

NEWS+VIEWS

GREEN INDUSTRY EVENTS, TRENDS AND TIPS

D/B on the grow?

Despite housing and economic challenges, survey shows there could be hope for design/build/installation contractors. BY NICOLE WISNIEWSKI EDITOR-IN-CHIEF

Nearly 50% of landscape professionals say 2010 sales are already up compared to last year. And 20% of them expect 10% higher sales; another 11% expect 15% higher sales.

The other twist to this plot: The majority of survey respondents were landscape design/build/installation contractors and landscape design firms — companies many industry experts say are suffering from double-digit decreases in growth as a result of the recession and slumped housing market.

Now that we have your attention ...

The survey results were presented during a May 20th webinar conducted by The New American Landscape Outdoor Living Channel (NALOLC).

Though the majority of respondents admit business is improving (30%),

many say they are undergoing challenges and changes as a result of the economy.

“Growth is occurring but at a slow rate reflective of overall trends in economic recovery,” says J. Geio Pensoneault, CEO and host of the NALOLC.

But it's still growth, and that's a positive thing for the industry, webinar panelist and industry consultant Judy Guido says.

Pensoneault also highlighted the economies of three separate states to show varying degrees of progress. California is showing good signs of growth as it emerges out of the recession, he says, citing a recent Wells Fargo Economic Outlook.

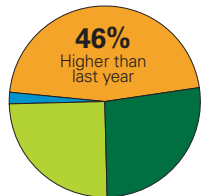
Colorado is also recovering but lagging behind a bit because the oil and gas industry is one of the state's larger

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THE STATE OF THINGS

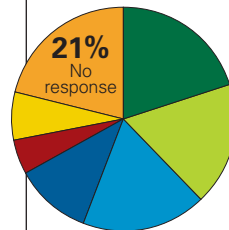
How are your first quarter 2010 sales compared to first quarter 2009?

- 27% Lower than last year
- 25% Same as last year
- 2% No response



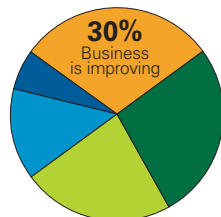
What percent change are your first quarter 2010 sales compared to first quarter 2009?

- 20% 10% higher
- 18% Lower than last year
- 18% No change
- 11% 15% higher
- 5% 20% higher
- 7% Other



Describe the state of your business this year.

- 27% Undergoing industrywide changes due to the economy
- 23% Facing difficult challenges
- 14% Doing OK with minor challenges
- 6% No response



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forces of economic growth.

Florida will be one of the slowest states to come out of the recession. Pensoneault said the Sunshine state's economy has been based on people moving in, but for the first time since World War II, there are more people moving out.

What can landscape professionals do with this information? Pensoneault suggests the following:

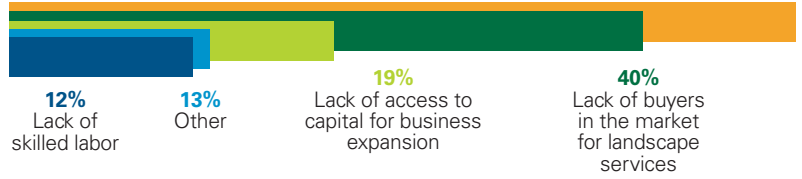
- › Adapt to the realities of business.
- › Maintain a lean and mean approach to operations.
- › Invest in marketing to capture growth as it returns to the marketplace.
- › Demand a return-on-investment approach in all expenditures.
- › Invest in education during this slower business cycle.

Guido adds: "It's pretty interesting that all of the things suggested are things you should be doing regardless of whether it's a good or bad economy."

IN THE WAY OF GROWTH

My main obstacles to growth right now are...

54%
Uncertainty in economy



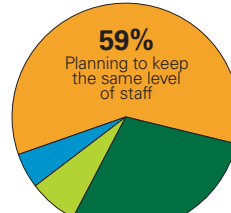
DESPERATELY SEEKING ...

What resources would be most useful to your company right now?



HIRING PLANS

What are your hiring plans this year?



- 29% Planning to hire additional staff
- 5% Planning to reduce the number of staff
- 7% No response



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In search of **FIRE ANTS**

Few things can earn a client's wrath faster than a return of these biting insects. BY DANIEL G. JACOBS



It's 9 a.m. on a Friday morning, and the Orlando sun is already baking the grounds of the hotel outside the conference room.

"Ever seen a fire ant?" Robby Clemenzi, area sales rep for Bayer Environmental Science, asks the account manager for the public relations firm that helped organize the event. Clemenzi props open a door that leads to the hotel's pool and tennis courts, and begins to scour the well-manicured grass and surrounding area. A few short minutes

Robby Clemenzi smiles even after being bitten.

later, he finds one, brushes away the mulch from a bed, pokes in a finger and pulls up a half dozen or so red imported fire ants scurrying furiously across his now-bitten digit.

He begins to pick them off one by one. "Can you imagine a small kid stepping into that?" he asks.

It's scenarios just like that that have lawn care professionals across the south from Virginia to Texas looking for the most effective way to deliver quick and long-lasting fire ant treatments to customers.

There are nearly 40 million people living in roughly 330 million-plus acres of land across the Southeast where

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CHANGES IN FIRE ANT TREATMENT

According to Charles Barr, Barr Research & Consulting, the approach to dealing with fire ants has changed over the years. Here's a look at a few of the differences.

OLD WAY

1. Individual mound control
2. Remedial response
3. Speed is most important
4. Product-centered



NEW WAY

1. Broadcast control
2. Proactive response
3. Duration of control and prevention are most important
4. Program-centered



Charles Barr explains the latest fire ant treatments.

continued from page 9
fire ants live, says Dr. Charles Barr, Barr Research & Consulting.

It's believed they arrived in the ballast of ships sometime during the 1920s, and became widespread starting with the rise of the highway system in the 1940s. Hawaii has yet to see them, but is afraid the pests could reach the state's shores.

Internationally, China and Australia also have fire ant problems. New Zealand has spent millions of dollars to deal with the issue, and has found only three mounds.

Research has found that about 15% of humans have a local allergic reaction, which can cause pain and discomfort. Of that population, about 2.5% suffer systemic allergies (anaphylactic shock), Clemenzi says.

Of the more than 300 million fire-ant-infested acres in the U.S., fewer than 500,000 are treated. Until last fall, homeowners treated nearly 75,000 acres themselves using a product called Over 'n Out. But the U.S. Environmental Protection Agency recently pulled the registration of that product — giving lawn care professionals a huge new market, Barr says. The product is still on the shelves and legal to use, but is no longer being manufactured. When it's gone, he points out, there will be no consumer-grade solutions to treat fire ants.

Clemenzi concluded his presentation to “biological service providers” by discussing how lawn care professionals can use science to affect fire ant biology to produce a healthy, safe and beautiful environment — at a profit, of course.


Both Barr and Clemenzi suggest using a combination of products. But, he advises, with about 150 products labeled for fire ant control, lawn care professionals need to sell their professionalism.

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LM staff honored 17 times over

Landscape Management's editors cleared off another shelf to hold a slew of new editorial honors. Between the Turf & Ornamental Communicator Association (TOCA) and the Press Club of Cleveland, the staff picked up 17 first place and merit awards. *LM* won nine TOCA awards — more than any other industry publication. Those honors include:

- › **Cover Page Design:** “Surviving the Social Explosion” by Carrie Parkhill
- › **Single Page Design/Editorial:** “Table of Contents” by Carrie Parkhill
- › **Writing for Commercial Publications — Editorial/Opinion Piece/Column:** “Be More Productive or Expect Less” by Ron Hall
- › **Writing for Commercial Publications — Business Management:** “With a Little Help From My Friends” by Dan Jacobs
- › **Writing for Commercial Publications — Business Management:** “Digital Slots” by

- Marty Whitford and Joe Shooner
- › **Writing for Commercial Publications — Environmental Stewardship Article:** “The Greenest Museum on Earth” by Dan Jacobs
 - › **Writing for Commercial Publications — Headline Writing:** “Digital Slots” by Marty Whitford
 - › **Writing for Special Projects:** “Business Planner 2010” by *LM* Staff
 - › **Writing for Commercial Publications — Series:** “Shake-Down & Immigration’s Widening Fault Line” by Marty Whitford

- The Press Club of Cleveland honors include:
- › **Second Place, Best Trade Publication in Ohio:** *Landscape Management*, by *LM* Staff
 - › **Single Page Design:** “Today’s Choices, Tomorrow’s Reality” by Carrie Parkhill
 - › **Features-Personality Profile:** “Solemn Salute” by Marty Whitford
 - › **Features-Special Section/Package:**

- “Break Through: Business Planner 2010” by *LM* Staff
- › **Features-Trends:** “Digital Slots” by Marty Whitford
- › **Features-Trends:** “Surviving the Social Explosion” by Dan Jacobs
- › **Public Service/Investigative:** “Water Wise” by Ron Hall and John Walsh
- › **Departments or Columns:** “The Hall Mark” by Ron Hall



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Dow AgroSciences announces \$340 million R&D Expansion

Indianapolis — Dow AgroSciences announced plans for a multi-year expansion of its global headquarters, with investment of more than \$340 million and the addition of more than 550 scientific and commercial jobs over the next five years.

The first phase in the multi-year expansion plan includes the construction of a 175,000-square-foot research and development building, as well as a 14,000-sq.-ft. greenhouse on the company's corporate campus. More than 550 new jobs will be added over the next five years at the headquarters location in both scientific and commercial roles.

"Dow AgroSciences is positioning itself for growth," says Mark Urbanowski, product marketing leader for Turf & Ornamental. "This expansion gives us the infrastructure and capabilities to deliver innovation for our customers."

GRAVELY'S 'PINKY' RAISES MONEY FOR RESEARCH

Brillion, WI — Gravelly has produced a pink Gravelly Pro-Turn zero-turn mower, "Pinky," to help raise money for the breast cancer foundation. From now through October 23, 2010, consumers are encouraged to buy \$10 raffle tickets as the mower travels to Georgia dealers, fairs, trade shows and other locations. One lucky winner will win "Pinky" at the conclusion of the fundraiser.

"Pinky" was built at the request of Ariens District Manager Dave Bowker, with a goal to raise \$10,000. Bowker and his team are using the mower to raise money with all proceeds benefiting breast cancer research and to help women enduring financial hardship due to the disease.

Raffle tickets and donations will be accepted by dealers through Oct. 23, 2010, and the winner will be announced shortly after this date.



In 2009, the company announced numerous plans for expanding its research capacity, including the signing of a 15-year lease on an 80,000-sq.-ft. research facility adjacent to its corporate headquarters in Indianapolis and the

establishment of a significant research program at the Purdue Research Park in West Lafayette, Ind. Dow AgroSciences LLC, a wholly owned subsidiary of The Dow Chemical Co., has sales of \$4.5 billion.

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Beyond logic?

What are people telling your customers about the value of turf?

BY NICOLE WISNIEWSKI EDITOR-IN-CHIEF

As landscape professionals, you may be faced with questions regarding pesticides and the effectiveness of the tools you use every day. It's important to be aware of "what you're up against" when it comes to the information your customers may be getting from groups who oppose the use of pesticides.

In April, the 28th National Pesticide Forum, "Greening the Community," was held by Beyond Pesticides in Cleveland. During the opening session, "Pesticides 101," Caroline Cox, a Beyond Pesticides board member and research director for the Center for Environmental Health in Oakland, Calif., outlined the "10 Reasons Not To Use Pesticides," renaming her session to clarify her message.

Here are a few of the points this organization is spreading to your current and potential customers.

› **Pesticides don't solve pest problems.** "If pesticides really solved pest problems, we wouldn't use them repeatedly," Cox explained. "Every year in the U.S., a billion pesticides are used. The amount isn't going down."

› **Pesticides are hazardous to human health.** Three hundred million pounds of cancer-causing pesticides and 150 million pounds of pesticides that cause reproductive problems like miscarriages or birth defects are used annually, Cox told the group.

› **Pesticides cause special problems for children.** "For their size, children drink more water and eat more food than adults do," she said. "Their play exposes them to pesticides. They do somersaults on the lawn and they sprawl out on the carpet to read a book. All of these things increase their exposure to pesticides."

"Kids are also growing and developing," she added. "If they are exposed to pesticides when they are at a critical stage of growth or development and their growth changes, this is something have to live with for life. For instance, some common pesticides appear to affect the developing brain so a child's brain will be different when they grow up."

› **Pesticides contaminate water and air.** The U.S. Department of Agriculture's National Monitoring Program found 57 pesticides in public drinking water samples in 2009, and the U.S. Geological Survey found pesticides in 90% to 100% of rivers and streams they tested in 2006. After stating these facts, Cox concluded that "pesticides used on lawn and roadsides do end up in urban streams and rivers."

› **Pesticides are hazardous to fish and birds.** "We share the planet with other living things and they pay the price as a result of our pesticide use," Cox said, adding that 100 million pounds of pesticides per year kill fish, according to the U.S. Geological Survey.

› **Pesticide health and safety testing is conducted by pesticide manufacturers.** "The government does not test pesticides – they



ask companies that make them to test them," Cox said. "If you profit from a product and test it, isn't there a built in conflict of interest?"

› **Pesticides are hazardous to pets.**

"A good way to talk to people about pesticides is talk to them about pets," Cox offered the group, adding that the American Society for Prevention of Cruelty to Animals reported more than 30,000 pesticide poisoned pets in a single year (2005). She also pointed specifically to the use of lawn care herbicides as a reason for the increased risk of pet cancer.

› **Pesticides have too many secrets.** Pesticide ingredients are divided into active and inert, Cox explained, "so you wouldn't know exactly what chemicals were used on your block because a good percentage of them could be inert and not listed on the label."

Do yourself — and your industry — a favor and become educated about the benefits of pesticides and be prepared to speak knowledgeably when faced with questions regarding their harmful effects.

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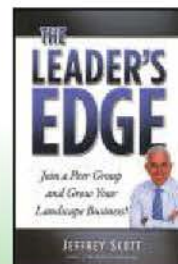
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Editor's Picks



MARTY'S PICK

Marty Whitford • Editorial Director

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