
commercial products



**TRADE UP TO A
STANDER ZK**
WITH OUR “THREE FOR
FREE” DEMO PROGRAM.

Visit our website to sign up today!
www.wrightmfg.com

For more information, call 1.301.360.9810 or find our dealer locator at www.wrightmfg.com.

THE WRIGHT WAY TO MOW

wright
commercial products

COVER STORY

continued from page 12

Part of the numbers game favoring digital marketing involves the proliferation of print directories. More than 120 publishers sell ads for a combined more than 7,000 local reference books. Swano and other landscape contractors say consumers' cabinets are stuffed with so many business directories that it's much easier to surf online for services than try and open the bulging Pandora's box.

Yellow free

Dave Flannery, owner of Big Creek Landscapes in Alpharetta, GA, canceled the company's print business-directory advertising in 2005 and doesn't regret it.



Dave Flannery

Flannery is in the choir when it comes to singing the praises of *continued on page 16*



BETTING ON DIGITAL

Two-thirds of landscape contractors say their digital marketing investments offer greater returns than traditional telephone directory ads.

Three-quarters say digital marketing beats local newspaper, TV and radio ads.

Source: July 2009 Landscape Management online survey with 170 respondents.

PROSPECTING TOOLS

1. Corporate Web site
2. Search engine optimization
3. (tie) Social networking sites and e-newsletters
4. Digital advertising
5. (tie) Blogging and online information such as press releases and free white papers

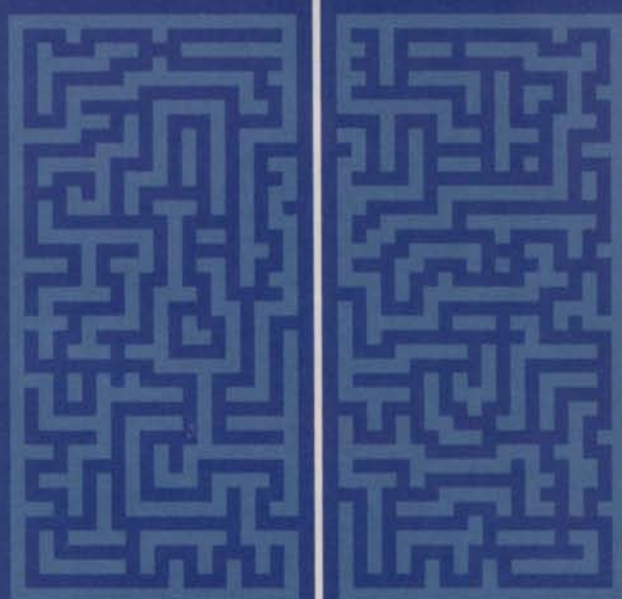


SURVEY SAYS ... USE ME

79% of landscape contractors do not e-mail customers satisfaction surveys at least once annually.



From point A...



...To point B.
Without the BS.

The Horizon Resource Management Group can help you from start to finish.

Construction projects are tough. We can help you navigate the maze of budget constraints, resource scarcity and delays. Horizon is more than just a source for irrigation and landscape products—we are your all-in-one project resource. Our unique Resource Management Group (RMG) offers you technical assistance and valuable input on managing your water, energy and other finite resources—throughout the entire project life cycle. Call Horizon to learn more, because RMG is your direct line to results.


Horizon
Resource Management
Group

THE EDGE YOU NEED.

Irrigation • Specialty • Landscape • Equipment

1.800.PVC.TURF • www.horizononline.com

© 2009 Horizon Distributors, Inc. All Rights Reserved.

 Dow AgroSciences



GOLF



LAWN



NURSERY



ORNAMENTAL



Until it's proven, all the claims mean nothing.

The same goes for lawn care products. You need solutions that are proven to work. Products that have been researched and tested to stand up to even your toughest weed, insect and disease problems. Others can claim it. Dow AgroSciences can prove it. Our comprehensive portfolio includes the leading solutions you know and trust, like Dimension[®], Gallery[®] and Snapshot[®] specialty herbicides, as well as MACH 2[®] specialty insecticide. And our Turf & Ornamental Specialists are a proven resource for the service and support you need. But don't just take our word for it, see the proof at www.DowProvesIt.com.

www.DowProvesIt.com 800-255-3726

*Trademark of Dow AgroSciences LLC. State restrictions on the sale and use of Dimension specialty herbicide products. Snapshot and MACH 2 apply. Consult the label before purchase or use for full details. Always read and follow label directions. **The swinging golfer logo is a registered trademark of PGA TOUR, Inc. ©2009 Dow AgroSciences LLC. 138-000-014 (1/09) BR 010-60534 DATOTURF0043

OFFICIAL
CHEMISTRY
COMPANY



P R O V E N S O L U T I O N S

Green from the go.

{our philosophy} since 1973



Same Name. Same Game. "We didn't invent the wheel and we didn't reinvent it either. Instead, we focused on creating a philosophy to live by: one to work by and one to create and design products by. We found our inspiration from our concern for the environment, and have continued to create lines of lawn and garden products that are not only innovative, but also dedicated to our philosophy of promoting environmentally responsible products.

We are DeWitt. No Chemicals then or now."

— Larry DeWitt, founder & ceo

We are your Seasoned Landscape Professionals



SOIL EROSION CONTROL

Fiber Guard 200

- Natural Aspen wood fibers
- Expands to hold seed
- Dyed green to look like grass
- Single photodegradable netting on top of wood fibers

Straw Guard 200

- Faster Germination
- Seed Doesn't Wash Away
- Saves Water
- Non-toxic, Biodegradable
- Lightweight and easy to use



PREMIUM LANDSCAPE FABRIC

PRO-5 Weed Barrier

is the industry's best 5 oz. woven, needle-punched, polypropylene fabrics designed for professional and commercial use. Pro-5 Weed Barrier® has been approved by leading landscape architects and most government agencies. Pro-5 Weed Barrier® conserves soil moisture, increases growth and prevents unwanted weeds from germinating.



GEOTEXTILES

Woven & Non Woven

Woven Geotextile Fabrics are high-quality polypropylene fabrics that stabilize the sub grade and separate soil from the aggregate. Everything in place, you'll experience a reduction in maintenance costs and extended life of your pavement structure.



DOWN TO EARTH PROTECTION
dewittcompany.com • 1.800.888.9669

COVER STORY



HOOKING 'EM

7% of landscape contractors generate more than half of their new-business leads from their Web sites, e-newsletters and other digital marketing efforts.

12% say digital marketing accounts for one-quarter to half of their leads.

27% say digital marketing generates one-tenth to one-quarter of their leads.

54% say digital marketing delivers less than one-tenth of their leads.

REELING 'EM IN

20% of landscape contractors convert more than half of their digital marketing leads into new business.

22% convert one-quarter to half of their digital marketing leads.

19% convert one-tenth to one-quarter of their digital marketing leads.

39% convert less than one-tenth of their digital marketing leads.

— Source: July 2009 Landscape Management online survey with 170 respondents.

continued from page 14

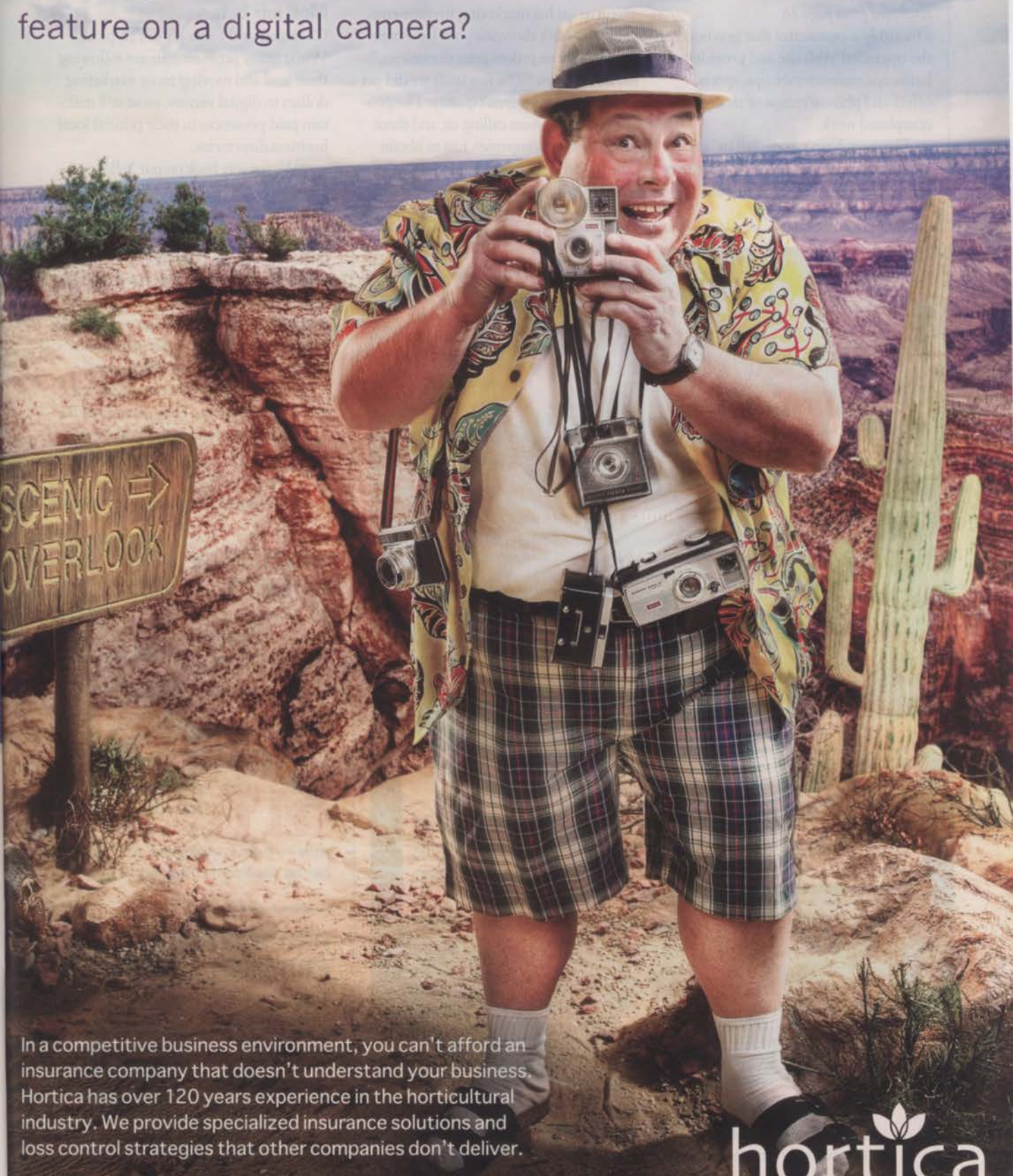
digital marketing. In past work lives, he held various sales-and-marketing positions with technology giants Compuware and Peregrine Systems. Now, he's focused on reinventing Big-CreekLandscapes.com.

"We're updating our Web site because many of the portfolio photos we're showcasing are a few years old, and in our line of work nothing quite sells like a few great before-and-after shots, coupled with customer testimonials," Flannery says. "There are several phases to reinventing ourselves online and becoming a true destination site rather than just an electronic brochure."

For example, Flannery wants to add an online shopping cart so the company can tap a new revenue stream — marketing retail items such as pond supplies, fish food and bird houses — while feeding new-business leads to the company's landscape design/build business. Later this year, he plans to launch

continued on page 18

Does your insurance company think
"photosynthesis" is the latest
feature on a digital camera?



In a competitive business environment, you can't afford an insurance company that doesn't understand your business. Hortica has over 120 years experience in the horticultural industry. We provide specialized insurance solutions and loss control strategies that other companies don't deliver.

To learn how Hortica can help protect your business
visit www.hortica-insurance.com or call 800-851-7740.


hortica
INSURANCE & EMPLOYEE BENEFITS
To guide and provide

COVER STORY

continued from page 16

a monthly e-newsletter that promotes the upgraded Web site and provides landscape maintenance tips, special offers and photos/recaps of recently completed work.

Flannery hasn't gone "all in" on digital advertising. He says local glossy print magazines still provide solid

returns on his marketing investments.

"You can't showcase your landscape work in those yellow print directories," Flannery says. "The few leads we did get from those ads weren't quality. The people generally were calling us, and three to five other companies, just to obtain the lowest price possible — and that's the kind of business we're not interested in."

Most mix bets

Chepurny and Flannery are atypical. While many professionals are following their lead and moving more marketing dollars to digital venues, most still maintain paid presences in their printed local business directories.

"We cut way back on our Yellow Pages advertising, from a few hundred dollars a month to \$60, but we're still in there," Dwyer says. "We get a free one-line listing in one category for being located in the area, and we pay for similar listings under four or five other headings — so we can cover our bets across nursery wholesale and retail, landscape maintenance, design/build and installation."

Printed local directory ads still can help build business. They accounted for 11% of new customers last year for

continued on page 20

407

hours per year

That's how many hours *on average* our customers tell us they save with The JobClock® System. Think about it. That's over 400 hours a year you could be saving! That's money that goes straight to your bottom line. And money that would help you get through the current recession in good shape.

The JobClock System will save you *thousands* of dollars simply by tracking every worker's time at every one of your jobsites. Call us and find out exactly how much you can save!

WEEKLY TIMECARD

NAME: *Bill Kemp* DATE: *10-16-09*

DAY	START	END	JOB CODES	JOB	LOCATION	HOURS
Mon	7:00	3:30		Planting	Woodland	8
Tue		3:30				8
Wed		4:00				8:30
Thurs					Longview	8:30
Fri		9:00				8:30

EMPLOYEE: *Bill Kemp* TOTAL HOURS: *41.5*

Forget wasting time trying to decipher handwritten timecards.

Employee Time Card

Monday, October 12, 2009 - Friday, October 16, 2009

Bill Kemp

Jobette Name	Cost Code	Mon	Tue	Wed	Thu	Fri	Total
Brentwood Job	Irregular	7:38	7:35	7:53	-	-	23:06
Crashview Job	Planting	-	-	-	7:58	7:45	15:47
		7:38	7:35	7:53	7:58	7:45	38:53

Regular Hours: **38:53**
Overtime Hours: - 0 -
Double Time Hours: - 0 -

Bill Kemp
Bill Kemp

JobClock makes it easy to accurately track time. You can save thousands!

Ask about our
"Tough Economy
Easy Payment Plan!"



EXAKTIME
INNOVATION AT WORK

Call 1.888.788.8463 for a FREE quote.
Find out how much The JobClock System will SAVE you!

VIRTUALLY ABSENT

9% of landscape contractors don't have a Web site.



PROTECTING CUSTOMER BASES

61% of landscapers do not, and will not, list key clients on their Web sites — even knowing the information can be password protected.

PROPRIETARY PRICING

of landscape contractors do not, and will not, list pricing for basic services on their Web sites — even knowing the information can be password protected.



Source: July 2009 Landscape Management online survey with 170 respondents.



Fast.

► Total fire ant control within 72 hours



Furious.

► Year-round fire ant protection



For fire ant colonies, it's a perfect storm.

Only one solution has the benefits of both baits and contact insecticides. DuPont™ Advion® fire ant bait is one of the fastest, most effective products available today—eliminating the entire colony in just 24 to 72 hours. Thanks to a new class of chemistry, Advion® provides outstanding year-round protection in just one or two applications. And it does it all with an excellent environmental and toxicological profile, and a reduced-risk classification from the EPA. Experience all-in-one fire ant control today. Call 1-888-6DuPont (1-888-638-7668) or visit us at proproducts.dupont.com. Advion.® Unbeatable results.

DuPont Professional Products



The miracles of science™

Always read and follow all label directions and precautions for use. The DuPont Oval Logo, DuPont, The miracles of science and Advion are trademarks or registered trademarks of DuPont or its affiliates. Copyright © 2009 E.I. du Pont de Nemours and Company. All rights reserved.

COVER STORY

continued from page 18

Austin, TX-based Cutting Edge Lawn Care. The Internet, however, draws more new business, says Jerry Tindel, Cutting Edge's office manager who sidelines as its director of marketing.

"Yellow Pages cost us \$394.50 for each new client they brought us in the first half of 2009," Tindel says. "The

Web cost us just \$183.13 for each new customer. Twice as many customers — 23 — came to us through the Web."

Printed local business directories not only still win advertising dollars from Tindel, but they also prompted him and his son, Todd — who founded the business in the eighth grade — to change the company's name.

"When I came aboard in 1994, we changed the business' name from Todd's Lawn Care to Cutting Edge Lawn Care just so



Jerry Tindel

we could be among the first lawn care listings in printed local business directories," Tindel adds. "It was the precursor to search engine optimization — have your company name begin with A, B or C."

Most contractors say the Internet will win even more advertising marketshare, but project the Yellow Pages and other printed local business directories will remain viable marketing vehicles for years.

"Our Web site and monthly e-newsletters are occupying more of our time and investments, but print still has a place," says Frank Roberts, owner and self-proclaimed chief bottle washer for Brandon, Manitoba, Canada-based Eco Green. "Capturing top-of-mind awareness requires a multi-pronged marketing strategy."

Social networking sites and other digital marketing portals are "the weave of the future," says Priya Hutner, avid Facebooker and director of marketing for Longwood, FL-based Nanaks Landscaping. She, too, mixes her marketing bets, but mostly among the digital arena.

"The Web gives us a world of new marketing opportunities," Hutner says. "Just as important, all of these new digital tools make marketing much less of a gamble." LM

Request a web-based demonstration!

QXpress™

SCHEDULING SOFTWARE



QXpress v8.0 (NEW!)

As a QuickBooks user, you should use QXpress. Getting started couldn't be easier, since QXpress instantly integrates with your existing customer list. Simply schedule new services for your QuickBooks customers, and print route lists and work orders. When services are complete enter job cost information and post them to QuickBooks as invoices! No double entry. No wasted time.

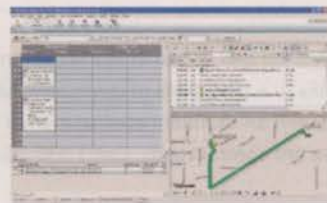
QX Mobile v2.0

QX Mobile is the most advanced PDA software available for Windows Mobile Pocket PCs. Take QXpress with you in the field to track start times, stop times, materials used, look up customer information, and sync wirelessly with the office. New in v2.0 is the ability to customize your own data entry screen, and print templates designed in QXpress.



QX Mapping

Every extra hour your crews spend behind the wheel, is an extra hour they are not generating revenue. Using Microsoft MapPoint, QX Mapping greatly reduces wasted drive time by optimizing routes and printing driving directions.



call 1.877.529.6659 or visit www.qxpress.com for a web based demonstration



QXpress™

SCHEDULING SOFTWARE

QuickBooks is a registered trademark and service mark of Intuit Inc. in the United States and other countries. QXpress is a registered trademark of Alopec Incorporated. QuickBooks and the "Designed for QuickBooks" Logo are trademarks and/or registered trademarks of Intuit Inc., displayed with permission. The use by Alopec of the Logo does not signify certification or endorsement of Alopec's software by Intuit, and Alopec is solely responsible for its software and the support and maintenance of the software.

WEB EXTRAS!

No digital marketing story would be complete without a few Web-exclusive sidebars:

- ▶ Visit www.landscapemanagement.net/digitalmarketingsurvey for the complete survey results.
- ▶ Visit www.landscapemanagement.net/digitalmarketing for suggestions on capitalizing on e-newsletters, podcasts and blogs.
- ▶ Visit www.landscapemanagement.net/websitetips to generate more leads and new business via your virtual headquarters.



Z300 Series

THE KUBOTA FACTOR

Kubota Turf Equipment

These days, often the difference between making do and making a profit is the quality of your equipment. Kubota turf equipment is built with your business in mind—to deliver a higher level of performance; to be more fuel-efficient; and to provide more comfort and conveniences that make each job more productive. That's what turf pros all across the country call the "Kubota Factor."

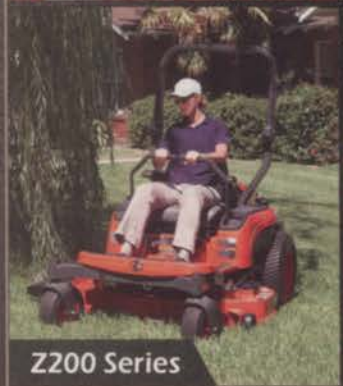
B26 TLB — Tractor, loader and backhoe—this is the perfect all-in-one tractor for landscaping work. Now with more horsepower, greater versatility and enhanced operating performance.

Z200 and Z300 Series — Compact or full-size? Gasoline or diesel? Either way, you get a high-performance zero-turn mower with a powerful Kubota-built engine. All models deliver high levels of torque to handle your toughest turf challenges.

RTV500 — Starts quicker. Runs quieter. Stops smoother. This all-purpose utility vehicle packs a powerful 15.8 HP Kubota-built gasoline engine, yet is small enough to fit into the back of a long bed pickup.



B26 TLB



Z200 Series



RTV500

Kubota.
EVERYTHING YOU VALUE

Financing available to qualified customers through Kubota Credit Corporation, U.S.A. For product and dealer information, call 1-888-4-KUBOTA, ext. 403 or go to www.kubota.com.

Optional equipment may be shown.

©Kubota Tractor Corporation, 2009





WORKINGSMARTER

JIM PALUCH

The author is president of JP Horizons Inc. Visit www.jp horizons.com.

The '8th Waste' can be the worst

For those of you who are familiar with the Working Smarter and Lean philosophies, you know there are seven types of waste. As a quick review, they are transportation, inventory, motion, waiting, extra processing, overproduction and defects. As you see, waste can be an issue in every part of our businesses — and learning to identify it is the first step.

For the real Working Smarter enthusiast, you may also know of an 8th Waste. If left unmaintained, it can be more detrimental to your business than all the other types of waste combined. The eighth waste most people never think of is: unused employee creativity.

Our people will always be our most valuable asset. That is not a new concept. I have often said, every great thing that has ever been accomplished or will be accomplished has and will happen through people. It makes sense that it will be our people who will learn to find and drive out waste, and

it's up to us to make sure each individual realizes his or her important role in doing just that.

I'm willing to guess, however, too often we fall far short in providing the opportunity for this great asset to creatively find solutions and produce at its fullest potential.

A continual process

We work to eliminate waste so that our people can work smarter. Remember, however, they are a critical part of the equation. You not only want employees to perform more efficiently, but you want them thinking about continual improvements

they can initiate at every opportunity. Imagine what we could accomplish if we consciously worked to provide our team with the opportunity to engage their minds and exercise their creativity on a regular basis. Despite what some may say, everyone can be creative in the sense that they can provide a new perspective or idea on how to improve the business they help support.

A Working Smarter culture flourishes and falters with your team's ability to gain contribution at all levels. If your culture is reluctant to provide opportunities based on job title or seniority, think of all the wasted creativity that is being passed over. The greatest idea may come from the 15-year crew member who knows his job better than anyone, or from the new hire who has not been around long enough to know better.

What if your culture promoted the following habits?

- ▶ An idea board with incentives for posting Working Smarter ideas.
- ▶ A management team that regularly asks the newest hires, "How do you think we can do this better?"
- ▶ Time set aside each week, without compromise, for your team to communicate on ways to Work Smarter.
- ▶ Time set aside each week, without compromise, for crew members to ask one of their clients about ways they can add more value through their service, even if it requires a translator.

Look at your culture and your strategy for improvement, and be cautious not to overlook the waste that can build up in unused employee creativity. Never discount the potential that rests in fully using your greatest asset: the great people who make up your organization.

MONTHLY CHALLENGE

Find a way to engage every single one of your employees in an activity that helps them each Work Smarter.



More than 250 Green Industry companies have participated in JP Horizons' Working Smarter Training Challenge (WSTC), typically saving tens of thousands of dollars annually. To learn whether your organization qualifies to participate in the WSTC, visit www.jp horizons.com/LM.htm today.



FREEHAND™
1.75G HERBICIDE

You have enough things to worry about. But with **FreeHand™ 1.75G herbicide**, hand-weeding isn't one of them. **FreeHand 1.75G** gives you up to 8 weeks of broad-spectrum preemergent weed control. And since **FreeHand 1.75G** utilizes two highly effective active ingredients and two unique modes of action, it's a great resistance management tool, too. Free your crew up to do other things, with **FreeHand 1.75G**.

betterplants.com | 800-545-9525

BASF

The Chemical Company



THE BENCHMARK

KEVIN KEHOE

The author is the owner-manager of Kehoe & Co. Contact him at kkehoe@earthlink.net.

What the gross margin benchmark means to your business

What kind of gross margins can I expect this year? I get asked this question every week. The easy answer is "lower," as pricing becomes even more aggressive. This price decline is a simple fact of life in every segment of the Green Industry thanks to the current oversupply of contractors relative to the shrinking stock of work. The tougher question is how to react to this market condition.

Table 1 shows the year-over-year impact the economy is having on gross margins in two seg-

ments: design/build and grounds management. Because pricing in the bid/build segment is so aggressive, it is difficult to pinpoint a benchmark. But I have observed gross margins as low as 19% in this segment.

The best strategy is to focus on gross profit dollars in your pricing and estimating instead of target fixating on gross margin percentage. After all, percentages don't pay for overhead, dollars do. The example below outlines a "before and after" picture of the financial impact of a lower gross margin.

Keeping in mind the primary objective of achieving the same gross profit dollars to pay for our overhead, the strategy combines a decrease in the hourly labor price and a production hours efficiency gain in exchange for an average wage increase (because of increased overtime). This strategy requires no additional equipment and minimizes increases in overhead costs.

In our example, we reduce the price of labor by 10%, from \$32.71 to \$29.35. A more competitive price should result in increased sales. As a result, labor hours would necessarily increase by 9,000 hours to produce the new work. But by budgeting for 5.5 hours of overtime per man per week (increasing the average wage from \$12.50 to \$13.26) in exchange for a 5% efficiency gain on the current work (equivalent to two hours per week per employee), we can cover all those hours without adding people or equipment.

If lower gross margins are a constraint and fact of life, you will have no other choice but to respond creatively to lean out your pricing and your production to maintain your gross profit dollars.

As for the old gross margin percentages, forget about them for now. They are an old benchmark that represents the way it was. We all have to deal in the now.

TABLE 1: GROSS MARGIN DECLINES

Year	Design/build	Grounds Mgmt/Contract work
2009	48%	47%
2008	54%	55%

TABLE 2: BEFORE AND AFTER

Factor	Before	After
Revenue	\$1,709,091	\$2,000,000
Labor (payroll and taxes)	\$546,909 [32%]	\$700,000 [35%]
Material expense	\$170,909 [10%]	\$240,000 [12%]
Subcontractor expense	\$51,273 [3%]	\$120,000 [6%]
Total cost	\$769,091 [45%]	\$1,060,000 [53%]
Gross profit	\$940,000 [55%]	\$940,000 [47%]
Average wage rate	\$12.50	\$13.26
Production hours	43,753	52,808
Markup on materials/subs	25%	25%
Hourly labor price	\$32.71	\$29.35

Joining the many
who pay less
and get more.

That's intelligent.



LOOK INSIDE to see how
our new, low list prices are
helping contractors save big.

RAIN BIRD

"Anytime you can reduce your price and maintain quality, you're at an advantage."

Dick Casci, President
Ridgewood Landscaping Inc.

"Lower pricing will help me win more business during this challenging time."

Craig Herring, Owner/President
Cypress Lawn & Landscape



Testimonials not attributed to individuals shown in photograph.

More contractors are talking to their distributors about new, lower Rain Bird list prices—and more contractors are saving big. If you haven't already, now is the perfect time to ask how much you can save.

That's because we've added even more durable, water-saving products to our lower-priced line-up, giving you over 50 options to choose from.

Turn the page to see just a few of these lower-priced products.

RAIN  BIRD®

Calculate your savings
and find these plus more
low-priced products at
www.rainbird.com/savings



Save up to 45% on proven Rain Bird products.

TALK TO YOUR
SALES REP OR
DISTRIBUTOR

We're proving yet again, The Intelligent Use of Water™ is about saving water *and* money. Now you can save even more on our industry-leading, water-efficient products—with over 50 low-priced options to choose from. Talk to your Rain Bird sales representative or distributor about how you can save on quality Rain Bird products.



Rain Bird® 1804 Sprays: Save more than 25% over Hunter® PROS-04 Sprays.*

Rain Bird List Price
\$248

Hunter List Price
\$335



Rain Bird® ESP Modular Controller: Save more than 20% over Hunter® Pro-C300i.*

Rain Bird List Price
\$127⁰⁰

Hunter List Price
\$162⁰⁰



Rain Bird® 1806 Sprays: Save more than 10% over Hunter® PROS-06 Sprays.*

Rain Bird List Price
\$939

Hunter List Price
\$1050



Rain Bird® ESP-LX 8-Station Modular Controller: Save more than 5% over Hunter® ICC-800PL.*

Rain Bird List Price
\$356⁰⁰

Hunter List Price
\$379⁰⁰



Rain Bird® U-Series Nozzles: Save more than 20% over 2008 list prices.*

2009 Rain Bird List Price
\$182

2008 Rain Bird List Price
\$229



Rain Bird® 5004 Rotors: Save 40% over Hunter® PGP-ADJ® Rotors.*

Rain Bird List Price
\$12⁰⁰

Hunter List Price
\$19⁹⁵



Rain Bird® Rotary Nozzles: Save 45% over Hunter® MP2000 Rotators.*

Rain Bird List Price
\$525

Hunter List Price
\$975



Rain Bird® 5004 Plus PRS SAM Rotors: Save nearly 40% over Hunter® I-20-ADV Ultra Rotors.*

Rain Bird List Price
\$17⁵⁰

Hunter List Price
\$28⁰⁰



Rain Bird® DV and JTV Series Valves: Save nearly 20% over Hunter® PGV-100G Valves.*

Rain Bird List Price
\$22⁵⁰

Hunter List Price
\$27⁷⁵



Rain Bird® XF™ Dripline 0.9 gph, 12" spacing, 250' coil: Save more than 15% over Netafim® TLDL9-12025.*

Rain Bird List Price
\$119⁴⁷

Netafim List Price
\$144⁸¹



Rain Bird® 100 PEB Valves: Save more than 5% over Hunter® ICV-101G Valves.*

Rain Bird List Price
\$92⁹⁰

Hunter List Price
\$99⁰⁰



Rain Bird® SPX-FLEX-100 Swing Pipe: Save nearly 30% over Irritrol® Super Blue Flex Pipe.*

Rain Bird List Price
\$33³³

Irritrol List Price
\$47⁰⁰

*Based on 2009 U.S. Rain Bird, Hunter, Netafim, and Irritrol list pricing effective May 1, 2009.

RAIN BIRD®



Renewal & Remembrance

WASHINGTON — A couple months ago, our daughter's 8th grade class followed a rite of passage in Northeast Ohio. They visited D.C., something I'd done nearly 30 years ago with my classmates.

She and her friends visited the major museums and monuments including Arlington National Cemetery. And I can't help but think her experience, like mine, was one of muted reverence. Our daughter, Sammie, is aware the country is at war in Iraq and Afghanistan, and she's certainly studied our many conflicts in American history classes. But at 14, it's not easy to appreciate the sacrifice war extracts on society. It's difficult to understand the freedoms we've come to expect when you've not had to work or struggle for it. I was no different.

I'm sure Sammie thought about those interred around her as she watched her friends lay a wreath on the Tomb of the Unknowns or as she walked passed John F. Kennedy's grave or the memorial honoring the seven astronauts lost in the Space Shuttle Challenger disaster. And I'm sure those thoughts vanished quickly as an ice cube in the summer sun as she and her friends got back on the bus and headed to the next site. I was no different.

Two years ago, I returned to Arlington National Cemetery as part of the Professional Landcare Network's (PLANET's) Renewal & Remembrance, an annual environmental enhancement project. And I was blessed to be able to attend again last month. Contractors from 28 states donated their equipment, time and energy to renew the hallowed grounds and to remember those who made the ultimate sacrifice. This year, there were about 400 adults and 50 children involved in the program. Some contractors closed their businesses for several days to participate in Renewal & Remembrance, no small feat in this economy. The work includes liming hundreds of acres, adding cables and installing lighting protection to trees, installing plants and trees, and updating irrigation systems.

It's a truly humbling experience — returning to Arlington National Cemetery as an adult. Walking past rows and rows of white tombstones is a reminder of the fragility and fleeting nature of life.

The numbers are staggering. There are more than 300,000 people buried at Arlington National Cemetery — soldiers from every war since the American Revolution. And the number grows, on average, by 30 every day.

Etched in many of the tombstones are the wars in which the soldier who lies below participated. How can I not be humbled when there are three wars listed or the man lying there took his last breath when he was half my age.

Walking through the grounds I came across a stone, its carving worn with age. The lettering, still legible, indicated an ID number and had the words Unknown U.S. Soldier. It saddens me to think no one comes to visit the man, that somewhere there was a family that never learned the fate of their son, brother or husband. I said a quiet "thank you" and moved on.

Many who donated their time that day, as they do every year, were veterans or relatives of veterans. Some have sons or daughters currently on active duty and in harm's way. I don't know what path my daughter will choose in life. I can only hope, one day, perhaps when she brings her children to Arlington National Cemetery, she will finally understand and appreciate the sacrifice of those laid to rest there.

Walking past rows and rows of **white tombstones** is reminder of the fragility and **fleeting nature** of life.

LM REPORTS

YOUR GUIDE TO PRODUCT RESEARCH

WALK-BEHIND MOWERS

BEFORE YOU BUY

▶ Front or rear drive?

There are two types of self-propelled mowers, there are two ways to go. Front-wheel drive models are easier to turn, making them ideal for maneuvering around hardscape features, and rear-wheel drive models offering better traction, which helps on inclines.

▶ To mulch or not to mulch? A mulching mower is eco-friendly, but a bag collection system keeps the clumps off the lawn and thus the rake on your truck. Some mowers offer both options so you can be all things to all clients

▶ Minimal maintenance. It's important to strike a balance between a mower that requires routine maintenance (and thus, devoted time and labor) vs. a unit that, when something breaks, is pretty much beyond repair.

Cub Cadet → Commercial

Tougher than the bolted design found on many mowers, the 1748 wide-area walk-behind mower offers a fully welded, one-piece engine platform and mowing deck. Features include a 7-gauge steel skirt, reinforced solid-steel plates and a 48-in. Command Cut System cutting deck. Its patented Vari-Touch foot controls allow drive-belt adjustments on the go from 8 to 24 lbs., providing traction on wet or hilly terrain. CubCadetCommercial.com or 877/835-7841

Ariens Co.

The new EverRide Wasp Hydro with a 52-in. deck offers twin 10cc hydraulic pumps and motors, as well as a 19-hp Kawasaki Kai engine. Complete with a 7-gauge laser cut steel deck, it also includes long-life, maintenance-free spindles and heavy-duty, heat-treated blades. Additionally, a belt-drive system offers loop handle, operator presence controls, which gives sharp turning-radius trimming ability. Everride.com or 920/756-2141

Honda Commercial Mowers →

Both the new self-propelled, hydrostatic drive HRC216HXA (pictured) and push-type HRC216PDA mowers feature Honda's exclusive MicroCut twin-blade mulching technology. Other features include a dome shaped deck design that facilitates both bagging and mulching while delivering finer clipping particles; a front bumper that provides mower deck and engine protection, as well as convenient transport



tie down; durable, lightweight Xenoy wheels with axle protectors; and a large-capacity grass bag with on/off feature.

HondaPowerEquipment.com or 800/426-7701

Gravely

The new Hydro HE 1948FL Pro-Walk mower features 19 hp and a cutting width of 48 in. The drivetrain systems consist of Hydro-Gear 10cc pump and 12-cu.-in. wheel motor, Ogura GT 1A Electric Clutch and 16-in. drive tires. Operator ergonomics include an electric starter system and large-diameter fuel cap for quick refueling. Additional features include semi-pneumatic casters, which are designed to never go flat; a loop-handle Pro Steer Ground-Drive Control with Intuitive Action; and a heavy-duty plastic side discharge chute.

Ariens.com or 800/472-8359

Hustler Turf Equipment

With improved features, the re-designed commercial walk-behind TrimStar Hydro offers users a heavier-duty transmission than before, along with improved handling and stability. The redesigned TrimStar also provides a one-step height adjustment system, with a deck lift that has just one lever instead of several sets of pins. To cater to a variety of needs, three deck sizes are available: 36, 48 and 54 in. Additionally, an electric-start option is available for the 54-in. configuration. HustlerTurf.com or 800/395-4757

continued on page 28



See the new interactive exhibitor list at www.gie-expo.com.

You'll Have a Field Day at GIE+EXPO!

Ready to kick some tires?

Step outside at GIE+EXPO and into a shopping playground. Not only is GIE+EXPO the largest buying, selling and learning marketplace in the industry, it also offers the only 19-acre outdoor demo area - open 10:00 a.m. - 5:00 p.m. on October 29 and 30. Test hundreds of the latest products, and shop for items that will make you more profitable in 2010.



"When we get to the show, we know what we are shopping for. It is helpful to try it out and see how the specs work in on-site job scenarios."

Carl Hreha
Owner, Carl's
Lawn Care
Columbus, NJ



GIE+EXPO

The 14th largest tradeshow in the USA!

REGISTER TODAY AT WWW.GIE-EXPO.COM

By registering now you could win Flight Certificates* to anywhere in the Caribbean that American Airlines flies. Sponsored By: Ariens & American Airlines/American Eagle

*Blackout dates and restrictions apply.

Thursday, Friday, Saturday | October 29-31, 2009
Kentucky Exposition Center | Louisville, Kentucky
www.gie-expo.com | info@gie-expo.com
(800) 558-8767 or (812) 949-9200



NETWORKING



DEMO AREA



SEMINARS



NEW PRODUCTS



LMREPORTS

← continued from page 26
Scag Power Equipment

Available in 36- and 48-in. deck models, the all-new Scag SFW belt-drive, floating-deck walk-behind features a cutting height adjustment system that requires

no tools. Operators will spend less time greasing thanks to the low-maintenance design. A lighter overall weight allows for easier handling when traversing curbs and other obstacles. The company also offers a two-year mower warranty. Scag.com or 920/387-3150



The products you need,
 when you need them.



Wholesale distribution of specialty agricultural chemicals, serving the following industries:

Landscape • Nursery • Golf
 Vegetation Management • Pest Control • Fumigation • Public Agency

Expert Training Staff • Full Product Line • ISO Certification



SANTA FE SPRINGS HOME OFFICE
 800-352-3870
 15415 Marquardt Ave., Santa Fe Springs, CA 90670
 Come and visit us at: www.target-specialty.com

FRESNO, CA 800-827-4389	SAN JOSE, CA 800-767-0719	SAN MARCOS, CA 800-237-5233	SACRAMENTO, CA 800-533-0816
LAS VEGAS, NV 866-472-3695	PORTLAND, OR 877-827-4381	TEMPE, AZ 800-352-5548	



The Toro Co.

The new Toro GrandStand series features a retractable platform that allows for operation from both stand-on and walk-behind positions. All four models in the series incorporate the Toro Turbo Force deck and twin-lever steering controls for ease of use. Choose from 48- or 52-in. cutting decks with a 19- or 23-hp Kawasaki engine. The weight distribution can be customized to suit individual preferences, and operators have the freedom to easily shift their weight to further influence the machine's traction. Toro.com or 800/348-2424



Briggs & Stratton ↑ Yard Power Products Group

As the latest feature added to the Snapper SE Series of mowers, the Pivot-N-Go variable drive system allows operators to easily adjust the speed of the mower to their own pace. The more the handle pivots forward, the faster the ground speed. Speed choices range from 0 to 4 mph. The system is available on two models: The SPVH21675 (pictured) features a 21-in. mowing deck and rear-wheel drive; the SPVH2265 features a 22-in. mowing deck and front-wheel drive. Both feature the ability to mulch, bag or side-discharge grass clippings. Snapper.com or 414/259-5333



Husqvarna ↑

The nine mowers in the new hydro walk-behind line feature fixed and floating deck designs ranging in size from 36 to 61 in. All models are powered by commercial-grade Kawasaki V-Twin engines ranging from 15 to 23 hp. The new drive system features a Kanzaki 10cc tandem style pump, Parker wheel motors and an easy-to-access control knob for tracking adjustments. A pistol-type operator interface includes an integrated operator presence control, thumb slide locks for neutral, and easy-to-reach drive levers. The speed control lever also features an automatic pump bypass in the neutral lock position to prevent creeping and assist with cold starting. A foot-operated brake helps secure the units for easier transport. USA.Husqvarna.com or 800/HUSKY-62

Ferris Industries ↓

Now available in 36-, 48-, 52- or 61-in. cutting widths, the ComfortControl Dual Drive mower features an exclusive Torque Tuned Blade system. It's powered by a 15-hp Kawasaki V-twin engine, and offers dual transmissions for improved performance and downtime. A Cruise Control Bar with independent steering override allows the operator a



multitude of handling options. An electronic Sensor-Grip operator presence system detects the operator's hands on the handlebars. This anti-fatigue safety system requires no additional pressure to operate the mower, and it works by detecting moisture from the hands of the operator — with or without gloves on. FerrisIndustries.com or 800-933-6175

Light Your Way To New Revenue And Profits. See How During One Of These Great Discovery Days...

- Chicago, IL 9/17 & 18/2009
- Louisville, KY 10/30/2009
- Las Vegas, NV 11/17/2009
- San Antonio, TX 12/3/2009

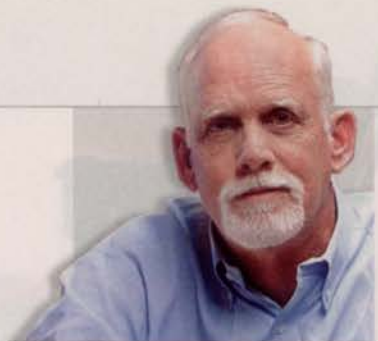
NITE TIME
DECOR

Architectural & Landscape Lighting
www.NiteTimeDecor.com



Call for your registration information today!
1.800.687.9551

Christmas Decor
www.ChristmasDecor.net



Sam Lang grew up in a small Georgia town located midway between Augusta and Macon. He earned degrees in economics and agronomy from the University of Georgia — and in 1984, was recruited by and worked for Orkin Lawn Care, headquartered in Atlanta. Looking north (but not too far north), Lang saw opportunity in North Carolina's Triangle region, and that's where he established his lawn care company in 1989.

Sam, your company is in its 20th year. How are you celebrating your milestone?

We are a close-knit group here at Fairway Green, and we plan to have a family and employee celebration after the seeding season.

You grew up in Georgia and are a proud graduate of the University of Georgia. What possessed you to build your business in and around Raleigh, NC? The decision to open in Raleigh was based on demographics. The Triangle area had a highly educated population with a high- to medium-income level. The Research Triangle Park area had experienced tremendous growth in high-tech jobs. IBM was based here, and the bio-tech industry was beginning to establish itself. All of this growth was enhanced by the presence of the University of North Carolina, Duke University and North Carolina State University. Growth was happening — and future growth seemed certain.

Your market is in the so-called transition zone, and has just about every species of turfgrass imaginable. What kind of challenge is that to your company? Common Bermuda was brought here from Africa in the 1700s, and there is a lot of that. Before the recent economic turn-down of last fall, about 600 people a week were moving to the Triangle. A large percentage of these newcomers were moving here from more northern states, and were accustomed to Kentucky bluegrass lawns. We've had a challenge educating them about the types of grass that grow well here. We also have to provide them with realistic expectations in regard to the services we provide.

Over the years, you have been a big supporter of the turfgrass program at North Carolina State University. How has

that relationship benefited you and your company?

Having a close relationship with NC State has been a huge factor in the growth of Fairway Green, and it has enhanced our credibility. Dr. Fred Yelverton and the entire faculty have been a valuable resource for us. Being able to call on some of the best scientists in the turfgrass industry for help is unique, and gives confidence to the customers we serve.

How would describe your involvement with Fairway Green today? I remain very involved in the daily operations of Fairway Green. I have been fortunate to have a management team that allows me to pursue other interests outside of the company. For example, my wife, Carolyn, and I own farms and are venturing into the livestock business.

AT A GLANCE

COMPANY: Fairway Green, Raleigh, NC

FOUNDED: 1989

PRINCIPAL: Sam Lang, president

NUMBER OF LOCATIONS: 2

SERVICE AREA: Raleigh and surrounding counties, Charlotte and surrounding region

EMPLOYEES: 26

SERVICES OFFERED: traditional and organic fertilization, tree and shrub care, ornamental bed weed control, insect and disease control, fire ant control, aeration and slit seeding, sports fields service

INDUSTRY INVOLVEMENT: board member and past president of the Turfgrass Council of North Carolina (1992-2002); board member of PLCAA (1996-1998); helps secure funding for the NCSU Center for Turfgrass Environmental Research and Education

HOBBIES: bird hunting, training dogs, raising livestock, and family travel

FAMILY: wife, Carolyn, sons Max and Cormac, and daughter Walker Rose

WEBSITE: FairwayGreen.com

A RELATIONSHIP WITH NC STATE HAS BEEN A HUGE FACTOR IN THE GROWTH OF FAIRWAY GREEN."



Trinity
FUNGICIDE

You've got enough to worry about, so use **Trinity® fungicide** to control anthracnose, brown patch, take-all patch, summer patch and dollar spot, even during summer stress periods. Use it to suppress algae, too, which can lead to higher turf quality. Like the entire family of BASF fungicides, **Trinity** works. So don't worry. Everything will be a-ok.

betterturf.com | 800-545-9525

BASF

The Chemical Company



BEST PRACTICES

BRUCE WILSON

The author is a partner with the Wilson-Oyler Group consultancy. Visit www.wilson-oyler.com.

Sell the value of enhancements

At Wilson-Oyler, our philosophy in selling enhancements has always been “treat your clients’ money like it was your own.” In today’s business environment, we believe this concept should be a guiding light. Clients are working with restricted budgets, yet still want to be responsible stewards of their property and its value. So your role should be to partner with the client and guide the investment process.

Clients feel nicked-and-dimed when they get bombarded with extras every month. We all know that. Therefore, we believe you should have a plan for each client’s property. Client interests lie in several key areas when it comes to making enhancement investments, including:

- › **Safety and liability:** These include vision obstruction, slip and fall because of water seepage, trip hazards from buckled sidewalks, etc.
- › **Wear and tear:** Refurbishment of worn or tired landscape areas can prevent the

decline in appearance and property value.

› **Changes in use patterns:** Changing tenants often leads to different use patterns for the property, resulting in more or different wear issues.

› **Lower water use:** Changing from high water-use plantings to lower-use plantings can often be a good long-term investment for clients. Not only can they save water and associated costs, but they can save in other ways, too: Overspray often contributes to parking or road surface breakdown.

› **Improved life cycle costing of plantings:**

Too often, high visual-interest plantings have short life cycles. Creating a better balance between high interest and longer life cycle plantings can be a good investment for a client.

› **Curb appeal:** Vacancy rates are high in some areas, and marketing becomes an important investment choice for owners. You can help by creating focal points.

Hitting the mark

Newer account managers often do not have experience in what to sell, but they do have sales targets to hit. Owners and managers must make sure they do not fall into the nickel-and-dime sales mode with no real plan. Training in how to sell value is essential to keeping the customer trust.

When delivering the enhancement proposal, make sure it passes these acid tests:

- › “If this were my money, would I make the investment?”
- › “Is this a good long-term solution rather than a Band-Aid approach?”
- › “Is this the best use of the client’s enhancement dollars?”
- › “Which projects have the highest or immediate priority?”



Owners and managers must make sure they do not fall into the **nickel-and-dime sales mode** with no real plan. Training in how to **sell value** is essential to keeping the customer trust.

SNOW+ICE

GUIDE

Charge your *worth*

When it comes to snow and ice services, don't underestimate your value to your customers.

BY WAYNE VOLZ

IN OUR INDUSTRY, how to best price snow and ice removal services is always a very interesting — and occasionally controversial — topic of discussion. Do you really know why you charge what you charge? How are you determining what to charge? Are you setting your service fees, or are you letting other factors determine your pricing?

Too many times, we don't know what we don't know. For nearly nine

years, I had no idea why I charged what I charged other than that's what I thought the market would bear, and that's what my competition was charging. That pricing methodology had me \$90,000 in debt and nearly put me right out of business. As a matter of fact, I thought the only problem I had was that I needed more work.

I had two phrases in my mind controlling the pricing of my jobs. These same two phrases must be removed from your vocabulary as a snow and ice management professional:

1. They won't do it.
2. They won't pay it.

That mindset limits the success and profitability of many snow and ice management contractors in the same way it controlled me.

continued on page 35

Profitability is a result of a business owner implementing a sound business plan.



WHO SAYS ICE CONTROL ISN'T AN ART?



FISHER

POLY ⚡ **CASTER**

The NEW POLY-CASTER spreader line combines dual independent electric motor controls with a rust-proof poly design, for the ultimate in ice control performance.

www.fisherplows.com





Implement a cost recovery system based on overhead, expenses and use rates.

DON'T FOLLOW THE HERD

Here are some of the most common (and harmful) ways contractors price their jobs.

- » I am small; I can do it cheaper than anyone.
- » I was making \$12 an hour at my "real" job, so this is pretty close.
- » The competition is charging this much.
- » Our market would never pay more than this.
- » I ask the client, "What will it take to get your business?"
- » I throw a dart each day and change pricing based on how badly I need the job.
- » I keep going until they flinch.
- » I use the industry standard; it must be right.

continued from page 33

Do what's right for your business

Have you ever reconsidered your service fees solely on the basis that you thought it was too much? If so, ask yourself this question: Compared to what? Are you limiting your company's success because you think it is too much to ask for?

The current economic condition may lure you into thinking, "Why consider change now?" In a down economy, it would be very easy to say you are just going to leave things alone and not make any changes until things turn around. However, changing now may be the best choice for your company. Yes, you may be experiencing some tough times, but what are the consequences of not changing?

Efficiency and profitability are the direct results of a business owner understanding and implementing a sound business plan, including the

principles and techniques necessary to help become more successful and profitable. Training, education and business knowledge will set you apart from your competition.

I am confident the most significant factor limiting a contractor's profitability is a lack of understanding and implementing an accurate cost recovery system for his or her company. Many times, we blame our lack of profitability on our individual markets, competition and labor force. Are you seeing the forest and not the trees in your company?

As Albert Einstein said, "the definition of insanity is doing the same thing over and over and expecting a different result." I challenge you in 2009 and beyond to take a close look at your own company and see what you can do differently and better than your competition to operate more efficiently and profitably.

The first step is to implement a cost recovery system for your company. I guarantee you that McDonald's knows

exactly what it cost to build a Big Mac. Do you know what it costs you per hour of operation for your truck, spreader, plow, pusher, labor, etc. to clear a lot, subdivision, driveway or shopping center? If not, I strongly recommend you implement a cost recovery system based on your company's overhead, expenses and use rates.

Too many contractors are looking in the wrong places for the right answers to price their jobs. The reality is that everyone's costs per hour of operation are different. Chat rooms and chat boards are great for some information — but in my opinion, the dollar-a-minute theory and the many other similar pricing strategies are often off-target. Pricing is not a one-size-fits-all proposition.

Here's why you must know what your actual costs per hour of operation are for your company (compare these to the box on page 35, "Don't follow the herd"):

1 Smaller cannot always do it cheaper. The more you use a piece of equipment, the less expensive your direct costs per hour of operation become.

2 The paycheck mentality will hold you back. Guessing at your hourly rate based on what you were making at your prior job doesn't work.

3 Ignore the competition. If you could count on your competition to price your jobs, the failure rate for the industry would not be so high.

4 Listen to the market. Before you say your market will never pay "it," have you determined what "it" is for your business?

5 Don't tip your hand. When you ask your potential client what it will take to get the job, you are basically telling them you are hungry and you will meet or beat anyone's price. Even though we all need the work, the last thing we want to do is to give our potential customers the upper hand. They will beat you down on pricing for sure at that point.

6 Don't change your pricing on a daily basis. When you know what your actual costs are, it is easier to sell it at a fixed price.

7 Don't count on the flinch method. I had a contractor tell me one time he used the "flinch method": He kept going until they flinched. It may or may not work, but I am not sure I want to count on this method for my business.

8 Don't rely on the industry standard, either. Again, if the industry standard was right for everyone, the failure rates would not be so high. Based on the contractors I talk to across the United States and Canada, too many are not using a cost recovery program for their business. Thus, the industry standard is probably not accurate.

professional snow and ice management contractor is a necessity, not an option, for many of your clients. Although they can put off mowing, landscaping, mulching and other similar summer services, they must be prepared for the reality of winter. That's where you as a snow and ice management contractor fulfill their needs.

The opportunity snow and ice management offers you compared to your other services is that you do not need to schedule five or more days of work. Snow and ice management is a very time-sensitive service, and you only need to schedule hours of work per piece of equipment, not days. Simply translated, you can be more selective on the types of accounts you want to attract.

The bottom line is simple: You offer a very time-sensitive service that allows



I don't necessarily want to be the cheapest price; I want to be their best option.

The only number that I am concerned with at my business is my hourly rate. By knowing my costs, I can use my time and effort attracting the type of clientele that I know can afford my service. I don't necessarily want to be the cheapest price; I want to be their best option.

Look beyond the economy

Although the uncertainty of today's global financial situation has many contractors worried, the reality is that there is plenty of work available. Hiring a

you the opportunity to charge based on the value of those services, not the actual costs to provide them. Servicing fewer accounts with a faster response time, at a slightly higher price, is not only good for you, but great for your customer. It is truly a win-win situation for everyone. LMI

AUTHOR is Louisville, KY-based owner of both Wayne's Lawn Service and of Profits Unlimited, a Green Industry business consulting firm. Contact him at 800/845-0499 or wayne@profitsareus.com.



TRIPLE THREAT.

NOTHING'S TOUGHER, SMARTER OR FASTER. Introducing the **NEW Poly Power-V XT**: a rock-solid combination of professional-grade toughness, Power-V versatility and super-slick poly efficiency. Not to mention 37" tall flared blade wings that throw snow higher and farther than any other plow. Bottom line? There isn't a tougher, smarter or faster plow on the market today. Simple as 1-2-3.

To learn more about THE BOSS XT lineup, including the all-new Poly Power-V XT, visit bossXTplow.com

THE BOSS

WESTERN

WIDE-OUT CONDITIONS

Extend your options with the WESTERN® WIDE-OUT™. It's a 9-foot scoop, an 8- to 10-foot straight blade and, with the leading wing angled forward, it delivers the ultimate in high-capacity windrowing. At the touch of a button, WIDE-OUT hydraulically transforms to perfectly match every condition, delivering time-saving performance at each jobsite.

ONE PLOW DOES IT ALL — WESTERN WIDE-OUT.



WWW.WESTERNPLOWS.COM

WIDE-OUT

THEY'RE ALL WIDE-OUT CONDITIONS.



Windrow Position



8' Retracted Straight Blade



10' Expanded Straight Blade



9' Scoop Mode



It Knows When To Fold 'Em



Windrow Right Position



Scoop Position



Windrow Left Position

Automatically.

Blizzard® SPEEDWING™ thinks for itself with wings that **automatically** fold forward or back, based on blade angle, to maximize plowing efficiency. It's the cost-effective multi-position plow that's as easy to use as a straight blade.

For straight-ahead plowing, both wings fold forward, defaulting to the scoop position for more snow-pushing and stacking capacity. **When angled for windrowing**, the trailing wing folds back in line with the moldboard while the leading wing retains its forward position to capture more snow, reduce spillover and utilize the entire blade.

Simply Genius.

BLIZZARD
SNOWPLOWS

blizzardplows.com

PRODUCTS



Steel edge

Pro-Tech Manufacturing and Distribution created the IST Sno Pusher as the first steel trip edge designed for Sno Pushers to incorporate the longevity and limited moving parts of rubber-edge pushers. This urethane-based technology does not require springs or hinges. The design incorporates extended-wear shoes for a balanced, even push — along with a modified angle in the moldboard. According to the manufacturer, these two features, combined with the urethane tripping mechanism, provide a loaded torque on the steel edge that ensures effective ice scraping ability and a safe, consistent tripping mechanism. SnoPusher.com or 888/787-4766



Know boundaries

It doesn't matter what type of equipment you use and how clear you clean the pavement — if you gouge turf, you get unhappy customers. Mark boundaries clearly with snow markers from **Blackburn Manufacturing**. Standard snow markers are 4 ft., and for areas with more snow depth, add a bright marking flag to a taller pole. Custom printing of your business name/logo/phone is available on 14 colors of weather-resistant flags.

BlackburnFlag.com or 800/942-5816



Slick is standard

Available in two models (the 8 ft., 2 in. XT and the 9 ft., 2 in. XT), **Boss'** new Poly Power-V XT Plow features a slick poly surface that lets snow easily slide off the blade — saving on fuel costs and minimizing wear and tear on the vehicle drivetrain. The multi-position snowplow also features a 37-in. flared blade wing, which improves snow discharge for maximum performance. Other standard features on both models include 0.5x6-in. high-performance cutting edges, synchronized blade movement with full blade trip design and an enclosed high-performance hydraulic package. The easy SmartHitch system and the SmartLight 2 visibility system are also standard. BossPlow.com or 800/286-4155

Easy to adjust

Blizzard's Power Plow is the original adjustable-wing snowplow that can hydraulically expand its moldboard width at the touch of a button to efficiently match any plowing situation. Choose from four primary wing positions: compact, wide pass, bucket bade (scoop), or windrow.

BlizzardPlows.com



Recover costs

Do you want to implement a costs-per-hour software solution into your back office business software system? Check out **Profits Unlimited's** "Know Why You Charge What You Charge" CD from Green Industry business consultant Wayne Volz. This CD runs in Microsoft Excel and is designed in a spreadsheet format. Simply fill in the blanks and the spreadsheet calculates your costs per hour of operation based on your specific overhead, expenses and use-rates. ProfitsAreUs.com or 800/845-0499

Quiet power

Fisher's new second-generation Poly-Caster spreader line combines a low-maintenance, rust-proof, double-wall poly hopper with a smooth, quiet electric-drive system for the ultimate in de-icing performance to effectively spread all ice control materials. Available in three sizes (1.5, 1.8 and 2.5 cu. yd.), there's a Poly-Caster spreader ready to meet your ice control needs. FisherPlows.com



continued on page 42



HINIKER



TRIP-EDGE
C-PLOWS



TRIP-EDGE **V-PLOWS**

STRENGTH & PERFORMANCE

Hiniker offers a *comprehensive line* of *professional grade* snowplows to meet the demands of the toughest conditions and snowplow operations.

V-PLOWS: Trip-edge design gives smooth operation and effective protection with a nine-inch high pivot point. Double acting cylinders provide positive moldboard position control.

C-PLOWS: Get the heavy-duty performance of the Hiniker trip-edge conventional plow plus the added versatility of a high performance backdrag plow. An amazing time-saver in driveways, parking lots and loading docks.

SCOOP PLOWS: High capacity concave shape captures snow to efficiently clear lots and parking areas. Angles left or right for conventional plowing.

CONVENTIONAL PLOWS: 30 inch tall high-curvature blades roll deep snow off quickly and efficiently. Commercial plowers will appreciate the extra strength and efficient design.

HOMEOWNER PLOWS: Low-maintenance poly moldboard surface reduces friction, never needs painting. 6 vertical and 2 diagonal ribs provide strength and support.

The *Quick Hitch* mounting system is interchangeable with all Hiniker snowplow models, adding versatility to your snowplow fleet.



HIGH-PERFORMANCE COMMERCIAL PLOWS




TRIP-EDGE
SCOOP PLOWS



TRIP-EDGE
CONVENTIONAL PLOWS



FULL-TRIP
CONVENTIONAL PLOWS



FULL-TRIP
HOMEOWNER PLOWS

HOMEOWNER

HINIKER COMPANY

Mankato, MN • 1-800-433-5620 • www.hiniker.com

HINIKER

continued from page 40

High performance

Hiniker has added a pair of 1032 Series 10-ft. plows to its line of trip-edge snowplows, available in either electric/hydraulic or central hydraulic powered configurations. The 32-in.-tall moldboard uses a dent-resistant, corrosion-free plowing surface made of low-friction HDPE polyethylene. A compact joystick controller can be surface-mounted or handheld. Super-bright quad halogen headlamps are included.
Hiniker.com or 800/433-5620



Change it up

Available in 8.5- and 9.5-ft. lengths, the all-new **Meyer Super-V2** Snowplow features a pistol grip controller with one-button functionality, as well as interchangeable components with the standard Meyer Super-V plow. The manufacturer claims that the blade throws snow up to 62% better than a standard V-plow, and its snow rolling action reduces vehicle stress. The blade's wings taper from 30.5 in. up to 38 in.
MeyerProducts.com or 216/486-1313

New size

SnowEx's new 3-cu.-yd. capacity V-Maxx 9300 V-box-style spreader is compatible with 1-ton dump-bed and flatbed trucks. It features the patented SnowEx Material Feed System — a multi-angle, polyethylene hopper with a built-in, inverted "V" baffle configuration. Also included is an attached vibrator to reduce clumping and allow continuous material flow, regardless of what is being spread. A digital LED display with status monitoring and system protection is standard, as well as an auto-reverse function in the event of auger jams.
TrynexFactory.com or 800/725-8377

PERFORMANCE YOU CAN TAKE TO THE BANK!

A penny saved is a penny earned. But how does saving up to 680,000 pennies — \$6,800 — per vehicle/per year sound for your operation?

- SAVES Maintenance**
No pulleys, sprockets, belts or chains.
- SAVES Material**
Independently controlled auger and spinner speeds.
- SAVES Manpower**
Patented auger drive systems ensure continuous flow.

START SAVING TODAY! Visit your local dealer to get more information on limited-time, free product offers from SnowEx.

SNOWEX
LEADERS IN ICE CONTROL

1-800-SALTERS • snowexproducts.com



UTILITY



TAILGATE



PRO



V-MAXX



REPLACEABLE TAILGATE



DE-ICING SPRAYERS




ACCUSPRAY



Less weight, all muscle

The new **Western HTS** snowplow is a full-size, full-featured snowplow designed specifically for today's lighter half-ton, 4WD pickup trucks. It handles standard-duty commercial — and extended-use homeowner — applications, providing pro-like performance without the extra weight. WesternPlows.com



**Built to overcome
Mother Nature.**

**And that mother
of a parking lot.**

The All-New Contractor Plow from Meyer.

The Meyer® Lot Pro™ features the tallest and most aggressive moldboard in the industry. Its 75-degree attack angle and totally redesigned “black iron” means that you will get better snow clearing and more reliable performance in less time. And the Lot Pro is backed by the industry’s best warranty protection, three full years on all components and five years on structural steel*.

The new Meyer Lot Pro, because in snowplowing, downtime is not an option.

Meyer®
LOT PRO™

www.meyerproducts.com

* Register your plow online at meyerproducts.com to activate years three through five.

PRO-TECH GIVES YOU MORE

GROWTH OPPORTUNITY

"We were hired by another place because of the reputation we developed using Sno Pushers."

-Chris James
Chris James Landscaping, Waldwick, NJ

EFFICIENCY GAINS

"One Sno Pusher saves us the equivalent of five trucks."

-Darin Campbell
Greenthumb Lawncare, Wichita, KS

TIME TESTED QUALITY

"Sno Pushers are far superior to the competition."

-Lawrence Neville
Royal Turf Chemical Lawn Care, Stirling, NJ

VALUE

Pro-Tech is offering 20% off all Sno Pushers until September 30, 2009, while distributor supplies last. Visit our website to see our vast product line and to find your local distributor.



PRO-TECH[®]

MANUFACTURING & DISTRIBUTION



www.snopusher.com • 888-PUSH-SNO



PONDS NEED *NOT* APPLY

Water features such as pondless waterfalls often serve as landscapes' crown jewels.

Create a disappearing waterfall in 12 easy steps.

BY GARTH EPP

POND-FREE WATER

FEATURES, also known as “pondless,” “no pond” or “disappearing” waterfalls, range in size from 12 in. tall and 8 in. wide, up to 20 ft. tall and wide. Many have long meandering streams, while others are simply falls that vanish into a bed of

rocks. Because these disappearing waterfalls do not include ponds, the maintenance and upkeep on these water features is minimal.

The first step in the construction process is to determine the desired outcome of the project by the homeowners. I am not referring to

visually how it should look, but more how they want their lives to improve with changes to their landscape. This answer to this question is key to the success of the entire project.

Once you have determined the motives for wanting such a feature, tour

the yard and the interior of the home. Consider any location that will meet their desires and be enjoyed from both the interior and exterior of the home. Keep in mind that an outdoor water feature can be enjoyed from indoors.

It is also often believed that a backyard waterfall is restricted to corners of the lot. This is not true. In many cases, the corners are the worst places for falls.

PONDLESS WATERFALL

Begin the build

1 Use a garden hose to form the shape of the base of the falls where the water will disappear into the ground. Use brightly colored spray paint to create an outline on the ground. Make sure the area is not larger than the piece of pond liner you have purchased. This area will become the bottom collection basin for the water.

2 Place the spillway unit for the falls in position.

This large plastic container will fill with water, then overflow and become the head of the waterfall. Depending on your desired outcome, you might simply have the unit rest on the ground and mound soil up around it, or you might

choose to elevate it higher to get more height to the falls. For a gentle flowing stream, it's generally suggested to have the unit 6 ft. to 8 ft. away from the bottom basin.

3 Attach your plumbing pipes to the spillway before the excavation. Use a sealant like polytetrafluoroethylene (PTFE, or plumber's) tape on all threaded fittings. Now is the time to make sure everything is watertight, before it's all buried and concealed. Once the pipe is sealed and in place, you can cover it with soil you excavate from the basin to hide it from view. It's a good idea to make sure the pipe has a gradual slope from the spillway unit to the basin so it can be easily flushed and

drained if needed.

4 Use a level to ensure the unit is sitting on even ground. If the ground is tamped well and solid, it will prevent the unit from becoming uneven from the ground settling.

5 Dig the basin at the base of the falls. The basin does not need to be more than 24 in. deep. It's important to make sure the edges of the basin are level so it will fill evenly with water.

As your team digs the basin, use the soil to backfill around the water feature's spillway unit. It's a good idea to have someone stand in the spillway unit while it's being tamped and backfilled so it does not move out of position.

Water features routinely rank among the top landscape design/build projects homeowners are interested in adding.



Landscape Design Software

that makes an impact!

visual impact imaging
EARTHSCAPES

Landscape Design Software

Earthscapes is so popular for one simple reason: **it sells jobs!** By enabling you to provide your customers with professional proposals that include dazzling images, Earthscapes guarantees that you will make more sales. With this type of sales firepower working for you, your competition doesn't stand a chance.

- High resolution photo-imaging
- Design to-scale site plans in B&W or color
- Extensive Plant and Hardscapes Library
- Compatible with over 30 different file types
- Runs on Windows XP and Vista
- ...and many more outstanding features

www.EarthscapesDesigns.com

Visit our website for a free demo or call 330.259.7661

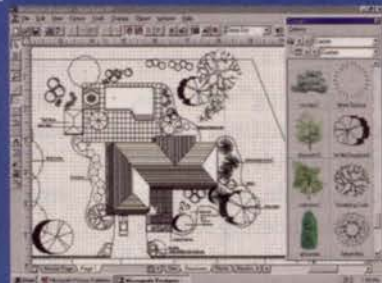


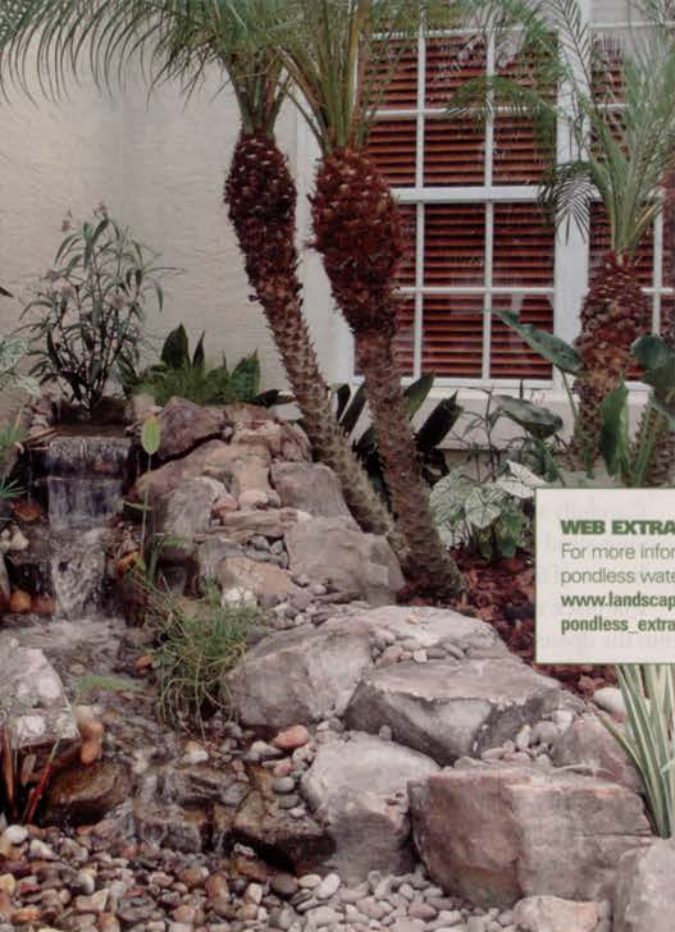
#1 Landscape Design Software

Professional. Easy to Use.

Affordable.

Powered by:
COREL





WEB EXTRA!

For more information on pondless waterfalls, visit www.landscapemanagement.net/pondless_extra.

6 Once the basin is excavated, remove sharp objects such as roots or rocks from the basin. Now lay the geo-textile underlay in the basin, starting at the bottom, and work out all the slack so it conforms to the shape of the hole. The underlay is there

strictly to protect the underside of the liner. You don't need to line the future stream

bed at this point.

Now place the liner over the underlay. The liner should extend outside the basin. It can be cut back later if necessary. It's better to use a liner that's too large than too small. Provided all

was measured and planned ahead, it should fit correctly.

7 Place the pump vault in the basin, with several large pieces of drainage pipe to act as filler in the basin bottom. This will reduce the amount of rock needed to fill the basin and will eliminate the weight of the rocks resting directly on the interior of your pond liner.

8 Fill the basin with rinsed clean rock within a couple of inches from the top. Start with larger rocks on the bottom, and place smaller rocks on top. This acts as a natural filter for the feature.

9 Once the rocks are in the basin, fill it with water to clean the rocks. Use a small sump pump to expel dirty water. This will help

Proudly Presented by: California Association of Nurseries and Garden Centers

The Garden Market Expo

The ONLY Expo for the Southwest!



NEW LOCATION!
FREE DRAYAGE!
EXCITING FLOOR PLAN!

WHAT: Garden Market Expo 2009
WHEN: September 23 & 24, 2009
WHERE: Las Vegas Convention Center, North Hall

Register **TODAY:**
www.GardenMarketExpo.com

Call Stephanie at 1-800-748-6214 ext.#16,
or email: srodgers@cangc.org

OTHER EXCITING EVENTS

Golf Tournament @ Bear's Best

September 22, 2009
Hosted beverage cart, free shuttle,
catered luncheon, and exciting prizes!
Contact: dadams@cangc.org

Wynn/Encore Grounds Tours

September 24, 2009
Tour horticulture and floral facilities, 10
acres of lush landscaping, one-hour tours!
Contact: dadams@cangc.org

HOTEL INFO

Las Vegas Hilton Hotel

Host Hotel - Mention Garden
Market Expo 2009 and receive a
special room rate of \$129!
1-800-635-7711

PONDLESS WATERFALLS

Going pondless is a quick and cost effective way to add a waterfall.

the water in the completed project clear more quickly. Now attach the liner to the spillway. This process is very important to do correctly, so the water flows on top of the liner right from the source and does not get under the liner. Specific instructions for this step will be enclosed with the particular equipment that is purchased.

10 Place a large rock on either side of the spillway spout to frame the head of the waterfall. Secure a flat rock on the spout using black waterfall foam. The rock should be no more than 3/4-in. thick. Slate works well.

11 Create the stream and waterfall — the toughest part of the project. The

goal is to make the stream and waterfall blend perfectly into the landscape, as though the home and yard were built around it. The stream should twist and turn, as this will make it look more natural.

12 After the stream is excavated, line it with an underlay and liner about 10x15 ft. in size. Then dig several large divots to inset larger rocks.

Do not form a fixed course for the water. It looks much more natural if the water appears to have chosen its own course of flow through a natural random assortment of rocks. In nature, water rocks are "placed" in uneven patterns along a stream or waterfall.



Carefully select and place varying-sized rocks on the perimeter of the stream.

Put black waterfall foam into the divots you dug earlier, and place large rocks on top. The foam will restrict water from flowing under rocks and will force it to flow above and around the rocks.

You can adjust and tweak the flow of the waterfall by placing smaller stones and gravel on the waterfall cas-

acades until the desired effect is achieved. This will change the sound and appearance of the flowing water. Remember: Without exception, large waterfalls require the use of large rocks. *L.M.*

EPP is editor and owner of BuildingMyPond.com, an online resource dedicated to water gardening and water feature installation. He can be reached at 403/671-0797.

MONTAGE®

by AMERISTAR®

www.MONTAGEFENCE.COM



Fusion-welded for durability
E-coated maintenance free finish
Backed by 20-Year Warranty



AMERISTAR®

1555 N. Mingo Road Tulsa, OK 74116
Phone 1-888-333-3422 Fax 1-877-926-3747
www.montagefence.com Email: mktg@ameristarfence.com



High Quality Mowing

INDEPENDENT INNOVATORS

Take a Test Drive Today

WALKER MOWERS

5925 E. Harmony Road • Fort Collins, CO 80528
800.279.8537 • www.walkermowers.com

HOW WILL I SURVIVE IN THIS ECONOMY?
HOW DO I SURPASS MY COMPETITION?
HOW CAN I SAVE MONEY ON OPERATIONS?
WHERE ARE THE NEW BUSINESS OPPORTUNITIES?

TOUGH QUESTIONS ON THE HORIZON



These days are demanding and you are demanding answers.
Join us in Louisville for the 2009 Green Industry Conference
October 28-31 - the answers are here.



**FIND THE ANSWERS.
JOIN US.**

REGISTER TODAY, VISIT
GreenIndustryConference.org

PLATINUM SPONSOR



JOHN DEERE

2009



GREEN INDUSTRY CONFERENCE

OCTOBER 28-31, 2009
Louisville, KY

PROJECT PORTFOLIO

A SCRAPBOOK OF DESIGN/BUILD OVERHAULS

The "elements" of design

THE MISSION

Designs by Sundown creates a balance of earth, air, water and fire for a Littleton, CO, residence.

The existing property consisted of 10 ponderosa pines, a few boulders, some dead cottonwood trees and grass — basically a clean slate. Designs by Sundown had a roughly \$500,000 budget to create an outdoor environment for the homeowners to enjoy all year long. The design, led by Greg Bobich, incorporates the four classic elements: earth, fire, water and air.

The earth element plays a dominant role in this landscape. The picturesque backdrop is the natural beauty of the Colorado mountains. Stone is used in abundance to blur the line between the foreground and the mountains off in the horizon. From the fieldstone outdoor hearth to the Siloam stone steps, to the use of boulders for fire pits and accents in perennial beds, Mother Nature's creations are showcased.

Fire and water are interspersed throughout the property. The pool area consists of a swimming pool, spa, a water feature, two unique fire elements and a pool house. The water's influence is essential to this experience from the gently flowing mountain stream to the bubbling hot tub and turquoise pool.

Two cozy fire elements are just a few steps from the pool. The upper terrace is home to a charming fieldstone wood-burning fireplace.

Open air is enjoyed in gathering spots throughout the property. Several sitting areas welcome guests to relax and enjoy the view.

The challenges that the Designs by Sundown team encountered were few, but massive. For example, the addition of more than 1,800 cu. yds. of soil, 125 tons of boulders, and the relocation of a leech field, which set the team back about a month.





4

THE WORK

1 | A BLANK SLATE. In the beginning, just about all the property was offering was potential. Landscapes by Sundown's Greg Bobich worked closely with the homeowners, avid lovers of the outdoors, to create both a front-and-back landscape design.

2 | ELEGANT ELEMENTS. Taken from a similar angle as the photo above, the lower terrace is home to the pool house, two one-of-a-kind fire elements, a custom spa and the 25x50-ft. in-ground swimming pool. Huge boulders anchor the landscape to the surroundings.

3 | OUTDOOR LIVING. On the upper level, Designs by Sundown's in-house masons used cinder blocks with a cultured stone veneer, creating this wood-burning fireplace area.

4 | GUEST-READY. Much-needed patio space and seating for family gatherings was created on the upper terrace. In fact, intimate sitting areas were created throughout the property to invite visitors to sit back and enjoy the view and wildlife. An outdoor kitchen rivals the finest kitchens in town, with wildflowers adorning the dining area.

5 | FOUR-SEASON ENJOYMENT. This landscape was designed to be enjoyed in all seasons — a request from the homeowners. With inspiration from streams found a short distance away, this water feature offers tranquil sounds that can be heard on both levels.

6 | FIRE AND WATER CO-EXIST. The turquoise blue of the pool shows off nicely with the warmth of this one-of-a-kind boulder fire pit burning in the background. The water feature flows adjacent to the Siloam stairs.

7 | TAKING IT TO THE NEXT LEVEL. There was no scrimping on the use of stone in this outdoor creation. Siloam stone steps lined with accent boulders and pocket plantings lead guests to the upper terrace.



5



6



7

Founded by Michael Hommel in 1985, Designs by Sundown offers design, construction, waterscapes, masonry, lighting, irrigation, maintenance and seasonal color to the Greater Denver market. This property garnered a 2008 Environmental Improvement Award from the Professional Landcare Network (PLANET). For more information, visit www.designsbysundown.com.

PRODUCTS

TOOLS OF THE TRADE

PRODUCT SPOTLIGHT
IRRIGATION PUMPS & EQUIPMENT



Water management

Lowell Scott Enterprises Inc. now offers a third-generation TrunkPump: The TP-4PTR, or 4²Trash Pump, almost doubles its water and trash movement while maintaining its simple low-maintenance, one-person operation. TrunkPump.com or 910/463-1282

Drip diligence

DIG's 1/4-in.-diameter Micro-line is a non-pressure compensating drip line. Offering two outlets per dripper provides extra assurance against clogging. The line can be installed above or below grade, or under mulch for flowerbeds, containers and narrow plantings. It consists of extruded micro tubing, with flow labyrinth in-line emitters pre-installed inside the wall of the micro tubing. DigCorp.com or 800/322-9146



TRANSFORM YOUR WORKDAY AND YOUR BOTTOM LINE



The **NEW** TURFCO

T3000
APPLICATOR

Spreader and Sprayer

Take control with the revolutionary T3000 applicator from Turfco. Engineered and designed to make your job easier on residential and large commercial projects, the T3000 features:

- Spread and spray at the same time at 6- or 9-foot widths, and matching capacities will double your productivity
- Cruise control safely locks in your speed, freeing one hand for spraying or spreading
- Best spray on the market using a unique, adjustable high-pressure, high-velocity system that creates larger droplets for better coverage, less drift and fewer callbacks



WWW.TURFCO.COM

To see it in action, call 800-679-8201 for a FREE DVD.

PRODUCT SPOTLIGHT
IRRIGATION PUMPS & EQUIPMENT



Reusing rainwater

Aquascape launches its RainXchange System for capturing, filtering and reusing rainwater. The RainXchange System combines a recirculating water feature with a sub-surface rainwater harvest storage system. The filtration captures, filters and houses rainwater runoff for future use. The system also reduces flooding. RainXchange.com or 630/659-2097



More performance, less maintenance

The new Cub Cadet Volunteer 4x4D utility vehicle combines the rugged simplicity and low maintenance of an 854cc, 3-Inline cylinder, Yanmar diesel engine with the advanced performance of a fully independent suspension. This combination makes it one of the only diesels that can handle big jobs and off-road challenges. Features include a wide stance, fully welded steel frame, and low center of gravity for stability, traction and control. CubCadet.com or 330/225-2600



Bacterial warrior

Regal gas chlorinators reduce algae and slime buildup in irrigation systems. They also aid in preventing pythium, diseases, fungus and mold, and can control odors that can emit from irrigation systems. The direct-mount unit's simple design is comprised of just 68 parts — which translates into faster servicing, less downtime, longer life and lower operating costs. Available capacities include 1.5, 4, 10, 25, 50, 100, 250, 500, 1,000 and 2,000 parts per deciliter. RegalChlorinators.com or 800/327-9761

PRODUCT SPOTLIGHT

IRRIGATION PUMPS & EQUIPMENT

Weather control

With Rain Bird's new ESP-SMT Smart Control System, contractors can have a simple-to-use tool that provides weather-based control while saving time, money and water. The unit consists of two key components: a controller chassis with an integrated smart panel and on-site weather sensor. The panel is designed to fit Rain Bird's ESP Modular Controller for easy upgrading. The on-site weather sensor features a temperature sensor with an integrated solar shield and a unique tipping rain bucket for instantaneous rainfall measurement. RainBird.com/ESP-SMT or 800/RAIN-BIRD



In today's economy,
there's only one
sure-fire investment.

If you make only one investment in your business this year,

PRO Landscape design software should be at the top of your list.

It's packed with more money-making tools than you ever thought possible, and is so easy to use, you'll be up and running in minutes, translating your ideas into photorealistic images, accurate CAD plans and polished proposals that sell.

- Realistic photo imaging
- Easy-to-use CAD
- Customer proposals
- 3D photo rendering
- 3D CAD rendering
- Night & holiday lighting

"PRO Landscape paid for itself 30 times over the first year!"

Kostas Menegakis, Landscapes-R-Us

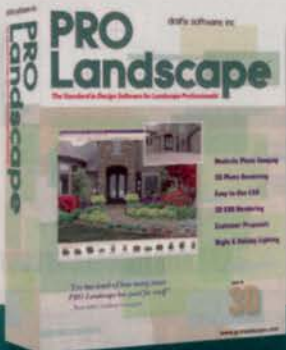
A Must Have for Professional Lawn Spreaders

The Original SHOWER CAP™



- Keeps Fertilizers Dry
- Prevents Costly Spills
- Water Proof
- 1 Year Warranty
- Fits Most Spreaders

www.TurfProductsCo.com
440-930-7244



drafix software, inc.

PRO Landscape™

The Standard in Design Software for Landscape Professionals!

60-day Money-Back Guarantee!

www.prolandscape.com
800-231-8574 or prolandscape@drafix.com

SELL BETTER • PLAN BETTER • BID BETTER

CLASSIFIED SHOWCASE

ADVERTISING INFORMATION

Call Kelli Velasquez at
800-669-1668 x3767
or 216-706-3767,
Fax: 253-484-3080,
E-mail:
kvelasquez@questex.com



Payment must be received by the classified closing date. We accept Visa, MasterCard, and American Express.

Mail LM Box # replies to:
Landscape Management Classifieds, LM Box # _____
306 W. Michigan St., Suite 200
Duluth, MN 55802
(please include LM Box # in address)

Every month the Classified Showcase offers an up-to-date section of the products and services you're looking for. **Don't miss an issue!**

BUSINESS OPPORTUNITIES

SELL MORE LANDSCAPES & JOBS



Two **NEW** Profit Centers - 50%+
Two **NEW** Revenue Streams
Two **NEW** Customer Bases
A Simple, Easy Add-On Service
Buy Factory Direct - Wholesale
NO PAYMENTS & INTEREST FOR 90 DAYS
We **FUND** Your Installs
1-800-334-9005
www.allprogreens.com/training

FREE DVD & TRAINING SYNTHETIC LAWNS

SELL MORE LANDSCAPES & JOBS



Two **NEW** Profit Centers - 50%+
Two **NEW** Revenue Streams
Two **NEW** Customer Bases
A Simple, Easy Add-On Service
Buy Factory Direct - Wholesale
NO PAYMENTS & INTEREST FOR 90 DAYS
We **FUND** Your Installs
1-800-334-9005
www.allprogreens.com/training

FREE DVD & TRAINING SYNTHETIC GOLF GREENS

Professional Business Consultants
PBC
Merger & Acquisition Specialists

WANT TO BUY OR SELL A BUSINESS?

Professional Business Consultants can obtain purchase offers from numerous qualified potential buyers without disclosing your identity. There is no cost for this as Consultant's fee is paid by the buyer. This is a **FREE APPRAISAL** of your business.

If you are looking to grow or diversify through acquisition, we have companies available in **Lawn Care, Grounds Maintenance, Pest Control and Landscape Installation** all over the U.S. and Canada.

182 Homestead Avenue, Rehoboth, MA 02769
708-744-6715 • Fax 508-252-4447
E-mail pbcsmello1@aol.com

Incorporate
for as little as **\$99**

Visit www.incorporate.com
or call 800-616-0216

— THE —
COMPANY
CORPORATION®

INCORPORATING WHAT'S RIGHT FOR YOU

LAWN & GARDEN FOOTWEAR CO. FOR SALE

Looking for equity partner to fund immediate national rollout. Only company making full line of horticultural footwear and poised to be "the" brand in L&G market. Patented sole, loyal customers, reputation for comfort.
Contact Madeleine at 503-620-1800 or meno@pipergrrouponternational.com

HELP WANTED

FLORASEARCH, INC.
In our third decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide.
Retained basis only.
Candidate contact welcome, confidential and always FREE.
1740 Lake Markham Road
Sanford, FL 32771
407-320-8177 ♦ Fax: 407-320-8083
E-mail: search@florasearch.com
www.florasearch.com

Tap Into New Revenue And Profits From More Affluent Clients With Two Of America's Top Franchises During One Of These Great Discovery Days...

Reno, NV 7/22-7/25/2009	Dallas, TX 8/15/2009	Las Vegas, NV 11/17/2009
Canton, OH 8/13 & 8/14/2009	Chicago, IL 9/17 & 18/2009	San Antonio, TX 12/3/2009
	Louisville, KY 10/30/2009	

Call now to learn more about a Discovery Day of your choice!
1.800.687.9551

Christmas Decor
www.ChristmasDecor.net

NITE TIME DECOR
Architectural & Landscape Lighting
www.NiteTimeDecor.com

TELL THEM YOU SAW IT IN

Landscape Management

HELP WANTED (CONT'D)



SERPICO LANDSCAPING, INC.

A successful 20-year-old business in the SF Bay Area has dynamic opportunities for experienced landscape maintenance professionals to join us as:

- Account Managers
- Branch Managers

For Info. Call (510) 293-0341
jobs@serpicolandscaping.com

PEST CONTROL EXPERT

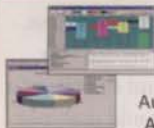
sought by Real Green Systems, a Michigan company that specializes in computer software for the service industry. We are looking for an individual who has managerial experience and extensive knowledge of Pest Control operations and software systems. This person will assist in our efforts to gain market share in the Pest Control Industry. We offer a competitive salary and benefits package in a dynamic, fast-growing organization.

Send resume to Rick Murphy at
rmurphy@realgreen.com

SOFTWARE

Wintac™

The #1 all-in-one software for lawn care and landscaping contractors



Scheduling, Routing
CRM, Service History
Job Costing, Estimating
Inventory, Purchasing
Automatic Billing, Invoicing
AR/AP, Payroll, Accounting
Marketing, Vehicle Management

Check out the amazing software that landscaping contractors everywhere are talking about!

www.wintac.net 1-800-724-7899

TAKE YOUR OFFICE WITH YOU CLIP2Go



GPS Tracking + Bilingual Directions + Start/Stop Times for each Crew*

* Requires CLIP2Go, a Windows Mobile device, Garmin mapping software, Microsoft MapPoint and GPS receiver.

To Learn more call
800-635-8485 www.clip.com

AD INDEX

Agrium Advanced Tech.....p3	Dow Agrosciences.....p15	Progressive Commerical.....p10
Alocet.....p20	Drafix.....p53	Pro-Tech.....p44
Ameristar.....p48	DuPont.....p19	Rainbird.....p1, 13A, Insert
Andersons.....cv2	Exakttime.....p18	Sepro.....cv3
BASF Corp.....p23, 31	Fisher Plows.....p34	Solu-Cal USA.....p4
Blizzard Corp.....p39	GIE Expo.....p27	Syngenta.....p7
Bobcat Co.....p5	Hiniker.....p41	Target Spec Products.....p28
Boss Snow Plows.....p37	Horizon.....p14	Trynex.....p42
CA Association of Nurserymen.....p47	Hortica Insurance.....p17	Turf Products.....p53
Christmas Decor.....p29	John Deere Commercial.....cv4	Turfco Mfg.....p52
Col-met.....p4	Kubota Tractor.....p21	U S Lawns.....p55
DeWitt.....p16	L T Rich.....p12	Visual Impact.....p46
	Meyer Products.....p43	Walker Mfg.....p48
	P B I Gordon.....p11	Western Products.....p38
	PLANET.....p49	

Indices are provided as an additional service. The publisher does not assume any liability for errors or omissions.

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly (12 issues per year) by Questex Media Group, Inc., 306 W Michigan St, Suite 200, Duluth, MN 55802. Subscription rates: one year, \$54, two years \$98 in the United States & Possessions; \$67 for one year, \$127 for two years in Canada and Mexico; all other countries \$165 for one year, \$348 for two years. For annual delivery, include an additional \$75 per order annually. Single copies (pre-paid only): \$6 in the United States; \$10 in Canada and Mexico; \$15 all other countries. Back issues, if available: \$16 in the U.S.; \$20 in Canada and Mexico; \$30 all other countries. Add \$8.50 per order for shipping and handling. Periodicals postage paid at Duluth, MN 55806 and additional mailing offices. **POSTMASTER:** Please send address changes to Landscape Management, P.O. Box 1288, Skokie, IL 60076-0288. Canadian G.S.T. number: 940 033 278 RT0001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.



Copyright 2009 Questex Media Group, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including by photocopy, recording, or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Questex Media Group, Inc., for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923 phone: 978-750-8400 fax 978-750-4470; call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission requests to questexpermissions@reprintbuyer.com or phone 800-494-9051 ext. 100.

Landscape Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. Landscape Management welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. Questex Media Group provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Questex Media Group to make your contact information available to third parties for marketing purposes, simply call 866-344-1315; 847-763-9594 if outside the U.S. between the hours of 8:30 am and 5:00 pm CT and a customer service representative will assist you in removing your name from Questex Media Group's lists.



U.S. LAWN'S.

GROW YOUR LANDSCAPE MAINTENANCE BUSINESS.

NATIONAL STRENGTH, LOCAL COMMITMENT®

Want to Own a High Profile Franchise?

Does your business provide:

- Economic Stability
- Recurring Income
- Low Investment/Overhead
- Offers Financial Assistance
- Ongoing Support by Industry Professionals

Our four ideals, Trust, Quality, Service and Value, along with a "No Job Is Too Big Or To Small" philosophy, make U. S. Lawns a "cut above" the rest.

- Superior Financial Management
- Sales & Marketing Guidance
- Corporate Purchasing Power
- Protected Territories

NATIONAL STRENGTH, LOCAL COMMITMENT®

To find out more about us and the opportunity U.S. Lawns can offer you, contact:

U.S. Lawns
4407 Vineland Road • Suite D-15 • Orlando, FL 32811
Toll Free: 1-800-USLAWNS • Phone: (407) 246-1630
Fax: (407) 246-1623 • Email: info@uslawns.com
Website: www.uslawns.com





Want to grow on the cheap? Better leverage customers' e-mails.

According to a July 2009 *Landscape Management* survey with 170 respondents, just 30% of landscapers know the e-mail addresses of even three-quarters of their customers. Very few landscapers know — and use — the e-mail addresses of all of their customers who have them.

This is both a tremendous opportunity and threat: We must better obtain and use our customers' e-mail addresses, today, to enhance sales and service, or our tech-savvy competitors will spirit them away tomorrow.

As outlined in our cover story beginning on page 8, three-quarters of landscapers report their digital marketing efforts deliver returns on investments superior to those reaped from local newspaper, radio, TV or telephone directory ads. We know digital marketing works. We just have to work it better.

E-mailing customers information of value is not spam; it's sound digital marketing. Give customers a good reason to open your e-mails, and an easy out (unsubscribe option), and you will protect and build your business rapidly and cost effectively.

Here are 12 quick e-mail marketing tips:

1. Mine for gold — Call each customer and ask what types of information he or she is open to receiving in monthly e-mails. Examples include special promotions, tips on lawn and landscape maintenance, and ways to save water and money.

2. Dig deeper — Repeat the previous step with prospects and former customers.

3. Plan your work — Create a monthly e-mail marketing campaign that marries customers' digital information wants with your company's sales needs.

4. Work your plan — E-mail customers and prospects information of value every month.

5. Grade yourself — Measure the return on investment of each e-mail marketing campaign.

6. Grow or go — Duplicate your successes and improve upon, or discard, your failures.

7. Reality check — Send customers quarterly satisfaction surveys. Surprisingly, just 21% of landscapers currently do this even annually.

8. Internal intel — Leverage these surveys to identify and reward employees who exceed customers' expectations and create new, repeatable best practices.

9. Boost retention — Give disgruntled customers an opportunity to rant. Better to hear the bad news now than after you've lost this and other business.

10. Reap referrals — Reward your raving fans for sharing the names, phone numbers and e-mails of a few homeowners or businesses that could use your services. Give customers a 10% discount for one year for each referral that results in a new customer. Cap the maximum annual referrals incentive to 50%, and mark up new referred clients' fees 10% to cover the program. In the second year, you'll be giving yourself an automatic 10% raise without touching the referred customer's pricing.

11. Upsell services — Half of landscape contractors are not e-mailing clients to identify, and capitalize, on opportunities to upsell. In your e-mails, let customers know everything you offer, and give them a reason (discount) to add new services.

12. Keep at it — Continuously repeat steps 1-11.

If you don't know, and regularly leverage, your customers' e-mail addresses, then you don't really know them, yourself or your growth potential. Got e-mail?

Obtain and **use your customers' e-mail addresses** to enhance sales today — **before your competitor does.**

IT'S EASY BEING GREEN

with Cutless* Granular Landscape Growth Regulator



LESS trimming
and cleaning

LESS fuel and
emissions

LESS clippings to
haul and dump

LESS water
consumption

MORE profit resulting from the most efficient
use of labor and resources



The growth-regulating power of Cutless Granular helps your business contribute to sustainability by reducing fuel use and emissions, landscape clippings sent to landfills and plant water consumption—all while improving plant health. And for a greener bottom line, Cutless Granular has been proven to *save over 50% of the labor costs* associated with trimming hedges, shrubs and groundcovers. With Cutless Granular, it's easy to be green just about any way you look at it.



Calculate the potential profit improvement
for your business with our Cost Savings Calculator
at www.CutlessGranular.com

SePRO Corporation Carmel, IN 46032

*Trademark of SePRO Corporation. Always read and follow label directions.





It's about what you'll stand for and what you won't.

It's about excellence, and accepting nothing short of it.

And it's about good enough never being good enough.



JOHN DEERE

The New Z900. Coming Fall 2009.