

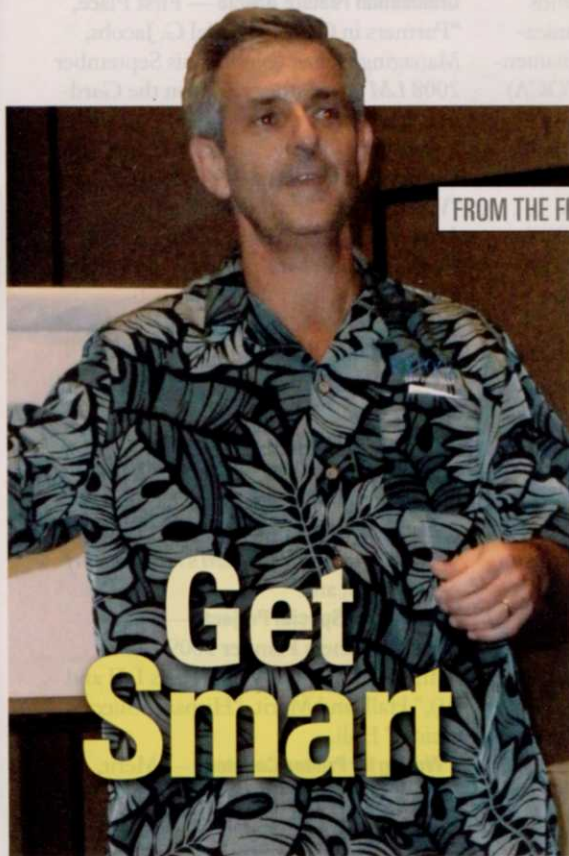
## CLIPPINGS

### Fine Earth recognized for doing a fine job

HARRISONBURG, VA — The U.S. Chamber of Commerce honored Fine Earth LLC with the 2009 Inaugural Community Excellence Award last month at America's 2009 Small Business Summit. The award recognizes the success Fine Earth has had in making—and maintaining—strong relationships with employees, customers, and the larger community. Fine Earth LLC was first selected as one of the nation's blue ribbon award winners from across the country. The Small Business of the Year Awards, sponsored by Sam's Club, pays tribute to businesses showcasing exemplary business practices in the areas of staff training and motivation, community involvement, customer service, and business and financial planning.

### IPaWGS launches ponditat certification program

WOODSTOCK, GA — After more than two years, the International Pond and Water Garden Society (IPaWGS) has announced its Certified Wildlife Ponditat program. The focus of the program is to first promote and protect vital water resources, and secondly to protect and preserve the wildlife that thrive around waterscapes and ponds. For a small registration fee, applicants receive a year's membership in IPaWGS and gift packages from supporting corporate members of the association. They also receive a frameable certificate and an plaque suitable for mounting announcing the fact that an area is a "Certified Wildlife Ponditat."



## Get Smart

TOCA meeting attendees discover how drawing process maps can help the Green Industry dress for success

BY MARTY WHITFORD EDITOR-IN-CHIEF

It's not often a big, strapping guy admits to considering wearing his wife's clothes.

Just as strange, the confession of this taboo occurred in front of dozens of attendees of the Turf and Ornamental Communicators Association's (TOCA's) 20th anniversary meeting, held May 12-14 in San Juan, Puerto Rico.

The cross-dressing topic came up during a TOCA breakout session in

which Jim Paluch, *Landscape Management's* Working

Smarter columnist, asked attendees to partner and process map packing for work trips. "When you process map, it's important to detail every step — the good, the bad and the ugly," Paluch urged participants.

Well, here comes the ugly: "We need to add a step where we double check all of the clothes we've packed, ensuring they're really ours," one editor warned. "I accidentally packed my wife's black pants instead of mine, once, while preparing for a work trip."

When asked whether he tried on his wife's slacks — accidentally or out of sheer desperation — the editor sheepishly admitted to sizing them up. Pointing half-way up his calf, the editor replied with disappointment, "They only came up to here."

Dressing for success is a lot easier with process maps, Paluch noted. Process maps shed light on myriad opportunities for improved efficiencies and value. They help landscape teams take hard looks in the mirror, get honest, and strip away waste.

"The key to Working Smarter is to be easy on the people and hard on the processes," Paluch reminded TOCA meeting attendees.

Paluch's high-energy consultancy, JP Horizons, has helped more than 250 Green Industry companies, on average, save tens of thousands of dollars annually through its Working Smarter Training Challenge ([www.jphorizons.com/LM.htm](http://www.jphorizons.com/LM.htm)).

"Isn't it amazing how much we learn when we process map?" Paluch asked attendees. "As soon as I broke out the big white paper and Crayola markers, you guys began sharing and growing like a room full of wide-eyed kindergartners."



## 20 for TOCA's 20th Questex Media wins a record number of Green Industry communications awards

Questex Media's *Landscape Management* and *Golfdom* media brands won a combined 20 communications awards from the Turf and Ornamental Communicators Association (TOCA) at its recent 20th anniversary meeting.

*Landscape Management* nabbed 15 awards including the coveted Gardener Award for Writing/Publishing and:

► **Printed Magazines: Single Page Design/Editorial** — First Place, "Business Planner 2009: Contents," Carrie Parkhill, Art Director;

► **Printed Magazines: Two-Plus Page Design/Editorial** — First Place, "A Look Ahead," *Livescapes*, Parkhill; Merit, "Water Wise — Part II," Parkhill;

► **Writing for Commercial Publications: Editorial/Opinion Piece/Column** — Merit, "Make Every Day Count" & "What's On Your 'Bucket List,'" Marty Whitford, Editor-in-Chief;

► **Writing for Commercial Publications: Ornamental Feature Article** — First Place, "Partners in Color," Daniel G. Jacobs, Managing Editor (Note: This September 2008 *LM* cover story also won the Gardner Award);

► **Writing for Commercial Publications: Business Management** — First Place, "Working Smarter," Mike Seuffert, Associate Editor; Merit, "The Hidden Costs," Jacobs; Merit, "Add-On Biz: Golf Greens," Jacobs;

► **Writing for Web Site: Original Content** — Merit, "Walker Family Reunion Attracts Thousands" Ron Hall, Editor-at-Large;

► **Writing for Electronic Newsletter: Original Content** — First Place, "Why We Shouldn't Take Chances With Staph," *Athletic Turf News*, Hall; Merit, "Eighth Wonder of the World, *LM's Athletic Turf News*," Hall; and

► **Writing for Special Projects** — First Place, "Business Planner 2009," *LM* staff; Merit, "Water Wise (Parts I, II and III)," Hall; and Merit, "Hispanic Success Guide," Hall.

► **Writing for Printed Collateral** — Merit, "Color Matters" Mike Sisti, Lebanon Turf.

*LM's* sister publication, *Golfdom*, brought home the hardware as well:

► **Best Photograph: Print Magazine Cover** — Merit, "The Natural," Larry Aylward, Editor-in-Chief;

► **Miscellaneous Special Projects** — First Place, "2009 Dog Days of Golf Calendar," Cynthia Andrews and Mike Sisti, Lebanon Turf/*Golfdom*;

► **Writing for Commercial Publications: Operations Profile** — First Place, "The Book on Steve Cook," Aylward; Merit, "A Down-Home Approach," Aylward; and

► **Writing for Commercial Publications: Environmental Stewardship Article** — Merit, "The Natural," Aylward.

"At Questex Media, we promise and deliver an engaged audience," says Group Publisher Kevin Stoltzman. "Year after year, independent surveys and editorial awards programs confirm our integrated print and digital media solutions deliver content — and reader loyalty — second to none."



Managing Editor Dan Jacobs shows off the Gardner Award.

## CLIPPINGS

### Honoring those who honor the profession

ST. AUGUSTINE, FL — Bill Kubly, founder of Landscapes Unlimited Inc., was awarded the American Society of Irrigation Consultants' 2009 Roy Williams Memorial Award at this year's annual conference. Kubly has more than 30 years experience in the golf course construction and recreational development industries. Named after an ASIC founder and one of the original independent irrigation consultants some 40 years ago, the Roy Williams award is given for significant contributions to the irrigation industry by an individual, organization or business.

### Easing the tax burden on alternative fuels

ALEXANDRIA, VA — The Outdoor Power Equipment Institute announced its support of legislation from Sens. Patrick Leahy (D-VT) and Bernie Sanders (I-VT) and U.S. Rep. Peter Welch (D-VT) that provides consumers with a 25% tax credit towards the purchase of alternative energy powered lawn, garden, and forestry power equipment. Manufacturers offer a range of alternative energy powered equipment from battery, electric, hybrids, propane and solar to compressed natural gas and diesel.

### Critter Control a top "low cost" franchise

TRAVERSE CITY, MI — In the fourth annual Franchisee Satisfaction Awards presented by Franchise Business Review, Critter Control ranked No. 24 in the Top 50 review of franchise systems having 50 to 200 units (Critter Control has more than 120). Franchise Business Review has surveyed more than 400 leading franchise systems, representing nearly 100,000 franchisees.



# Top students attend Jacobsen's future turf managers program



**Charlotte, NC** — Thirty-five students from universities across the United States, all on 4-year turf-related study programs attended the recent 3-day Future Turf Managers program at Jacobsen's headquarters here.

The students were recommended by their professors as being top-level candidates with great prospects to become future leaders as they progress their careers. They have the opportunity to learn and interact with turf professionals in an educational environment under the guidance of industry leaders, an experience impossible to duplicate in the classroom.

The group was introduced to Jacobsen staff and learned about the company. Attendees toured Jacobsen's manufacturing facility followed by a tour of the Parts Distribution Center and Jacobsen

Product manager Quinn Derby explains the technicalities of the Eclipse 322

University. Students heard from high-profile industry speakers who shared their knowledge, gained from years of experience in the turf sector. The group visited the E-Z-GO plant where they toured the manufacturing facility and had a ride and drive of the E-Z-GO product range. Next stop was the University of South Carolina, where they visited the baseball stadium and got hear from field manager Clark Cox, who spoke about his turf management program at.

At the close of the event, Dan Wilkinson, Jacobsen president said, "This program provides some of the brightest new turf managers around with the opportunity to go behind the scenes at some of the premier facilities in the world."

## BELIEVE IT

OR NOT ...

### WII CUT

First there was Wii Fit. Now there's Wii Cut. Researchers at the University of Southern Denmark recently modified a Nintendo Wii remote control so it can communicate via Bluetooth with a computer and robotics module built into a lawnmower. Actions of the mower are matched to the tilt actions of the remote (i.e. tilt down to move forward, up to go backward). The Wii-mote can control the lawnmower, dubbed "Cosmobot," either manually or in computer-assisted mode — where the mower is guided around the edge of the area to be cut and then is left to finish the job. To watch this Wii Cut Cosmobot in action, visit [www.mefedia.com/entry/the-wii-lawn-mower/16128719](http://www.mefedia.com/entry/the-wii-lawn-mower/16128719).



## WORD ON THE STREET

"Which Green Industry services will have both the most demand and best margins during the next two years, and why?"



"Most of our work is in homeowners association, condominium and townhome care where landscape maintenance margins are tight. In isolated areas, we see associations struggling with their budgets and being forced to make some difficult decisions about the level of care they can afford. Generally, they are keeping their irrigation systems repaired and have continued to move forward with enhancement projects. These services have mostly maintained pre-recession margins and should continue to do so."

— **Matt Triplett**, Vice President, Tualatin, OR-based *Willamette Landscape Services*



"Dandelions and annual white grubs, as long as they exist, will always make demand for lawn care services high. Customers become very passionate about weeds and grubs.

Serviced correctly, with premium products, both applications offer good profit margins. Needless to say, a lush, green lawn that frames the house of a customer can help keep one of their largest investments more valuable. Even in a tighter economy like this year, the customer and potential customers' passion continues."

— **Jack Robertson**, President, *Robertson Lawn Care*, Springfield, IL



"Without question, I believe it will be maintenance. But I don't think this just because of the economic situation. I believe there are a number of forces, both good and bad, that will provide a tremendous amount of great opportunities over the next several years. It will, however, require that we think very differently and change current business models. There are times that industries change forever and I believe this is one."

— **Jim McCutcheon**, CEO of *Austell*, GA-based *HighGrove Partners*



# Top <sup>LM</sup>150 companies make changes at the top

**Moline, IL and Kent, OH** — Two of Landscape Management's LM 150 companies — Deere & Co. and Davey Tree — recently announced changes to their top leadership.

Deere's board of directors elected

Samuel R. Allen, 55, president, chief operating officer, and a member of the board of directors effective June 1, and chief executive officer effective August 1. Robert W. Lane, 59, chairman and CEO, will serve as chairman of the board until



Samuel R. Allen

Karl J. Warnke

Allen's expected succession as chairman.

As part of the Davey Tree's executive leadership transition, Karl J. Warnke was named Chairman of the Board. Warnke, a 29-year Davey employee, adds the title to his responsibilities as President & CEO of the 129-year-old company.

"The Deere Board has completed an 18-month systematic process to choose Deere's ninth chief executive officer in its 172-year history," said Lane. "The board recognizes, as I do, that Sam is a superb, smart, ethical executive, a wise and uncommonly capable leader, and someone with the proven experience and ability to effectively lead John Deere in growing a great, sustainable, global business."

A 34-year veteran of John Deere, Allen has been president of the Worldwide Construction & Forestry Division since 2005 and has been responsible for the global operations of the Deere Power Systems Group since 2003. Allen has served since 2001 as a senior officer of the company with early senior leadership responsibilities in human resources and industrial relations and the oversight of John Deere Credit's global operations.

Warnke replaces R. Douglas Cowan, who served as Davey Chairman of the Board for 12 years. Cowan will continue to serve as a member of Davey's Board of Directors.

"It is important to recognize Doug's leadership as chairman and his selfless dedication to the principles and values that have served to guide the Davey Company through the years," said Warnke.

The transition takes place as Davey celebrates its 30th anniversary of employee ownership. With more than 7,000 employees, Davey is among the 20 largest employee-owned companies based in the United States, according to Warnke.

**"By getting rid of messy handwritten timecards, we saved over \$30,000 in the first six months."**

—Joe Mancini, Mancini Pool Decks

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Joe Mancini  
Mancini Pool Decks



Forget trying to decipher handwritten timecards...

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**Bill Kemp**  
Monday, October 12, 2009 - Friday, October 16, 2009

Jobsite Name	Cost Code	Mon	Tues	Wed	Thu	Fri	Total
Brentwood Job	Irrigation	7:38	7:35	7:53	-	-	23:06
Creshview Job	Planting	-	-	-	7:58	7:49	15:47
		7:38	7:35	7:53	7:58	7:49	38:53

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

Bill Kemp

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## PEOPLE ON THE MOVE

**Schiller Grounds Care, Inc.**, manufacturer of seven brands of outdoor lawn and garden power equipment; including BOB-CAT, Bunton, Classen, Little Wonder, Mantis, Ryan and Steiner, announced **Diane F. Adams** as Vice President, Sales and Marketing Support. Adams comes

to Schiller Grounds Care with more than 25 years experience in sales and marketing, with extensive experience in both domestic and international sales and marketing, strategic planning and customer operations

**PBI/Gordon Corp.** announced the recent staff additions of **Jeremy Buhl** and **Michael Sorensen**. Buhl will serve as a sales

representative in the Midwest. Sorensen will represent the company in the South-west that includes California, Nevada, Arizona and Hawaii.



**KIOTI Tractor** announces the addition of **David Pettus** to its product support team. Pettus will be responsible for assisting KIOTI dealers

with telephone technical support and warranty claims from KIOTI's corporate offices in Wendell, NC. Pettus comes to KIOTI Tractor with more than 20 years experience in the technical support and service arenas.

**Floral & Garden Expo** says that **Albert Graves**, president of **Bloemen Décor**, has been appointed as artistic director. Graves brings more than 20 years experience in the floral decor industry.

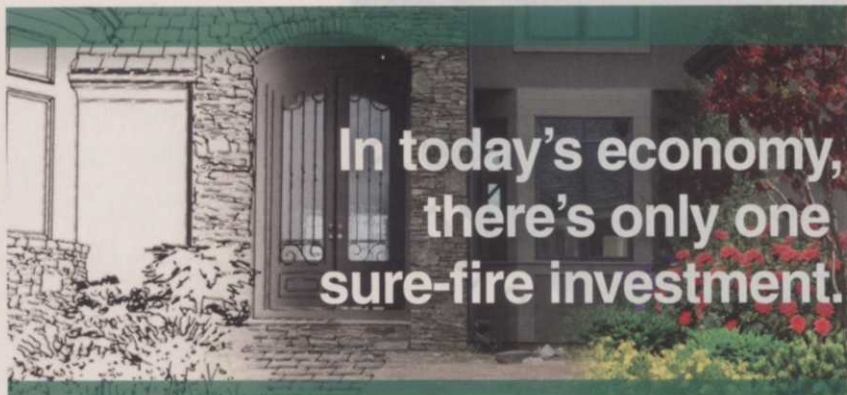
**RISE** (Responsible Industry for a Sound Environment) recently named **Aaron Hobbs** as its new director of legislative affairs and grassroots outreach. In this role, Hobbs will identify, track and take action on legislative activities that affect the specialty pesticide and fertilizer industries and grow membership in the RISE grassroots network to help ensure industry voices are heard.



**The Fockele Garden Company** General Manager **Todd Brown** has been named to the **Georgia Green Industry Association** Board of Directors.

Brown, who has been with the company for four years, serves on the Landscape Division of the board. The GGIA works to promote horticulture in the state of Georgia. Brown, who has nearly 25 years of experience in the landscaping industry, is a Certified Landscape Professional.

**Flavio Velez**, president and owner **LandGraphics Landscape** and **Arborcare Management**, has completed the rigorous one-year certification program to become the **California Landscape Contractors Association's** (CLCA) first Expert Certified Water Manager. Introduced in 2007, CLCA's Water Management Certification Program educates and provides the direction for Green Industry professionals to provide their customers' properties with water efficient landscape irrigation.



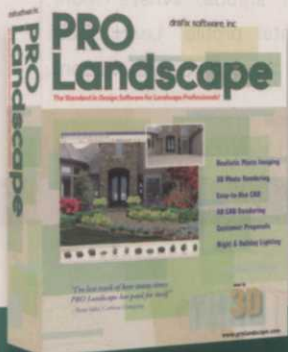
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