

GRUB TALK > FACEBOOK CONTEST ADVICE
CREATING A CLIENT ADVISORY BOARD

Landscape Management

ZERO TO
\$250
MILLION

Brian Kura,
president
of Scotts
LawnService

Fifteen years in,
Scotts LawnService
seeks to balance
top- and bottom-
line growth for a
sustainable future.



Those of you getting great discounts on equipment, please raise your hands.



When you're a John Deere GreenFleet Loyalty Rewards member, the discounts just keep coming. Becoming a member is easy: all you need to do is purchase two qualified units. After that, you'll receive valuable equipment discounts, parts savings, workshop products discounts, and other great benefits. There isn't a better equipment rewards program in the industry.

For more information, visit JohnDeere.com/GreenFleet



CONTENTS»

SEPTEMBER 2013
VOL. 52, ISSUE 9

DEPARTMENTS

6 News & Views

Legislative Day on the Hill

12 Weed Watch

Narrowleaf hawksbeard;
bristly oxtongue

29 Market Watch

DESIGN/BUILD Foster feedback
with a client advisory board

MAINTENANCE Lessons from a
social enterprise business

LAWN/TREE CARE Grub control
Q&A with the BugDoc

IRRIGATION Decoding certifications

35



40 Add-on Biz

Aquatic maintenance earns and
keeps business for Terracare.

BY MOLLY BEALIN

42 LM Reports

Truck & trailer products;
landscape lighting

48 1-Minute Mentor

LM talks with David J. Frank.

BY BETH GERACI

14



Scotts LawnService
President Brian Kura has
been leading the division
since mid-2012.

COLUMNS

4 Editor's Note

BY MARISA PALMIERI

8 Best Practices

BY BRUCE WILSON

10 The Benchmark

BY JEFF HARKNESS

38 Profiting from Design

BY JODY SHILAN

IN EVERY ISSUE

47 Classifieds, Resources

FEATURES

14 Zero to \$250 million

Fifteen years since its launch,
Scotts LawnService seeks to
balance top- and
bottom-line growth.

BY MARISA PALMIERI

22 And the winner is...

Three Green
Industry firms
that have tried
Facebook contests
offer their advice.

BY MOLLY BEALIN



ON THE COVER
Photo by Jerry Mann,
jerrymann.com

29



**Landscape
Management**

OUR MISSION: *Landscape Management*—the leading information resource for 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.

ONLINE NOW

» LANDSCAPEMANAGEMENT.NET

Apply today for the **Landscape Management Lawn Care Forum!**

Landscape Management LAWN CARE FORUM

If your company or a division of your company focuses on lawn care services like fertilization and weed-, insect- and disease-control, then the *LM* Lawn Care Forum is the event for you. It's an education and networking event where lawn care professionals meet one-on-one with industry suppliers, engage their peers and have some fun, too. This year's event takes place at Reunion Resort near Orlando, Nov. 13-15.

Apply before Oct. 1 at LandscapeManagement.net/lawn-care-forum for a chance to receive a complimentary lodging and participation package.



SEEN ON TWITTER

Follow us > @landscapemgmt

@Inbound_Agency: Great insight from @bryanMclayton >> "Time for an exit? 5 questions to ask yourself" - hub.am/147Y0UV via @LandscapeMgmt

@ShaunKanary: Awesome @LandscapeMgmt - now equipped with my sunscreen, I'm ready for #LawnCareForum in Orlando this Nov! pic.twitter.com/5GmOT2CC3R

@PLANET2005: RT @LandscapeMgmt: Thinking about joining a peer group? Motivation from LM columnist Bruce Wilson on PLANET's blog ow.ly/njGkd

WEB EXTRAS

Visit LandscapeManagement.net > Click on Web Extras

- » More grub Q&A with Ohio State's Dave "the BugDoc" Shetlar, Ph.d. (from page 35).
- » Download a sample design/build site visit proposal from Jody Shilan (from page 38).



Dave Shetlar, Ph.d.

PHOTOS: SHAUN KANARY VIA TWITTER; DAVE SHETLAR

If you had a nickel for every dead mosquito, you'd be a...

MistAway Dealer!

MistAway[®] systems
Outdoor Insect Control

We are actively seeking Landscaping Professionals to sell, install and service our innovative outdoor misting systems that effectively control mosquitoes and other annoying insects.

Great margins and recurring revenues!

1-866-485-7255
WWW.MISTAWAY.COM

BECOME A MISTAWAY DEALER TODAY!



Improve your community. Improve your life.

Since 1986 we have helped existing lawn & landscape business owners achieve their goals through our industry leading franchise network.
We improve our communities in ways everyone can see.



SPECIAL OFFER FOR EXISTING BUSINESS OWNERS:

• **90%** financing available • **\$5,000** discount off franchise fee

- A franchise opportunity that provides grounds maintenance services to business accounts
- Equipment discounts • Sales & marketing program • Ongoing support

Call us today at 1-866-781-4875

Franchise@USLawns.net • www.USLawnsFranchise.com



EDITOR'S NOTE

MARISA PALMIERI EDITOR

Contact Marisa at 216/706-3764 or via email at mpalmieri@northcoastmedia.net.

What you do have

So maybe you're not Scotts LawnService. Maybe you're a small lawn care operator, irrigation company, maintenance contractor or design/build firm. And maybe you saw the cover of this magazine and thought, "It would be easy to get to \$250 million backed by a \$3 billion parent company."

Let's face it: You probably don't have a 730-acre corporate headquarters, a \$50 million global research and development budget and marketing partnerships with brands like Ortho and RoundUp. And I'm guessing there's not a 10-person technical services team creating your agronomic programs.

Put that way, the deck seems to be stacked against small and midsize companies who compete against national firms. In this case, it's not just any national company, but the granddaddy of the lawn and garden industry. It may feel like the battle of David and Goliath, but it doesn't have to. I'm a big fan of the saying, "Start where you are; use what you have; do what you

can," sometimes attributed to tennis great Arthur Ashe. With that mindset, think about what you *do* have in comparison and contrast to a competitor like Scotts LawnService.

What you do have, if you compete on the lawn care side of the business, are many of the same challenges as Scotts: a tough regulatory climate, barriers to finding new customers the "old way" and a dearth of quality technicians. What you do have are many of the same opportunities, like the ability to add services, tackle new markets or focus on dominating one market to grow.

What you do have is a client base that wants the same thing as Scotts' customers do: a weed-free lawn. As Scotts LawnService President Brian Kura puts it, "When it comes down to it, the No. 1 reason people join our program and the No. 1 reason people leave is weeds." Sound familiar?

And what you do have is a stake in a market where, as Kura notes, "You're only as good as your people who interact with your customers." For big companies, there are many links in the chain between those at the top and the customer-facing associates. For your company, I'm guessing there aren't many—and, in fact, there may be no links at all. You may be it. You may be just a personal phone call or visit away from interacting with your clients.

So, how close are you to the customer? As close as you once were? As close as you could be? If you're not near the front line, are you confident in the people who are? If the answer's no, you may be losing your competitive advantage.

What you do have is a stake in a market where you're only as good as the people who interact with your customers.

Landscape Management

HEADQUARTERS

1360 EAST 9TH ST., SUITE 1070, CLEVELAND, OH 44114

EDITORIAL STAFF

Editor Marisa Palmieri 216/706-3764 | mpalmieri@northcoastmedia.net

Senior Editor Beth Geraci 216/706-3756 | bgeraci@northcoastmedia.net

Contributing Editors Heather & Jamie Gooch 330/723-3539 | hgooch@northcoastmedia.net, jgooch@northcoastmedia.net

Art Director Tracie Martinez 216/363-7924 | tmartinez@northcoastmedia.net

ADVERTISING STAFF

Publisher Bill Roddy 216/706-3758
Fax: 216/706-3712 | broddy@northcoastmedia.net

North American Sales Manager Craig MacGregor 216/706-3787
Fax: 216/706-3712 | cmacgregor@northcoastmedia.net

National Account Manager Carla Kastanis 216/363-7923
Fax: 216/706-3712 | ckastanis@northcoastmedia.net

Account Executive Classifieds Kelli Velasquez 216/706-3767
Fax: 216/706-3712 | kvelasquez@northcoastmedia.net

BUSINESS STAFF

Vice President, Sales Patrick Roberts 216/706-3736
Fax: 216/706-3712 | proberts@northcoastmedia.net

Administrative Coordinator Petra Turko 216/706-3768 | pturko@northcoastmedia.net

Marketing Manager Ryan Bockmuller 216/706-3772
Fax: 216/706-3712 | rbockmuller@northcoastmedia.net

Marketing Specialist Michelle Mitchell 216/706-7922
Fax: 216/706-3712 | mmitchell@northcoastmedia.net

Manager, Production Services Terri Johnstone 216/978-9622 | tjohnstone@northcoastmedia.net

Senior Audience Development Manager Antoinette Sanchez-Perkins 216/706-3750 | asanchez-perkins@northcoastmedia.net

MARKETING/MAGAZINE SERVICES

Reprints & Permissions Nick Iademarco 877/652-5295 | niademarco@wrightsmedia.com

Circulation List Rental Antoinette Sanchez-Perkins 216/706-3750 | asanchez-perkins@northcoastmedia.net

Subscriber, Customer Service 847/763-4942
For current single copy, back issues, or CD-ROM



CORPORATE OFFICERS

President & CEO Kevin Stoltman 216/706-3740 | kstoltman@northcoastmedia.net

VP of Finance & Operations Steve Galperin 216/706-3705 | sgalperin@northcoastmedia.net

VP of Graphic Design & Production Pete Seltzer 216/706-3737 | pseltzer@northcoastmedia.net

Editorial Director Marty Whitford 216/706-3766 | mwhitford@northcoastmedia.net

MAKES OTHER TRUCKS

SUCK IN

THEIR GUTS

BEST-IN-CLASS 25 MPG HIGHWAY FUEL ECONOMY*

STANDARD SPRAY-IN BEDLINER AND CLASS 4 TRAILER HITCH **BETTER RESIDUAL VALUE THAN FORD & CHEVY***

NEW 3.6 PENTASTAR® & TORQUEFLITE 8" 8-SPEED TRANSMISSION

AVAILABLE RAMBOX® CARGO MANAGEMENT SYSTEM **UNSURPASSED 5-YR/100,000-MI POWERTRAIN WARRANTY***

THE NEW RAM 1500 TRADESMAN

GUTS-GLORY  **RAM**



RAMTRUCKS.COM/COMMERCIAL



*1. Standard pickup class. EPA est. 17 city/25 hwy mpg based on '16 A/C, 2. Based upon A/C. 2013 MY forecast. All the vehicle's 2013 sales, weight, average or all light duty trucks for each model at 36 mos. 15,000 per year. 3. See dealer for a copy of the powertrain limited warranty. RAM is a registered trademark of Chrysler Group LLC.

Immigration, H-2B dominate Day on the Hill discussions

BY MARISA PALMIERI

When members of the Professional Landcare Network (PLANET) and affiliated organizations visited Washington D.C. on July 23 for the annual Legislative Day on the Hill event, there were four main issues planned for discussion with lawmakers. However, one of those four—immigration reform and the H-2B seasonal guest-worker visa program—was the hottest topic.

PLANET advocates the passage of a comprehensive immigration reform bill that preserves the H-2B program and includes a fair approach to setting H-2B wages. Even before an immigration bill is passed, PLANET's pressing for relief

from Department of Labor regulations that make the H-2B program more expensive and complicated to use.

S. 744, the immigration bill passed by the Senate earlier this year is a good sign, said Laurie Flanagan, executive vice president at DCLRS, a lobbying firm for PLANET, during a legislative briefing on July 22. This bill includes many positive tenets, she said, including the creation of a year-round temporary "W" visa program, the reinstatement of the H-2B returning-worker exemption and favorable wage methodology. Still, Flanagan has some concerns with this bill, such as the returning-working exemption expiring after five years.

Flanagan also isn't convinced the House will address immigration in a

comprehensive manner—piecemeal provisions are more likely, she said. The House did not take up immigration before the August recess.

Legislative Day on the Hill's timing was good, however, because it came just a week after Rep. Rob Wittman (R-Va.) introduced a favorable H-2B bill (H.R. 2765), addressing wage rules. Participants used it as an opportunity to ask their lawmakers to co-sponsor the legislation. Flanagan described the bill as a standalone measure with the same wage language from S. 744.

The other three issues highlighted during Legislative Day include seeking relief from overregulation, National Pollutant Discharge Elimination System permits and establishment of a tick-bourne disease advisory council.

The turnout for Legislative Day was a 60 percent increase over last year, with 193 people meeting with their legislators or staff. PLANET members and members of partner organizations met with legislative office staff from 25 states. Partnering on this year's event were the Tree Care Industry Association, Snow & Ice Management Association and Accredited Snow Contractors Association.

Members of the New Jersey Legislative Day on the Hill contingent: George Futterknecht, Wood Landscapes; Ray Cole, Elite Landscaping; Joe Ehrenreich, Youngs Landscape Management; Dominick Mondì, NJNLA; Jody Shilan, NJLCA; Chris Marino, Xtreme Snow Pros; Thomas Nastasi, Mills Insurance; and Matthew Peterson, Mills Insurance. Cole, vice president of NJNLA, met with offices of seven different congressmen and one senator. He said: "There is a lot they can do to help our industry, which is so important to New Jersey. I was impressed at how interested each office seemed in our issues."



On the road



Garden Staters Bob Dobson (left) and Glenn Jacobsen pose for a photo in Washington D.C. in July. When Jacobsen took the helm of the Professional Landcare Network's (PLANET's) board of directors May 1, he joined Dobson as a fellow New Jerseyan serving as president of a national Green Industry association. Dobson is president of Middletown Sprinkler Co. in Port Monmouth, N.J., and current Irrigation Association president. Jacobsen is president of Jacobsen Landscape Design and Construction, based in Midland Park, N.J. The two have even crossed paths on a landscape project in the past, Dobson says.



Field trip PLANET member Joy Diaz of Land Care Inc. in Nevada and her son Joshua visited Sen. Dean Heller (R-Nev) on July 23.



Volunteer time More than 400 volunteers from the Green Industry visited Washington D.C. on July 22 to donate time, materials and the use of their equipment to spruce up Arlington National Cemetery during PLANET's 17th annual Renewal & Remembrance event. Here, Eric Wenger, owner of Complete Lawn Care, Laytonsville, Md., and Caterpillar's National Trade Association Manager Jason Becker load a spreader with lime.

PHOTOS: BOB DOBSON (LEFT), PLANET (TOP RIGHT); LANDSCAPE MANAGEMENT (BOTTOM RIGHT)



EASY INSTALLATION IS A LOK.

Who says there are no sure things in construction? Hardscapes built and designed with VERSA-LOK are a cinch to go up quickly and easily. Our pinned in place design makes perfect installation and structural stability a sure thing. When you use VERSA-LOK, once it's built, it's built to last. And last. To create retaining walls, freestanding walls, columns, steps and ore with no need for special units, there's only one product to trust. Simple, reliable and beautiful. That's the VERSA-LOK promise.

To find out why landscape architects prefer VERSA-LOK, call (800) 770-4525 or visit www.versa-lok.com.



Freestanding Walls



Mosaic Random Face Patterns



Fully Integrated Stairs



Random-Pattern Tall Walls



Freestanding Columns



Multi-Angle Corners





BEST PRACTICES

BRUCE WILSON

The author, of the Wilson-Oyler Group, is a 30-year industry veteran. Reach him at bwilson@wilson-oyler.com.

12 things high-profit companies do

Don't we all want to be high-profit companies?

Bad habits are obstacles to growth for good companies and good people. Changing behaviors in both is one of the toughest things for a CEO to do. In working across the country with landscape companies of every size, I've noticed that the behaviors and traits of highly successful companies, and their people, look alike.

What they have in common is also what makes them innovative, sustainable and consistently profitable: Their CEOs have mastered the art of change. They're able to move forward and make money despite fluctuations in the market or in their company's life cycle. Here's how:

1. They have clarity about their mission, have a well-defined business model and execute it according to plan. They are disciplined in their daily operations and focused on their type of customer, type of service and method of delivery. More importantly, they build a team of people who are all on the same page.
2. They run companies with interlocking disciplines; sales and marketing goals are linked to operations goals, and everything is driven by strategy. They target customer segments and have defined service models and their operations are built to support the type and level of service that's being sold. Operations at all levels are trained to deliver on the sales promise and reinforce it when given the opportunity.
3. They run lean. They identify sources of value and eliminate sources of waste. They have well-thought-out processes that employees are expected to follow (and they're held accountable if they don't follow them).
4. They encourage innovation. They try new things, unlike many companies in the industry who wait to see if something is going to be successful before jumping on board. This gives them competitive advantages that more cautious companies lack.
5. They recruit and hire carefully to ensure value alignment. Effort is made to avoid potentially sub-standard employees upfront. Decisions on whether to keep

underperforming employees are made quickly, terminating those who don't fit within the first 30 days.

6. They have a great impact on their employees' performance. These CEOs are visible, involved and the biggest cheerleaders for their company. They regularly offer recognition for high performance and company successes. Profitable companies have employees who feel appreciated and are involved in decisions affecting their work.

7. Both family-run and corporate-structure CEOs share a commitment to team-driven cultures that demand high performance and are free of blame. Employees can see how their actions contribute to the greater good and direct their energy toward the tasks and outcomes that matter most.

8. They target density as a strategic objective (a rare discipline often lost in the process of growing). At many stages of growth, there's a need to grow sales.

Referrals are great but can be counter to the density model. High-profit companies know when to say "no."

9. They emphasize continuous learning and help their employees with career development, encouraging employees to become certified, improve skills and participate in internal training programs.

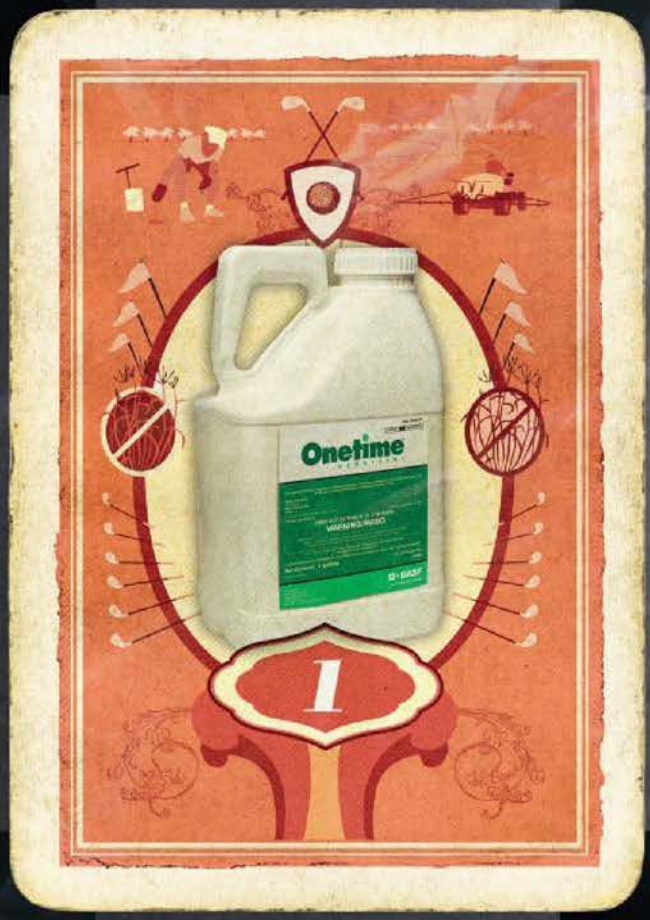
10. They measure everything: productivity in the field, sales activity, close ratios and unbillable time. Employees have measurable performance targets and receive regular feedback.

11. They plan, budget and hold themselves accountable to their projections for growth and profitability.

12. They precisely manage overhead and make sure it doesn't grow as fast as sales. In less profitable companies, overheads are allowed to drift upward, often growing as fast or faster than sales.

Not all high-profit companies do all of these things, but they do more of these things than less profitable companies do. Less profitable companies either don't do these things or they do the opposite of them—both destructive habits whose results are difficult to reverse. Bad habits, such as complacency and denial, can circumvent important decision making, cost your company money and limit its effectiveness.

You might not be able to hit
60 home runs in one season.



But you can take out more than
60 weeds in one application.

Onetime[®]
HERBICIDE

Is your weed control program striking out? **Onetime**[®] herbicide helps you win against nearly 70 troublesome weeds. An effective postemergent herbicide, **Onetime herbicide** combines the latest **Drive**[®] **XLR8 herbicide** technology with MCP-P and dicamba to deliver excellent, broad-spectrum weed control. **Onetime herbicide** absorbs rapidly, acts quickly and can be used in both cool- and warm-season grasses. Talk about a home run.

betterturf.basf.us

BASF

The Chemical Company

Always read and follow label directions.

Drive and Onetime are registered trademarks of BASF. © 2013 BASF Corporation. All rights reserved.



THE BENCHMARK

JEFF HARKNESS

The author is owner-manager of 3PG Consulting. Reach him at jeff@3PGconsulting.com.

Get the best from managers

I've had the recent pleasure of managing a client's account management team for the last six months. I love it, but managing people who are in front of your customer is tough. It takes hard work and patience. The good news is this skill can be learned and refined with experience, but there's a shortage of good management talent operating in this industry. You have to get this right. Your growth and sanity depend on it!

The best companies are making investments in finding, training, motivating and rewarding their talent. This leads to retention and stability. Profits follow. Sounds easy, right? If you're frustrated and challenged by your team's results, consider the following.

Personality profiles. Human behavior is predictable and job descriptions require certain skill sets within your organizational structure. Profiles can be used to gain insight as to how a particular individual works and interacts with others, in their personal life or working life. DISC, Myers-Briggs or Wonderlic are few good providers to check out as a measuring stick for your team. Include yourself. Owners create problems, too! This screening process is a must and you need to make it part of a strategic planning meeting and/or your hiring process. In the classic read *Good to Great* author Jim Collins talks about a simple question "great" companies ask themselves: "Do I have the right people on the bus? Are they sitting in the right seat?" Ask this question of your organization on a regular basis.

Measurable data. Accountability for managers starts with communicating specific goals and metrics that must be met and reported. Each firm has to ask: "How do we define success?" The answer will drive the setup of your standards and metrics. Frequency should include weekly, monthly and quarterly requirements, derived from an annual target. Examples include the number of property visits, revenue per hour targets, budget vs. actual hours, man count, gross profit goals, quality inspections, communication touches (emails, calls, meetings), leads, proposals and closes. You have to meet

on a regular basis to discuss and track metrics. The profile information you analyze from above should help you motivate and modify your approach with each manager. You can't treat everyone the same.

Priorities and work habits. Compensation and tenure have nothing to do with work habits and productivity. Too many owners make the mistake of believing they do. You need to help your people prioritize their time and set a weekly schedule. Your profile results on that manager will help you in your approach, but don't assume your people are productive in their daily routine. We consistently see terrible habits and priorities. This includes you owners, as well! So what's the solution? Is it micromanaging? Yes. Better systems and processes? Yes. Focus and determination? Yes. Hard work? Yes. The results here can be tremendous. You may even have to replace someone.

Observation and meetings. You have to make time to observe your people in action and meet to discuss results against goals. This includes a regularly scheduled meeting, phone calls, joint sales calls, joint inspection walks, field crews observations, etc. It can be as simple as taking a manager to lunch to get a feel for stress levels, issues at home, pulse and momentum of the team. Expect to hear concerns. That's a good thing. It allows you to get ahead of problems. I know everyone is busy, but this needs to be a priority. Be constructive in your comments, listen and then take action. Leaders need to lead.

Reward and appreciate. Employees by nature always ask "What's in it for me?" Your answer cannot always be, "Your job and a paycheck!" Get creative to recognize and reward your people. It's not always about an incentive plan, although I like them if designed and tracked correctly. Gift cards, dinner, an event or a day off can go a long way. How about a simple "thank you" in front of their peers? Or, "Job well done!" Show people you care. It might sound corny but it's real, trust me.

Incorporate these approaches into your management process. Be consistent and focus. You will get results.



TAKE YOUR INVESTMENT FURTHER.

PROPANE AUTOGAS DRIVES THE BEST VALUE FOR FLEETS.

Propane autogas is the ideal alternative fuel for light- and medium-duty fleets. It not only costs less per mile but also offers convenient, affordable refueling options for a strong return on investment. Choose the clean, American-made fuel that helps protect the environment as it saves you money.

Learn more at autogasusa.org/fleets.

WEEDWATCH

STANDING SENTINEL TO PROTECT PLANT HEALTH



NARROWLEAF HAWKSBEARD

Crepis tectorum

IDENTIFICATION TIPS

- ▶ This taprooted annual has a basal rosette and leaves similar to dandelion (*Taraxacum officinale*).
- ▶ Leaves are egg shaped, with the wider portion toward the tip. They are usually dissected or lobed. Basal leaves grow on petioles; stem leaves do not.
- ▶ Stems are erect, without hairs, and branch at the base.
- ▶ Up to 20 yellow flowers bloom in an open cluster at the top of the plant—and on stems branching from the leaf axis near the top.

CONTROL TIPS

- ▶ This plant is very invasive, particularly in nutrient-rich environments.
- ▶ Apply a postemergent herbicide containing clopyralid to actively growing weeds. Only weeds that have emerged at the time of application will be affected.
- ▶ Once hawksbeard is under control, mulch landscape beds and encourage strong, healthy turf through proper fertilization, irrigation and mowing.



BRISTLY OXTONGUE

Picris echioides

IDENTIFICATION TIPS

- ▶ This erect winter or summer annual, or sometimes biennial, broadleaf weed is commonly found in the Northern U.S., as well as in California and Nevada.
- ▶ Its seed leaves are broadly stalked, oval and hairless. The first true leaves are egg shaped and covered with coarse, barbed and bristly hairs, which grow from blister-like swellings.
- ▶ Later leaves become increasingly larger. Until the flower stem develops, plants exist as basal rosettes.

- ▶ Yellow flowerheads resemble dandelion and grow from the top of the flowering stem. Petals have toothed tips.

CONTROL TIPS

- ▶ For optimum control, apply a preemergent herbicide containing isoxaben prior to germination.
- ▶ Any existing oxtongue must be physically or chemically removed prior to herbicide application.
- ▶ Landscape bed tilling and herbicide application prior to planting also will help prevent this weed.

*®Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow. State restrictions on the sale and use of Lontrel apply. Consult the label before purchase or use for full details. Always read and follow label directions.

For more information regarding these and other turf weeds—and related control technologies and tips—please visit www.DowProvesIt.com or call 800/255-3726.

BROUGHT TO YOU BY



Dow AgroSciences



GENERIC HERBICIDES ARE FINE IF YOU RUN A GENERIC BUSINESS.

Dimension® specialty herbicide isn't the No. 1 brand in the lawn and landscape markets just because it offers outstanding preemergence and early postemergence for crabgrass control.¹ Or because it also controls more than 45 other grassy and broadleaf weeds. It's No. 1 because it's a proven product from a proven company. Unlike generic manufacturers, Dow AgroSciences provides innovative products, expertise and field support that helps retain and grow business. It's what sets Dimension apart from the competition. And when you use it, it can do the same for you. **To learn more, visit www.DowProvesIt.com.**



Dow AgroSciences

Solutions for the Growing World

¹2010 Specialty Product Consultants. ®Trademark of The Dow Chemical Company ("Dow") or an affiliated company of Dow. State restrictions on the sale and use of Dimension specialty herbicide products apply. Consult the label before purchase or use for full details. Always read and follow label directions. T38-813-005 (12/12) BR 010-60787 DATOTURF1074



ZERO TO \$250 MILLION

Fifteen years in, Scotts LawnService seeks to balance top- and bottom-line growth for a sustainable future.

BY **MARISA PALMIERI**

It's no miracle that Scotts LawnService grew from zero to nearly \$250 million in sales over the 15 years since it entered the market. As a division of the Marysville, Ohio-based lawn and garden products behemoth The Scotts Miracle-Gro Co., it had capital to make acquisitions—and it did so to the tune of at least \$125 million in its first decade.

During that time Scotts LawnService (SLS) absorbed more than 60 lawn care companies, including notables such as Emerald Green Lawn Care of Fort Wayne, Ind., J.C. Ehrlich's Green Team of Reading, Pa., and The Lawn Co. of Cape Cod, Mass.

The question isn't *how* Scotts got to be the second largest lawn care firm in the U.S., with 84 corporate locations and 90 franchisees today. It's whether the 15-year-old company can sustain a level of quality and service that will allow it to gain market share in what it estimates to be a \$6 billion category.

Brian Kura sees nothing but opportunity. He was named president of SLS in June 2012, after serving in various business development, sales/marketing and leadership positions at Scotts Miracle-Gro since 1997.

"We launched, we made it big and then we figured out how to run it," Kura says, summarizing the SLS history. He details a handful of key SLS metrics pointing in the right direction.

For example, after dipping during the recession, net sales in 2012 were up 4 percent year over year, nearly back to their 2008 highpoint (see chart at right). After the first three quarters of 2013, SLS is tracking at 4 percent sales growth for the year. Kura also points to the business's record customer count—a half million strong with another 100,000 among franchise locations. And perhaps most importantly, he says customer survey marks are as high as they've ever been, with a rolling 12-month average of 88 percent of respondents rating SLS in the top two boxes: "highly recommend" or "recommend." The company has been conducting customer surveys via a third-party every month for three years.

"The launch years proved we can do the lawn service and not mess up our consumer business," Kura says. "Through 2007, it was about growth and acquisition and then the earnings dropped out; 2007 through 2009 were about fixing the

business to restore profit; and 2010, 2011 and 2012 have been back to growing the top line."

As for the future, Kura says it's about finding a sweet spot that allows the business to add to the top line, but improve the bottom line faster than the top line. A "high single-digit" growth rate is the target to achieve these goals, he says.

How will SLS get there? There are a few ways: acquisitions within some markets, geographic expansion, selling additional services to current customers and customer growth within the core lawn care business.

GROWING LOCATIONS

West of the Rocky Mountains is an area of opportunity for SLS. Majority of its corporate and franchise locations are found in the eastern and central parts of the U.S.

"There's a list of 40 markets ripe for franchise sales and 20 markets for corporate locations," Kura says, noting SLS differentiates the two by a potential revenue level within a 300-mile service area.

Will the one-time acquisition machine start snapping up independent lawn care companies again? Kura says SLS's focus in the last two years has been to buy back larger franchise markets, and it has done so in Salt Lake City, Utah; Nashville, Tenn., and Minneapolis. That said, during Scotts Miracle-Gro's

third-quarter earnings call in early August, CEO Jim Hagedorn said the company has cash for acquisitions after not being active for a few years, *Columbus Business First* reports. "SLS plans to be a part of that strategy and is actively looking at opportunities," a Scotts spokesman said following that call.

For SLS, acquisitions are mainly about buying customers, Kura says. The company has about a 70 percent customer-retention rate, which means it has to replace 200,000 customers a year.

"If it makes sense, we'll look at it," Kura says of acquisition targets, noting client retention rates and quality service are the top considerations when SLS looks to buy.

Scotts LawnService: *How it's grown*

2012	\$245.8 million
2011	\$235.6 million
2010	\$224.1 million
2009	\$231.1 million
2008	\$247.4 million
2007	\$230.5 million
2006	\$205.7 million
2005	\$159.8 million
2004	\$135.2 million
2003	\$110.4 million
2002	\$75.6 million
2001	\$41.4 million
2000	\$21.4 million
1999	\$14 million
1998	n/r

SOURCE: SCOTTS MIRACLE-GRO SEC FILINGS



Landscape Management visited The Scotts Miracle-Gro Co. headquarters in June to see some of its research facilities and interview Scotts LawnService President Brian Kura. Clockwise from top left: Scotts spends about \$50 million annually on R&D; much of it occurs at its headquarters in Marysville, Ohio. Scotts turfgrass researcher Eric Nelson, Ph.D., shows a trial being conducted in the company's deciduous tree shade trial area. Scotts tests its mulch products to see how the colors hold up in the sun.

ADDING SERVICES

Scotts is nothing if not a seller of name brand products. In fact, the company credits much of SLS's initial success to consumer recognition of the "green oval" logo associated with the 145-year-old brand.

With that in mind, it's no surprise part of SLS's growth will come from a strategy to leverage other well-known Scotts' consumer brands—Ortho for insects and Miracle-Gro for plants—and sell them to current lawn service customers.

About 15 percent of SLS customers buy more than one service among Scotts LawnService, Ortho Pest Control Service or Miracle-Gro Professional Tree & Shrub programs. These offerings aren't new, but there's a greater focus on increasing their penetration, Kura says. For the most part SLS techs perform the additional services at the same time as the lawn care applications.

The tree/shrub service includes Miracle-Gro plant food applications in addition to monitoring for insects and diseases. In some markets, mulch delivery and installation are an option (featuring—not surprisingly—Scotts Nature Scapes branded material).

In Ortho's case, lawn techs perform exterior perimeter pest control treatments quarterly. However, in Florida, Texas and Georgia SLS has begun selling indoor pest control.

"A next step for growth—and it may be the biggest—is 'crossing the threshold' and selling Ortho in homes," Kura says. Pest is seen as a prime opportunity for growth because Scotts estimates it to be an \$8 billion category—25 percent



larger than lawn care—and customers retain their pest services at a higher rate than lawn care services.

The challenges here are several fold: 1). Sending a technician into someone's home requires a higher level of scrutiny and training, 2). The regulatory requirements are in many cases stricter than in lawn care, and 3). The service standard in pest control is 24-hour availability.

To ramp up the pest efforts, SLS has added a person with pest control expertise to its technical services team based in Marysville.

“A NEXT STEP FOR GROWTH— AND IT MAY BE THE BIGGEST— IS ‘CROSSING THE THRESHOLD’ AND SELLING ORTHO IN HOMES.”

Are there other service areas SLS is eyeing? As for mowing, “It’s tough to compete and think you’re going to make any money,” Kura says. He calls mosquito control “interesting,” but notes the service frequency isn’t a good match for the SLS program. “There’s mold control and oth-

ers we’re looking at that we could do off our current footprint and vehicle.”

Selling lawn care specifically to commercial accounts is one opportunity SLS is considering in select markets. It’s been testing it at four branches, including Columbus, Ohio, for three years, and Kura says it has

Scotts LawnService does social media

Social media experts say not responding to customer questions or complaints online is equivalent to ignoring them to their face at your place of business.

Although Scotts LawnService (SLS) acknowledges it needs to move the dial from only

10 percent of customers coming from digital marketing channels, it has stepped up from a customer service standpoint on social media channels like Facebook and Twitter.

SLS has a dedicated social media person and is committed to resolving customer questions and concerns online. Here are two recent examples, showing how SLS’s responsiveness quells customer complaints before they get out of hand.



LED Landscape Lighting Fixtures. Bulbs. Supplies.



G-Lux 6Watt Solid Brass Submersible Fixture

compare at \$39.95



Spot & Flood Lights



RGB Color Changing



Deck & Pond Lights



Well & Pond Lights



Fountain Lights



Power Supplies



Replacement Bulbs



Truck & Trailer Lights

superbrightleds.com

In-Stock • Fast Delivery • 866-590-3533
Order by 1:00 p.m. CST for same day shipping

SCOTTS LAWN SERVICE

done some work with national commercial landscape maintenance providers.

“As we build a plan for 2014, the opportunity appears to be worth scaling,” he says.

LAWN CARE: OPPORTUNITIES AND CHALLENGES

Still, with all the talk about expansion and adding services, Kura sees SLS's core service (lawn care) and core customer base (homeowners) to be a major opportunity in itself. For starters, he points to its largest competitor, TruGreen, as “heading in the other direction than we are.”

“We measure ourselves against the local guy and there are 4,000 of them running around,” Kura says. “This is a big, fragmented category. And I think it's an opportunity for us with just one big competitor that's struggling and a big market to go after.”

With opportunity comes obstacles and SLS's are just like any lawn care company's, albeit on a larger scale.

For example, the ever-changing regulatory environment is a perennial difficulty, Kura says. “You make sure you stay compliant and hope it doesn't get worse,” he says.

In some cases, the company has worked proactively in partnership with officials and environmental groups. For example, Scotts announced in 2011 it would remove phosphorus from all its lawn “maintenance” fertilizers by

2013, and it accomplished that goal earlier this year. Because phosphorus is essential to initial turf root development, the nutrient will remain in its starter fertilizers for new lawns and also in its organic lawn food, as it occurs naturally in the organic material.

The 2011 phosphorus-free announcement marked the expansion of a commitment made by the company in 2006 to stakeholders in the Chesapeake Bay area to

reduce phosphorus content in lawn fertilizer by 50 percent.

Now, SLS is voluntarily “P-free,” as is much of the lawn care industry.

Another top challenge for SLS is finding and keeping good people, Kura says.

“In a service business, you're only as good as your people who interact with your customers,” he says, noting the technician's role is the hardest to fill and retain. “That's a lot of long hours dragging a hose in the heat of summer.

“It can be a tough, demanding job,” Kura says.

For the past five years the company has brought

continued on page 20



TECHNOLOGY, SUSTAINABILITY *go hand in hand*

When lawn care professionals think and talk about sustainability, they often refer to their products, says Chris Wible, director of technical services for Scotts LawnService (SLS).

“That's a key piece, but another is the consumer and another is the fleet,” he says. And he should know. Before taking this role in mid-2012, Wible was the director of environmental stewardship for The Scotts Miracle-Gro Co.

Just think, “What does the homeowner do when you're not there?” Wible asks. Sharing proper mowing height information with consumers is a very easy way to reduce weed pressure, thus reducing inputs, extra trips for callbacks and other inefficient, unnecessary actions.

SLS primarily conveys this information to clients in leave-behinds and service notes. Wible says techs meet at the branch level on Mondays to share what they're seeing in the field and discuss appropriate customer communications for that week. The SLS technical service team helps develop tech notes appropriate for given weather and agronomic conditions, Wible says.

The fleet has been a high-impact area for SLS the past two years. In fact, between 2011 and 2012, SLS reduced its total number of miles driven by 1.8 million, Wible says. That translates into fewer emissions and less fuel consumed, not to mention the efficiencies it creates for the business, he says, attributing the savings to more effective routing software programs and regional routing teams.

When SLS President Brian Kura talks about the fleet, he says the company runs lean due to a “maniacal focus on cutting costs out of the business.”

One cost-cutting example is the use of notebook computers that report driver data, do batch information uploads when techs return to the shop and generate professional print-outs of regulatory information plus tech notes. The company uses software from Real Green Systems and has been for about a decade. Real Green founder Joe Kucik also operates a Scotts LawnService franchise in Michigan.

“IN A SERVICE
BUSINESS,
YOU'RE ONLY
AS GOOD AS
YOUR PEOPLE
WHO INTERACT
WITH YOUR
CUSTOMERS.”

When you miss a job in landscaping, you lose more than money—you lose your reputation. That's why so many landscapers trust Mobil Delvac™ heavy-duty diesel engine oil in their trucks—it helps reduce sludge and wear and is formulated for long engine life. To learn more, visit mobildelvac.com

Mobil Delvac
For Long Engine Life



**A reliable truck means
reliable business**



At the Scotts headquarters, associates maintain a community garden and donate the produce it generates to local food banks.

continued from page 18

together all service area managers—a few hundred people—annually for three days to train them in “best application practices” or BAP, which include application techniques, compliance and safety. They’re responsible for taking the lessons back to their regions so every tech receives the same training.

Technician turnover, which used to be nearly 100 percent, is down to about 35 percent, due in part to training, a “comeback” bonus, production bonuses and “truck sale” bonuses for selling add-on services, Kura says.

Finally, finding new customers without violating any of the “do nots”—as in the do-not call list, restrictions on door-to-door solicitations and who companies can email—is a major obstacle.

“It takes a significant number of available households out of the mix,” Kura says. Direct mail and door-to-door are the primary avenues SLS gets customers. Right now less than 10 percent of its business comes from digital marketing, which for SLS primarily includes banner ads and paid search. The company has ramped up social media efforts from a customer service standpoint (see sidebar on page 17) and plans to increase its marketing focus in this area.

Again, Kura emphasizes the potential.

“We have a 6 percent market share in a \$6 billion business,” he says. “There’s lots of runway to grow.” **LM**

Building BENCH STRENGTH

When it comes to running a successful business, Scotts LawnService (SLS) knows its frontline associates hold the cards for the company’s future.

“They’re the ones interacting with our customers and performing the services,” says Chris Wible, director of technical services for SLS. “As well as we can design the program, select the active ingredients or formulate the products, if it’s not applied properly and consistently, we’re not going to meet the customers’ expectations. And that’s the key to success.”

To foster goodwill and build its bench for the future, SLS sponsors a scholarship program with Ohio State University’s College of Food, Agricultural and Environmental Sciences.

The Scotts LawnService Scholarship Fund, launched in 2009, was a natural fit with Ohio State, which boasts a well-known turfgrass program and is based in Columbus, Ohio, about 30 miles southeast of Scotts headquarters.

The scholarship program, available to students with one year of school remaining, funds two people per year majoring in turfgrass science, crop science, landscape horticulture, entomology or related fields. In addition to covering tuition for a full year, it includes a summer internship at Scotts headquarters, exposing the students to project work in agronomics, supply chain, customer service, environmental health and safety and operations management. The program also offers a potential opportunity to work in a branch as a front-line associate after graduation.

“It’s a very successful program, and we may look to expand it to other universities in other states,” Wible says, noting the company employs five people today who have come out of the program. “We develop them to be part of the organization.”

SCOTTS
LAWNSERVICE
SCHOLARSHIP
FUND





**WITH NEWLY SEEDED TURF PROTECTED,
WEEDS WILL HAVE TO FIND ANOTHER HOME.**

Tenacity® herbicide selectively controls weeds and grasses pre- and post-emergence and is the broadest spectrum herbicide available for use at seeding. Tenacity controls crabgrass and sedges and is the only selective herbicide registered to control nimblewill and bentgrass in lawns. With Tenacity, weeds will have to find another place to take root. Find out more at Tenacityherbicide.com.

 **Tenacity**®
Herbicide

syngenta®

facebook

And the
winner
is...

Savvy businesses understand they can use **Facebook** as a tool to increase their sales, showcase their products and services and build their audiences. One of the ways they do so is through contests. Here, we explore three firms that have used Facebook contests to their advantage.

Company: Weed Pro

Location: Sheffield Village, Ohio

Facebook contests: A coloring contest, a minor league baseball promotion and a Father's Day contest

PHOTOS: ISTOCK-INTERNATIONAL INC.

Facebook contests are a popular way for businesses to ramp up promotions. Here's some advice from three Green Industry companies that have tried them.

BY **MOLLY BEALIN**

Weed Pro, based in Sheffield Village, Ohio, is no stranger to Facebook contests. It's been hosting them for the past three years. Prizes have included a \$75 gift card and the chance to throw the first pitch at the Lake Erie Crushers' minor league baseball game.

In designing its promotions, Weed Pro monitors its Facebook Timeline to discover how its fans spend their time. "The key to gaining participation is to choose something people are passionate about," says Weed Pro Director of Marketing Shaun Canary. "We reach out to our fan base to see what kind of contest they want."

The company's Facebook contests also are built around promoting its new products. Take, for example, Weed Pro's Father's Day contest, where the contestant with the worst lawn was awarded a year-long fertilizing package.

continued on page 24

I ♥
DAD



WEED OUT THE ORDINARY

THE NEW SPRINTER



The best way to succeed out here is to maximize your efforts every day. To make that happen, you need a commercial vehicle that works as efficiently as you do. With a 2-stage turbocharged diesel engine and 7-speed transmission, the New Sprinter has the power to get you moving, with fewer stops at the gas station. The 2014 Sprinter—anything but ordinary.

www.freightlinersprinterusa.com

SPRINTER

DRIVEN LIKE YOU

FREIGHTLINER



FACEBOOK CONTESTS

continued from page 22

"It's always a goal of ours to expand our social reach with our customer base," Canary says. "We hope that customers will share their knowledge of our company with friends."

Under Facebook's guidelines, all contests must be run via a Facebook contest app, a third-party application that sits on a Facebook page and increases traffic to it. As director of marketing, Canary manages all of Weed Pro's contests and social media traffic. He uses the Tabsite and Shortstack apps. Tabsite includes drag-and-drop design, pre-made templates and "like gate" options. Its price is based on the scope of the competition, but there's a \$10-a-month option. The average cost to run contests using Shortstack, on the other hand, is \$30 a month. The app includes drag-and-drop design, templates, widgets, share features, a mobile version, videos and a "like gate."

According to Canary, Weed Pro's Facebook page gained 500 new fans after its first Facebook contest and an additional 300 after its second. Weed Pro currently has 1,067 Facebook followers.

In addition to one contest having a grand prize of throwing out the first pitch during a Lake Erie Crushers game as part of the "Summertime Fun at the Crushers" campaign, four people were chosen to compete in on-the-field contests during a game.

"The first contest was themed around our home perimeter pest spray that keeps bugs out of your home and featured a contest where the kids would throw plastic bugs into a box that had pictures of a house on it," says Canary. "The child that had the most bugs in the house won a \$50 gift certificate to the Crushers store in the stadium."

The second game, he said, centered on the company's summer recovery fertilizing program. Children raced around the bases, picking up and putting on an article of the Weed Pro uniform. At the last stop, they picked up a fake bag of fertilizer and threw it into a spreader. The winner also received a gift card to the team shop.

The promotion led to 250 registrants that were both current customers and Crushers fans who were in the market for Weed Pro's services. The contest, in combination with other marketing efforts, helped the campaign net nearly \$6,000 in sales.

Company: Meyers Landscape & Nursery

Location: Columbus Pike, Ohio

Facebook contest: Ugliest lawn

Meyers Landscape & Nursery of Columbus Pike, Ohio, decided to award contestants for keeping their lawns ugly in its first Facebook contest, last May. Primarily a residential company, Meyers had 14 contestants upload and share photos of their ugly lawns to try to attract likes and comments.

The photo with the most unique interactions between users, along with the best story, was the winner of yard cleanup services valued at \$2,000. This year's winner got his ground leveled after having to dig up his land to install a gas line.

"We just came up with the idea in February because we wanted to increase our followers and stir up engagement and dialogue with customers and followers," says Sara Lorz, Meyers marketing specialist. "The idea came from years of marketing experience."

Lorz first qualified contestants by determining whether they were in the company's defined geographic area. The rest of the decision power was placed on the Facebook voters.

"Our hope was that the people who entered their home would share the uploaded photo, thereby increasing our Facebook visibility," she says.

The target audience for the contest was homeowners between the ages of 27 and 65 who lived within a 30-mile radius of Meyers headquarters. Facebook allows users to narrow their target advertising that way.



continued on page 26

PHOTOS: ISTOCK INTERNATIONAL, INC.



www.turfbooks.com

Accountants to the Lawn Care Industry

Does Your Accountant understand the Lawn Care Industry?

- ▶ Accounting / Bookkeeping Services
- ▶ Tax Preparation and Audit Representation
- ▶ Bank and Credit Card Reconciliations
- ▶ Outsourced CFO Services
- ▶ A / P and A / R Management
- ▶ Fast, Reliable, Affordable

Serving Lawn Care Companies Nationwide

Want Better Financial Information? Call Turf Books Now

Ph: 973-300-0288



Daniel S. Gordon, CPA

As an Owner, Manager, CFO and Industry Consultant, Dan has been involved with the development of several service companies from inception to \$15 million in annual sales levels and beyond.

What Others are Saying:

Dan has helped take my business to a new level with focus on improving accounting, operations and financial management. If you are looking for one of the finest accounting service providers in the industry, Dan is your guy! He listens, is down to earth, and provides crucial feedback to help your business grow!

Matt Jesson
President, Green Lawn Fertilizing, Inc.

**Making water conservation
common sense.
That's intelligent.**



Rain Bird's ingenious ESP-SMTe has earned the EPA WaterSense label. For a model of efficiency, consider the first controller from a full-line irrigation manufacturer to become WaterSense certified. Leveraging site-specific weather data to conserve water, this innovative controller is also expandable from 4 to 22 stations. It's just one more way Rain Bird is leading the way for The Intelligent Use of Water.™





FACEBOOK CONTESTS

continued from page 24

As marketing specialist, Lorz handles most of Meyers' social media. The company conducted online research and attended webinars to get ideas for the contest and to put the concept together.

"All in all we were happy with the results, but moving forward we would more than likely tweak the way we ran Facebook contests," she says. "For example, we would more than likely use the unique votes to narrow down the finalists to the top three-fourths and then decide on the winner internally, maybe have the personal stories weigh in a bit in the decision."

She says Facebook rules and company goals guide her when designing the contest. As such, she uses an approved app.

"The app we used was called WooBox," says Lorz. "I used this because it was mentioned as an app that was fairly easy to set up in one of the articles I read prior to starting the contest. I would use it again. I had no problems with it."

Lorz says that fewer than \$400 was spent on the contest, and the company has already seen a return on that investment through a few jobs that resulted from the Facebook contest.

"We have seen a dramatic increase in the engagement of our followers," says Lorz. "We have also seen an increased number of followers. After we had this contest we went from 18 followers to 130. That's a crazy good jump in followers."

To promote the contest, Lorz says, the company did both "like our page" advertising, which shows up along the right hand-side of Facebook pages, and promoted posts with a contest graphic that linked to the company's contest page on Facebook. The ads then show up on Facebook fans' news feeds.

After the success of the ugly lawn contest, Meyers anticipates more Facebook contests to come.

"We are planning on doing more contests in the future," says Lorz. This one stirred up a lot of talk and we saw a lot of the benefits of social media."

Company: Dowco Enterprises

Location: Chesterfield, Mo.

Facebook contest: Pet pageant

Dowco Enterprises, which serves both residential and commercial clients, completed its second Facebook contest in June, when it crowned the winner of its pet pageant contest. Twenty-eight contestants sent in pictures of their pets in a landscape setting. Nearly all were dogs. The picture with the most likes was the winner of \$200 in Dowco credit.

"It just came to me," says Kelly Dowell, Dowco's director of sales and marketing of how she devised the contest. "I go



WHO'S IN CHARGE OF YOUR FLEET?

A fleet manager **PURCHASES** all vehicles, trucks, and equipment, **SCHEDULES** maintenance, **FOLLOWS** the latest technology trends and software, **MAINTAINS** the fleet budget, **IMPLEMENTS** safety standards, and **PROVIDES** technical support for your operation.

Do these responsibilities fall onto you or one of your employees?

NAFA Fleet Management Association offers fleet solutions for landscaping and lawn care companies, no matter what size trucks or vehicles you have!

Gain access to a community of more than 3,000 fleet professionals that can share their expertise and best practices. Advance your company and become an NAFA Member!



To more effectively manage your fleet operations, connect with NAFA!

Join NAFA Today!
www.nafa.org/join





base has inspired Dowco to plan more contests in the future, next of which will be a fall

family photo contest coming later in the year.

“I think [contests are] an overall win for the company and the client,

says Dowell. “We don’t normally do discounts or giveaways. Having contests gets people looking at our page and talking about our business and it gives them the opportunity to save money.” **LM**

Bealin is a Cleveland-based contributor to Landscape Management magazine.

out and look at people’s property a lot. People always have their dogs and cats outside and they take good pictures.”

Dowco’s contest last July was a container and garden contest. Contestants submitted photos of container plantings and garden spaces. Thirteen photos of self-created containers were submitted with the same prize of \$200 Dowco credit, which went to the photo with the most likes.

Dowell, who manages the company’s Facebook page herself, says she has not used an app for Dowco’s past contests. She’s organized and regulated them herself.

“I had clients submit photos to my email address,” says Dowell. “I saved them until the deadline and then posted them to the page. We want to get as many people, specifically clients, to look at our page as possible. We want to make things fun and engaging for clients.”

Dowco has seen visible gains in its Facebook following as a result of the two contests. Between June 1 and June 17, the when the pet pageant contest took place, Dowco’s Facebook page got 27 new likes. The pictures from the contests generated 208 likes and 46 comments. Dowco’s Facebook page currently has 667 likes.

“It heightens awareness and provides a warm, fuzzy feeling so when there is a need they think of us,” says Dowell. “Our main goal is to keep clients engaged with Dowco. We are also able to use their photos for marketing purposes.”

Winners were issued the credit to their accounts through Dowco’s software program and sent a congratulatory note letting them know they had won. The increased following and fan

THE ONE APPLICATOR THAT DELIVERS

MORE



MORE PROPERTIES PER DAY

MORE CUSTOMERS PER WEEK

MORE MONEY IN THE BANK

THE NEW T3000i™ SERIES enables you to put more residential and commercial properties on the same route. You’ll dramatically improve route efficiency and eliminate the expense of two machines. It’s easy to transport, easy to operate and easy on the operator. Advanced features include:

- **NEW** intuitive, hands-free speed control giving you unprecedented control and productivity
- **NEW** 3-in-1 15-gallon Auxiliary Tank can save you up to 10-15 minutes *per lawn*
- **NOW** with 45 percent more hopper capacity, enabling you to cover more ground per fill

It’s time to expect more from your spreader/sprayer. *Lots more.*



Call 800-679-8201 for more information or visit WWW.TURFCO.COM to see the T3000i in action.



WHERE IRRIGATION MEETS INNOVATION



New Technologies | Industry Experts | Innovative Ideas

We Bring it All Together.
Join Us in Austin.

Irrigation Show—Nov. 6-7 | Education Conference—Nov. 4-8
Austin Convention Center | Austin, Texas

www.irrigationshow.org



MARKET WATCH

DESIGN/BUILD

Fostering feedback

Client advisory boards provide business owners an outside perspective. *By* EMILY SCHAPPACHER

Jeffrey Scott cuts right to the chase. “Clients are always analyzing your company,” says the Green Industry consultant. “As the center of your business, they experience the good and the bad of what your company has to offer, and they have already formulated an opinion, whether you know it or not.”

To find out what these opinions are—and to glean a lot of other invaluable information at the same time—some business owners are turning to client advisory boards. Members of a client advisory board are chosen by the business owner to meet together and share their perspectives about the parts of a company that work, the parts that don’t and the parts that could be improved. The meetings can also be a

good opportunity to test new strategies, products, marketing initiatives and services on a captive audience that’s there to give honest, straightforward feedback.

Depending on a business’ goals and resources, client advisory boards can take on a variety of forms. Some meet multiple times a year, some meet only once. Some are formal affairs with many participants and others take place with three or four people over a casual lunch. Scott also describes three different ways to lead client advisory boards—one type is led by a facilitator without the business owner present, another is led by both the facilitator and the business owner, and the third is led by the business owner alone. But despite the structure, there are some key steps to follow to ensure the

meeting is an effective use of time that will benefit both the business and the client in the long run.

“A client advisory board is an idea you can execute immediately and have an immediate impact on the bottom line,” says Scott. “You get complete clarity from a sales, marketing and customer service perspective.”

“A client advisory board is an idea you can execute immediately and have an immediate impact on the bottom line.”

—Jeffrey Scott



CHOOSING THE RIGHT CLIENTS

One of the first steps to a successful client advisory board is choosing the right clients to participate. Glenn Bonick, owner of Bonick Landscaping in Dallas, conducted a client advisory board meeting in March. His goal was to generate as much feedback as possible, and Bonick chose six individuals that represented a thorough sampling of his client base to participate. He also made sure to choose clients he had good experiences with in the past to receive constructive criticism rather than complaints.

“You don’t want to get all males or all females, or all people from the same income bracket. A cross-section of customers tends to feed off of each other,” Bonick says. “You also don’t want it to



be a bitch session, so you don't want to bring in clients who are disgruntled. You want people who are generally pleased with the process so they will give honest, helpful feedback."

Like Bonick, many business owners strive to select a fair representation of their clientele for advisory boards—a mixture of new and old residential and commercial clients who are both men and women of diverse ages. But Scott says an even better approach is to gather the type of customer business owners want more of. By understanding what these ideal clients want and need, the company has a better chance of attracting more of them. Also, these clients typically have more interaction with various departments within the company, so they tend to have more opinions to share.

"You don't want to get all males or all females, or all people from the same income bracket. A cross-section of customers tends to feed off of each other."

—Glenn Bonick



"You want to target the most comprehensive clients that make you the most money," Scott says. "The clients who use the most services also see the most mistakes, such as when handoffs within the company don't work. The client often becomes the victim of that."

Bonick says his experience with the client advisory board made the good relationships he already had with the participants even better. He plans to host another advisory board in the fall, and continue to host one or two per year with different groups of people each time.

"Since the event, some have called me up just to see how I'm doing," Bonick says. "That really shocked me that people were that interested in our business and our success."

Scott agrees it's a good idea to review the list of participants and consider inviting

new clients before each board meeting. Not only will this diversity ensure fresh perspectives, but, as company strategies change over time, so may the ideal client. Depending on the goal of the advisory board, some clients may be a better fit than others at different times.

As for compensation, Scott says it's not necessary. He suggests holding the advisory board over a nice meal, ideally at a restaurant that's conveniently accessible by all participants. Holding the meeting over food tends to loosen people up and get them talking, Scott says, and the free meal is the business owner's way of thanking the clients for their participation.

"It's in the clients' interest to be there because they want you to be doing a better job," Scott says. "If they are not willing to show up or will only come for money, it indicates that you don't have a great relationship with them and you have a bigger problem."

ASKING THE TOUGH QUESTIONS

Another consideration for a successful client advisory board is asking the right questions to get the most useful feedback. This is when it can come in handy to have a third-party professional moderate the meeting and ask the questions the business owner may not feel comfortable asking. Scott has done this for at least 20 landscape companies and says this is when he often gets the most candid feedback and a true picture of what's really going on inside the business from the customer's point of view.

"Asking the right questions means asking the tough questions," says Scott. "Questions business owners might be embarrassed to hear the answers to."

Kevin Cryan, president of Cryan Landscape Contractors in Seekonk, Mass., hired Scott to lead a client advisory board in 2012. The information Scott obtained from the group was a "breath of fresh air" for Cryan. It reinforced things he already suspected, while shining a light on issues he never would have known about. For example, he never expected one client, a subcontractor, to say that his favorite thing

"This is another way to work on your business instead of in it."

—Kevin Cryan



about Cryan Landscape Contractors is receiving an invoice quickly so he can, in turn, bill his clients sooner. Another insight: Cryan had suspected he was too involved in the day-to-day operations of the company and that he needed to trust his employees to have more client interaction, a thought that was confirmed by the advisory board.

Cryan also was pleased to hear that his clients notice and appreciate the different ways his company supports the local community, like sponsoring tee-ball teams and golf tournaments, and working with United Way, the Rotary Club and the YMCA.

"That's not why we do it, but sometimes you think you don't get any credit for community involvement," Cryan says. "So it was cool that the customers actually mentioned it, know we are involved and that they like that."

Both Bonick and Cryan say they invested just a few hours of time and less than \$1,500 for a client advisory board meeting, including the consultant fee and the meal. And they agree it was an inexpensive investment for the information they gleaned. Both men also agree the benefits have since infiltrated their companies, allowing them to provide better direction and leadership for their employees and better service and experiences for all of their customers.

"This is another way to work on your business instead of in it," Cryan says. "A lot of owners struggle with taking time to work on their business because they are busy putting out fires. But you have to work on your business to prevent those fires in the first place."

Schappacher is a freelance writer based in Cleveland.

MAINTENANCE

A 'fair' shot at a second chance

How Fairhaven Lawn Care, a social enterprise business, turns the homeless into skilled, productive employees. *By JONATHAN KATZ*

In 2008, Fairhaven Lawn Care began operating in central Ohio with a modest goal to serve about a dozen customers. Today, the company provides landscape maintenance services to approximately 45 customers. But Fairhaven isn't your typical landscape success story. Based in Lancaster, Ohio, about 30 miles southeast of Columbus, Fairhaven is a social enterprise business launched by Lutheran Social Services of Central Ohio to help its homeless clients.

The company currently employs a crew of five workers from the agency's shelter. Fairhaven is the brainchild of Eddie Rapp, director of the company and Lutheran Social Services. Rapp decided that instead of using outside contractors to manage landscaping services for Lutheran Social Services' properties, he would hire clients to do the work.

"We're kind of building their lives back up, but at the same time producing a product and a business," Rapp says.

Fairhaven is a for-profit business under the umbrella of the nonprofit agency. This means any profits are invested back into the agency's nonprofit programs. After Rapp decided to start the company, he hired an experienced landscape professional to supervise and train the staff. Prospective employees endure multiple rounds of interviews and background checks before they're hired. Once they're hired, the company spends 10 to 20 hours training each employee on all pieces of equipment, Rapp says.

While the company's challenges are somewhat unique, the basic tenets of success remain the same: present an appealing image with a strong marketing message and quality service.

"The perception of homeless people is not good, so the first two-and-a-half years we were trying to prove ourselves," Rapp recalls. "After a while, people would drive by a property and see our truck and trailer and say, 'Wow, that looks great.' Plus, there's the selling point of this business being a way to give back."

Performing a charitable service without requesting donations is another selling point for the company, Rapp says. People don't have to wonder where their money is going. "A lot of people are hesitant to donate to charities," Rapp says. "They want to know where their \$100 is going. We can tell them that if they don't want to donate \$100, then hire us."

continued on page 34

SpeedZone
BROADLEAF HERBICIDE FOR TURF

**When You Need
Broadleaf
Weed Control...**



- ▶ **Visible activity in hours**
- ▶ **Effective, fast-acting, cool-weather product**

G pbi / GORDON
CORPORATION

An Employee-Owned Company

800.821.7925

pbigordon.com/speedzone

Checkered Flag Design®, Gordon's®, ProForm®, and SpeedZone® are registered trademarks of PBI-Gordon Corporation. Always read and follow label directions. 4/12 01809



Design PRO

On the go

Mobile design software apps improve design efficiency.

Chris Walter says design software has become like his “right hand” because he uses it so much and has come to rely on it for doing business. The Liberty, Mo.-based landscape contractor and owner of Computerized Landscape Design utilizes PRO Landscape by Drafix Software. And now that PRO Landscape is also available in mobile form with PRO Landscape Companion for iPad or Android tablets, Walter says he’s been able to greatly improve efficiency with his designs.

“With the Companion application, it’s the ultimate mobile design solution,” says Peter Lord, president of Drafix Software. “A lot of landscape contractors will go out with a digital camera and take a picture, but then they have to go back and download it to the laptop before they start any actual design work. That method works fine, but with a tablet you can take the pictures and then do the designing immediately using PRO Landscape Companion.”

Because the app is also linked to a designer’s computer, the user can start the design on the tablet and then open it on a computer and continue right away. On the flip side, the design can also be transferred from a computer to a tablet so that it becomes a mobile presentation to take directly to the client. “With everything linked, it’s a big time saver,” Lord says. “If you’re showing a client a design and they don’t like a certain plant you can delete it right there and it’s linked back to the computer so there’s no duplicating the work.”



For Walter, the software has really helped cement sales. “People think in pictures,” he says. “It’s one thing to describe a design to a potential customer but to actually show it in pictures is a whole different story. The software allows them to see something before it even exists, and that can definitely help make the sale.”

Improving flexibility, sales

Walter says that the mobile version of the software has only increased the possibilities for him. “I used to have to make one appointment with the client to walk the property and take pictures and then come back again after I design the plan,” he says. “These days it’s hard enough to get one appointment with someone, let alone two appointments. But now I can do everything at once with the Companion app. I can take a picture of the area they want done and then we can sit on their front porch and start designing together.”

In fact, Walter says that engaging the customer in the design makes the sale even more likely. “When you work one-on-one with the client on the spot, you’re getting their input every step of the way,” Walter says. “They basically sell themselves on the design. Having their help with the design makes a huge difference. They feel more attached to it and are more likely to commit. It makes the whole process easier.”

Lord says the flexibility and efficiency is what today’s software users demand in order to meet the needs of their clients. “From designing on site to presenting on site and even making changes on the fly, the mobile application allows contractors to truly meet their customers’ needs,” Lord adds. “People want to be able to see things instantly and give feedback right away. The old way of doing things with all the back and forth between the computer and the client simply takes too much time.”

In addition to being a huge time saver, the program is also easy to use. Walter says that with good tutorials, which help walk you through the process, the learning curve is minimal. “There’s also excellent tech support,” he says. “You can get up and running very quickly and start getting plans designed right away. The company also upgrades the program every year with new bells and whistles that help keep it fresh and new.”

The bottom line, says Walter, is anything that makes the selling process easier is a welcomed addition and he says this program does just that. “I’ve found that as long as you’re able to gain people’s trust, you’re going to do business with them,” he adds. “And PRO Landscape definitely helps gain their trust.”



Your Vision, Their Dream – Anywhere

Communicating your vision to prospective customers has never been easier with PRO Landscape design software. Whether your design platform is a desktop, laptop or tablet you can design and sell anytime, and now – anywhere.

PRO Landscape is not only easy to use, but feature rich including stunning photo imaging, night and holiday lighting, 2D CAD, 3D renderings, and complete customer proposals.

Bring your customer's dreams to life – starting today!

prolandscape.com
sales@prolandscape.com
800-231-8574



PRO Landscape
DESIGN SOFTWARE

continued from page 31

About 80 percent of Fairhaven's customers are commercial properties. The remaining sites are residential properties.

THE SCREENING PROCESS

The employees who work on these properties come from various backgrounds. Some Fairhaven Lawn Care workers are former factory employees who were laid off during the recession. Other crew members are younger employees with limited job skills. Many Lutheran Social Services clients struggle with drug and mental health problems as well.

The company interviews all applicants from the Lutheran Social Services homeless shelter. The process serves the dual purpose of teaching the program clients interviewing skills while assessing their qualifications. Clients who pass the initial interview earn a follow-up meeting. Once they receive a job offer, Fairhaven conducts a final interview and

then performs a background check and drug testing, Rapp says. "We run it as an official business, and part of the rationale behind that is we want employees to hopefully in six months or so leave and go to a better job, and we want to teach them the skills."

Lutheran Social Services continues to work with clients who don't get the job so they can improve interviewing skills, resumes or other job search skills for future employment.

AN EARLY START

Employees who make the cut will start working for Fairhaven as early as late February or the beginning of March. Unlike traditional landscape contractors in its area that typically begin working



Fairhaven Lawn Care is a for-profit landscape maintenance business under the umbrella of a nonprofit agency.

in April, Fairhaven starts earlier to ease new employees into the rigorous work environment. The new hires may work 10 to 20 hours the first few months before progressing to a full 40- to 50-hour workweek.

During the training process, workers learn how to operate zero-turn mowers, trimmers, edgers and equipment. They also learn how to trim shrubs and identify perennials and annuals. At the same time, the company teaches employees many basic life skills, such as managing their finances after they're paid.

Fairhaven employees may work for the company for up to a year before they're expected to find work elsewhere. About 10 to 15 former Fairhaven employees have moved on to larger landscape companies. Two ex-employees returned to school to earn turf management degrees. Fairhaven even has referred employees to competing landscape contractors, Rapp says.

Other employees have taken jobs at large retail outlets, such as Home Depot and Lowe's, or supervisory positions at restaurants, such as Subway. As for the company's overall success, Rapp says Fairhaven has made just enough to recoup its capital investments. In the next two years, he expects to be more profitable. But the company's goal is to serve a greater purpose that looks far beyond profitability, Rapp notes.

"Being a social enterprise, our goal is to employ as many of our clients as we can," Rapp says. "We don't want to lose money, but we're not in it to be a huge, booming business. If we can employ our clients and teach them the skills they need and move them on, that's our ultimate social goal."

Katz is a freelance writer based in Cleveland.



For over 40 years, Air-O-Lator has been making eco-friendly, high performance products. As a 3-in-1 device, **Aquarian** aerators improve water health and quality while providing the aesthetic beauty of a fountain and deicing capabilities during winter. Backed by outstanding customer service, Air-O-Lator aerators are easy to install and maintain.

www.airolator.com

800-821-3177



LAWN/TREE CARE

Grub talk

The BugDoc answers readers' grub questions. *By DAVE SHETLAR, PH.D.*

Editor's note: In July, Dave "the BugDoc" Shetlar, Ph.D., addressed preventive and curative grub control in a webinar presented by Landscape Management and sponsored by Valent Professional Products. Here's a bit of Q&A between Shetlar and participants on this hot topic.

Q In Zone 9 do we really need to be concerned with grubs?
—participant from South Carolina

A Say what? Some of the worst grub damage I've seen has been in Texas and Florida. In these cases, not only were the grubs damaging the turf but the armadillos and hogs were tilling the turf. Yes, I've seen some pretty "good" grub infestations on Hilton Head Island, but where mole crickets were being controlled, the grubs had a difficult time surviving. On a couple of golf courses, it wasn't the actual grub damage, but the animal digging that was the problem.

Q How typical is it to get grubs in shaded areas?
—participant from Illinois

A Entomologists often have stated that shaded turf is less at risk for grub infestations. However, no one told the grubs this! If you have dense turf with lots of organic matter, there will be a grub that "appreciates" this habitat. We are seeing Oriental beetles and Asiatic garden beetle grubs in some pretty dense shade.

Q How do you recommend dealing with recurring grub problems?
—participant from New York

A Mike Villani, Ph.D., did some studies back in the 1990s where crews surveyed white grub infestation in the Syracuse, N.Y., area. What they found was simple: If you had a damaging grub population last year, you would be at an approximate 80 percent chance of repeating it the following year.

I highly recommend keeping records of insect activity. Post a big map of your operating area and have your specialists put in a colored pin for each time they find a grub, billbug or chinch bug problem. Soon, you will see clusters of these pins in certain neighborhoods. These would be the neighborhoods that you would concentrate on selling preventive treatments.

Shetlar is associate professor of landscape entomology at Ohio State.

» WEB EXTRA

Visit [Landscape Management.net](http://LandscapeManagement.net) for more BugDoc Q&A.

PHOTO: ALTON N. SPARKS, JR., UNIVERSITY OF GEORGIA, BUGWOOD.ORG

Think Humic Acid will bust your budget? Think again.

Diamond Grow™
organic Plant's Choice
LIQUID HUMIC CONCENTRATE

The affordable Humic Acid.

Plant's Choice Diamond Grow™ Organic Liquid Humic Acid is ideal for Turf, Hydroseeding, Landscaping, Horticultural and Agricultural Applications.



Available Packaging
2.5 US gal jugs • 275 US gal LM totes
330 US gal LM totes • Tanker loads



Also available in powder formula.

www.ThePlantsChoice.com



Plant's Choice

855-335-9928

The Natural Choice for Better Plant & Soil Health

IRRIGATION

Decoding irrigation certifications

Determine which credentials may be good additions for your business.

By MIKE TEMPLE, CGIA, CIC, CID, CLIA, CLWM

WHERE IRRIGATION MEETS INNOVATION

We Bring it All Together.
Join Us in Austin.

Irrigation Show | Nov. 6 – 7
Education Conference | Nov. 4 – 8
Austin Convention Center
Austin, Texas

 **Irrigation**
ASSOCIATION™

 **ARCSA**
AMERICAN ROYALTY COUNCIL OF SODIUM ASSOCIATION

 **IPPCA**
INTERNATIONAL PROFESSIONAL
POND COMPANIES ASSOCIATION

www.irrigationshow.org

For a professional landscape contractor looking to expand, one strategy is to earn a professional certification.

With so many choices, it's often difficult to determine which certifications are right for you. For example, the Irrigation Association's (IA's) Select Certified program offers four certification programs designed specifically for landscape professionals: certified irrigation contractor, certified landscape irrigation auditor, certified golf irrigation auditor and certified landscape water manager. There's also the certified irrigation system designer. Let's decode these options:

Certified irrigation contractor (CIC):

The CIC is targeted to business owners and managers who install and operate irrigation systems. CICs must demonstrate knowledge of hydraulics, precipitation rates, distribution uniformity, sprinkler spacing, controller operation and safety requirements. They also must show a general understanding of irrigation plans and specifications and business basics.

Certified landscape irrigation auditor (CLIA) and certified golf irrigation auditor (CGIA):

The CLIA and CGIA certifications are intended for those involved in collecting site data, making maintenance recommendations and performing minor repairs to quantify turf irrigation water use on landscapes and golf courses. CLIAs and CGIAs determine irrigation uniformity and efficiency and develop basic irrigation schedules.

Certified landscape water manager (CLWM): The CLWM certification is designed for those who manage the

irrigation system.

This program builds on the skills learned in the CLIA and CGIA programs and details how to fine-tune the irrigation schedule to apply the optimum amount of water to the landscape without over watering. It also covers the financial impacts of system improvements to evaluate the benefits of water usage reduction versus the cost of the system improvements.



Mike Temple

Certified irrigation designer (CID):

CID certification offers a more advanced level of certification and goes into greater detail on all aspects of irrigation system design. Topics covered include sprinkler/pump selection, calculation of water windows, sizing of water supplies and system hydraulics.

On top of the existing programs, IA is developing a new entry-level certified irrigation technician (CIT) program, which addresses the basics of irrigation system maintenance and troubleshooting. Exams for the new CIT program will be available for the first time at the 2013 Irrigation Show & Education Conference, which takes place Nov. 4-8, in Austin, Texas. Computer-based testing will be available beginning Dec. 1. **LM**

Temple is owner of Irrigation Innovations in Waxhaw, N.C., and serves as chair of the Irrigation Association certification board.

First the neighbors will be jealous. Then they'll give you a call.

Our best-in-class products combined with the WinField Insights™ Tech Kit and WinField™ Academy classes can help you look deeper and plan smarter.



VISIT WINFIELD.COM/LAWNINSIGHTS ON YOUR
MOBILE BROWSER, THEN PLACE YOUR PHONE HERE



WINFIELD™

WinField is a trademark of Winfield Solutions, LLC. ©2013 Winfield Solutions, LLC.



PROFITING FROM DESIGN

JODY SHILAN

Shilan is editor of FromDesign2Build.com. Contact him at 201/783-2844 or jshilan@gmail.com.

The site visit proposal

Q We're a smaller landscape design/build company. Most of our projects are between \$2,500 and \$5,000 and rarely get over \$10,000, so selling design fees is really tough in our market. Any suggestions on how we can improve our closing rates without a plan?

—Jonathan Chaseman, JC Landscape Construction, Gresham, Ore.

As much as all of us want the glamorous, high-end design/build jobs, many of us don't work in these markets or have access to these types of clients. Or maybe you do work in prestigious areas but still have to go out on calls that are not "design worthy," although they're still potential one- or two-day moneymakers.

Whatever the reason, you need to create a preprinted proposal form that will help you land these smaller, less prestigious projects—or what I'm now officially calling "estimate/build" work—right then and there. I call these forms site visit proposals (SVPs) because they're designed to help you close the deal on the initial site visit or meeting.

Are we embarrassed to admit we do "low-end" work? Will our peers look down their noses at us for admitting we do smaller installations? Well, I've got some news for you, Mr. SnootyScapes Landscape & Design: Smaller or low-end projects can be just as profitable as those negative-edged, maturely planted, hardscape-dominated, high-end landscape installations, and they can be just as interesting. (OK, that last part is a stretch.) Still, the profit generated from the \$1,500 to \$5,000 projects isn't any less green than that of a so-called "high-end" project.

Think about it. If you sell enough \$5,000 installs, before you know it you'll have \$25,000 worth of work, which is pretty decent for anyone. For smaller companies this can provide you with two weeks of solid work. For larger companies you can turn your B and C crews (or enhancement crews) into profit-making machines. You know what else? By selling smaller or low-end work your newer designers and salespeople

will gain the experience and confidence they need to eventually start selling larger work in the future.

Anatomy of the SVP

So let's discuss how the SVP works. I created the SVP because, like many of you, I'd go on leads that were smaller and didn't require a design but still could make money. At the end of these appointments, I'd tell the prospects I would put together a proposal and get back to them in a few days. The reality was that once I left these calls and started getting busy with paid clients and checking on projects under construction, these estimates slowly started working their way to the bottom of the to-do pile. Time would pass and frustrated potential clients would call the office looking for their estimates. I'd apologize to them, saying how busy I was, and tell them I would get it to them that day, which oftentimes never happened.

One winter I decided that enough was enough and I created a mini proposal—the SVP—that I could complete right on site. It's a professional-looking document that's a hybrid between a blank triplicate NEBS form and a formally typed proposal. The SVP includes three sections: site work, landscape planting and miscellaneous considerations, plus materials and labor cost breakdowns for each.

The next year, instead of leaving these types of appointments with a false promise that I'd get back to the prospects with a design, I wrote up a proposal right then and there. Naturally, the homeowner couldn't be happier, nor could I. Since my SVPs are triplicates, I gave the client the white and yellow copies with a self-addressed stamped envelope and I kept the pink copy for my records.

If the clients wanted to do the work, they just sent in their signed copies with a check for a third of the price. If not, I knew I did my job and responded to them in a timely fashion. Using my SVP I sold more work, got fewer complaints and slept much better.

To submit a question for Profiting From Design, please contact Shilan at jshilan@gmail.com.

» WEB EXTRA

Download a sample SVP in the September Web Extras section of [Landscape Management.net](http://LandscapeManagement.net).

Size Does Matter.

The Z-Plug Aerator boosts an aeration width of 40", 10 more inches than our closest competitor. That's equivalent to over $\frac{3}{4}$ an acre more production per hour! Add that with the ability of spraying, spreading, seeding, de-thatching and plowing...

Why would you buy anything else?

Z-Plug Standard Features:

- 23 hp Briggs Pro-V Commercial engine
- Hydraulic Lift System with Down Pressure
- 40" Aeration Width
- Spyker
- Other Attachments Available



L.T. Rich Products

Call us at: (877) 482-2040

www.zspray.com



Water ways

Aquatic maintenance services are a must for some of Terracare's commercial clients.

FOR TERRACARE ASSOCIATES, landscape contractors based in Littleton, Colo., one way to distinguish its business is to expand the services it offers to its primarily commercial clients. One service it offers is aquatic maintenance.

Terracare, which had \$25.5 million in annual revenue in 2012, uses several methods to remove vegetation and maintain water for recreational purpose, including mechanical aquatic harvesters and herbicides to control plants and algae. The service also includes water monitoring.

Terracare's Aquatic Services Manager Stuart Perry, who's based in Northern California, says there has been an average growth of approximately 10 percent each year in aquatic maintenance. The combination of water body management with landscaping services is what attracts customers. The main customer prospects are homeowner associations (HOAs) that have lakes or large water features in common areas. Golf courses are another potential client.

"It's a specialty and it's a small market," Perry says. "They're not constructing lakes at a very steady rate and the natural water ways are varying in existence, so at times it's hard."

He notes this service requires specially trained staff. He has more than 25 years of experience in research and specialized aquatic vegetation control programs and has a master's degree in aquatic plant ecology. He recommends having at least one staff member with aquatic biology or ecology degrees or perhaps a limnology and fisheries background. For Terracare, other aquatic staff members may have biology degrees or backgrounds, but many gain experience on the job.

ROUTINE MAINTENANCE

Terracare sells and operates its aquatic service as a routine maintenance program. Two or three times a year per client, the staff mitigates aquatic weeds one of two ways: with a trailer harvester or small motorboats with spray rigs. The trailers Terracare uses are large capital investment—as much as \$100,000 apiece. The boat/spray rig set up costs about \$9,000. Chemical treatments also occur



HOAs are the primary client for Terracare's aquatic services.

two or three times annually. These include various aquatic-labeled herbicides, which combat both submersed and floating aquatic weeds. Algae are another concern; they're treated with liquid algaecides or copper sulfate crystals.

Terracare also offers monitoring of bodies of water after they have been affected by stormwater. The water is tested for dissolved oxygen levels, pH, conductivity, turbidity and nutrient levels, especially nitrogen and phosphorus.

"Preconceived ideas about how a lake should look and behave are one of the biggest challenges we face," Perry says. "Out here everybody expects the lakes to look like Lake Tahoe, but stormwater and other factors make that unrealistic. Regular communication with our clients is essential."

"It's a specialty and it's a small market."

—STUART PERRY

These communications include science-based descriptions/explanations of the biological processes that occur in water bodies and how they affect individual lakes to help the clients understand their systems.

Despite the challenges, Terracare has continued to turn a profit in this area.

Perry estimates the service's profit margin is slightly higher than landscaping. The company determines aquatic services pricing by considering the labor costs and the materials required. It offers acre and daily rates which are calculated by how much work the machines can do at a profitable rate.

Being able to provide such a distinctive service has helped Terracare's business to grow—many new customers come from referrals, Perry says.

"Expertise is something that we can offer because we have the correct biologists with the correct degrees," he says. "[Aquatic maintenance] is vital to our business. It's an important component because we can combine landscaping and aquatic services as a package and other companies can not."

Bealin is a Cleveland-based contributor to *Landscape Management*.

» SERVICE SNAPSHOT

COMPANY: Terracare Associates

HEADQUARTERS: Littleton, Colo.

ADD-ON SERVICE: Aquatic maintenance

WHY AQUATIC MAINTENANCE?: Offering both commercial landscaping and aquatic maintenance services is an important combination for commercial clients like HOAs.

EQUIPMENT NEEDED: mechanical aquatic harvesters, motorboat-mounted spray rigs and aquatic herbicides, among others.

EDUCATION

“The classes are a 10!”

Brian Pettie, Landscape Director

Arkansas State University, Jonesboro, AR



Increase Your Professional Knowledge
GIE+EXPO's educational programs help you sustain and grow your business. Learn from the experts, discover best practices from your peers and get hands-on practice with the newest technology. Knowledge gained during any of the educational tracks will more than pay for your trip.



NEW PRODUCTS

NETWORKING

DEMO AREA

EDUCATION

FREE CONCERTS

GIE+EXPO

THE GREEN INDUSTRY & EQUIPMENT EXPO

Kentucky Exposition Center • Louisville, KY
Toll Free: (800) 558-8767 • Phone: (812) 949-9200
WWW.GIE-EXPO.COM • info@gie-expo.com
Oct. 23, 2013 - Dealers, distributors, retailers & media only
Oct. 24-25, 2013 - GIE+EXPO open to all in the industry

Hurry – Register early for \$2,000 travel prize!
Early-Bird Discount Ends September 11.

Co-located with
GIE+EXPO 2013

2013
HARDSCAPE
North America

GIE+EXPO is SPONSORED BY



LM REPORTS

YOUR GUIDE TO PRODUCT RESEARCH

TRUCK AND TRAILER PRODUCTS



EZ Grade Land Leveler

Designed for pulling behind a truck, SUV or ATV, the new EZ Grade Land Leveler performs on dirt yards and gravel driveways/shoulders, and is also effective in snow clearing. The leveler features a 7-ft. leveling width and wireless remote control. It's transportable at full highway speeds.

K-Tec // KTecEarthMovers.com/land-levelers



Contractor toolbox line

Buyers Products offers a variety of toolboxes, including cross boxes (pictured), lo-side boxes, pork chop boxes and topside boxes. Available in aluminum, steel or polymer, each box is designed to use truck bed space efficiently while keeping tools safe with secure locking mechanisms.

Buyers Products // BuyersProducts.com



Truck and trailer lights

LED truck and trailer products include tail/turn/brake lights, marker and clearance lights, dome and task lights, ID bars, license plate lights, strobes and direct replacement bulbs. LED safety flares, work lights and off-road light bars are also available. LED lights have six times the life span of incandescent bulbs, the company says, and use less power with no maintenance.

Super Bright LEDs // SuperBrightLEDs.com

EZ Haulr

Transport virtually any make or model of walk-behind outdoor power equipment on any vehicle with a 2-in. receiver hitch. Lightweight powder-coated aluminum ramp assemblies mount to a heavy-duty 2-in. tubular steel receiver hitch extension. EZ Haulr's adjustable width ramps, with capacity up to 500 lbs., will safely transport equipment with wheel spacing up to 35 in. wide and up to 46 in. front to back, the company says.

Source One // SourceOneOPE.com/ezHaulr.html



It's Live *(and free!)*

Tune in to
FD2B Talk
Radio



Every Wednesday, 7–8 pm EST!

FD2B Talk Radio is a weekly internet radio show for landscape design/build contractors who want to take their companies to the next level.

Tune in @ FD2B.COM!

UPCOMING PROGRAMS

DATE	SPECIAL GUEST	PROGRAM TOPIC	SPONSOR
9/4	Joe Pedatella , Consultant, <i>Spa 23</i>	Creating a Successful Corporate Culture	Sponsorship Available
9/11	Chris Rubino , Vendor, <i>Monrovia Growers</i>	New Plants Your Clients Must Have	Sponsorship Available
9/18	Jennifer Lemcke , Contractor, <i>Weed Man USA</i>	Why You Should Consider a Franchise	Sponsorship Available
9/25	Chad Forcey , Legislative Affairs, <i>Irrigation Association</i>	Lobbying and Governmental Regulations	Sponsorship Available
10/2	Angelo Valente , Consultant, <i>Drug Free Workplace NJ</i>	Partnership for a Drug Free Green Industry	Sponsorship Available

Remember: all shows are archived for later listening at FD2B.COM!

ABOUT THE HOST

Jody Shilan, MLA is an award-winning landscape designer and former landscape design/build contractor, who has sold tens of millions of dollars of design and installation work throughout his career. He now uses his 35+ years of experience to coach other landscape contractors how to easily and dramatically increase their sales by following his unique landscape design/build/sales process. He does this through public speaking, private consulting, group workshops and his "exclusive" members-only website www.FromDesign2Build.com.



jshilan@fd2b.com

LISTENERS LOVE IT!

"I love listening to FD2B Talk Radio. I appreciate the candid yet light-hearted conversations he has with his guests. And the topics are relevant and on-point." —Chris Heiler, president & founder, *Landscape Leadership*

"Jody has brought a great variety of industry resources to a single media channel. I feel that the topics are relevant and the concise manner in which they are delivered saves me time. The format allows for feedback and questions, which I find helpful." —Michael McShane, president, *Plantique*

"FD2B Talk Radio is not only informative and insightful, but it's also entertaining. Each week I look forward to learning the next guest speaker and topic of discussion." —Amanda Bell, landscape designer, *Landscape Design by Amanda*

"I listen to FD2B Talk Radio to educate myself on the landscape design/build topics to better my business. Jody responds to all my questions promptly and with helpful hints you can't get anywhere else." —Kim Stratton, landscape designer, *Stratton Landscape Design*

Interested in FD2B Talk Radio sponsorships?
Contact Craig MacGregor 216-706-3787 or cmacgregor@northcoastmedia.net.

Coming in October!

2014 Business Planner



THE Most Read/ Requested Issue of the Year



"Since 2005, Landscape Management has been publishing the information-packed Business Planner. To assemble the editorial, we recruit the best industry contributors to put out a publication that will give readers practical information and new ideas with every page they turn. This year's issue focuses on some of the most frequently-asked questions by green industry professionals and is sure to be as popular as last year's How To edition."

— Marisa Palmieri, editor

To Advertise in the 2014 Business Planner contact:

Bill Roddy, Publisher, 216-706-3758,
broddy@northcoastmedia.net

Craig MacGregor, North American Sales Mgr.,
216-706-3787, cmacgregor@northcoastmedia.net

Carla Kastanis, National Account Mgr.,
216-363-7923, ckastanis@northcoastmedia.net

LMREPORTS

LANDSCAPE LIGHTING



LED fixtures and bulbs

Super Bright LEDs offers spot and floodlights, fountain/well/pond lights, RGB color changing, deck and up lights and direct replacement bulbs. Its G-Lux line features submersible IP68 solid brass and stainless steel fixtures with plug-and-play technology. The company also offers installation materials and power supplies.

Super Bright LEDs // SuperBrightLEDs.com



CoolLED drivers

Ideal for outdoor and landscape applications, Harvard's range of CoolLED drivers provide a high-performance solution for high-brightness LED lighting. Working alongside Harvard's highly efficient modular light engines, the drivers are available with Phase and 0-10V analog dimming, simple push wire connection and multiple fixing points.

Harvard Engineering // HarvardEng.com



Infinity Knuckle

The new, patent-pending Infinity Knuckle articulating mounting assembly for the 1096 Up & Accent fixtures uses a fully sealed spherical grommet to prevent moisture penetration. It passes the fixture wiring through the central hole in the knuckle mount stem to the supply connection splice point. When the supply connection is made, the light fixture is slipped over the knuckle mount stem and can be infinitely rotated to the precise position and locked into place with two screws.

Vista Professional Outdoor Lighting // VistaPro.com



Easy Plug Installation System

i-lighting has dramatically upgraded its Easy Plug Installation System with new wiring. Designed with the proprietary Lighting Simplified harness technology, each stair, deck and landscape Lighting kit can be installed separately or in conjunction through a series of connections that easily plug together using either end of the i-lighting extension cables.

i-lighting // i-lightingonline.com

Luxor ZD

The Luxor ZD provides zoning and dimming capabilities from a single, easy-to-use landscape lighting controller with a full color digital interface. Zoning allows lights to be programmed into preset vignettes, which can be activated for special occasions such as parties. Dimming allows LED lights to automatically emit any desired illumination percentage within a system.

FX Luminaire // FXL.com/luxor



permagreen™



PermaGreen™ has been leading the professional lawn care industry along the path of sustainability, fuel efficiency, labor savings and pesticide reduction for 31 years.

In 1997, PermaGreen™ turned the industry upside down by inventing the Ride-On Spreader Sprayer. This small, maneuverable, **easy to use** machine works well on large acreage and small lawns, alike, and **can be used every day on almost every lawn**. While riding a PermaGreen one technician can do up to twice the work, thereby eliminating extra employees, vehicles and overhead.

With the ability to blanket fertilizer and spray as needed, the environmental impact is lower, and the patented features of the PermaGreen™ Ride-On make it a **consistently accurate** pesticide applicator.

By providing better working conditions, PermaGreens help a company attract and keep quality employees. A lawn technician's job becomes a career - not a dead end, which makes the lawn care industry, itself, more sustainable. So, when the talk is about sustainability, innovation, fuel efficiency, labor savings and lower environmental impact...**it's gotta be a PermaGreen™**.

WIN A TRIUMPH!

Enter online for your chance to make your dreams come true!



Dream Big. Expect More.

permagreen.com 800.346.2001

© 2013 PermaGreen™ Supreme, Inc. U.S. Patents 6,366,600 & 7,954,573. PermaGreen™ is a registered trademark of PermaGreen™ Supreme, Inc. All rights reserved. (See permagreen.com for details.)

LED-MR16-6W lamps

The Orbit landscape lighting line now features more than 100 decorative fixtures that are "LED-ready." They are designed for all outdoor applications and include up and accent lights, directional lights, well lights, recessed wall lights, underwater lights and stone lights. Model S121 (pictured) is offered in a powdercoat sand finish and is fabricated from cast aluminum. It is also available in bronze, black, green and white.

Orbit Industries //
OrbitElectric.com



Design Pro LED 120V Accent Lights

Kichler now offers its Design Pro LED line of professional-grade landscape lighting in 120V accent lights. The sealed, integrated and fully potted accent light design uses Radiax optics to deliver the greatest lumens per watt in the industry, the company says. They are available in 3,000 Kelvin (K) (pure, white light) and 4,250 K (cool, white light), as well as a variety of beam spread options for optimal light effects for any landscape lighting job.

Kichler // Kichler.com

E-750
Electric Wheelbarrow
By PowerPusher

**Move more.
Move it faster!**

Improve productivity and profits.

- Work earlier and later without noisy gas engines
- Reduce damage from heavy equipment
- Move up to 750 lbs at 3 mph
- Rugged, high torque, easily recharged
- 9 cu ft capacity with power dump
- Improve safety, reduce injuries

MORE INFO AT
www.electric-dumper.com

PowerPusher
A Division of NuStar Inc.

©2012 NuStar, Inc.

IT'S A CRIME

Never plant your trees or shrubs without adding
The Landscaper's BioNutrition!

CRIME SCENE DO NOT CROSS

YOUR PEACE OF MIND

Avoid plant loss and replacement which is time consuming and costly. Landscaper's BioNutrition gives you peace of mind and an insurance policy by offering a one-step method to reduce stress and transplant loss on trees and ornamentals. An easy to use granular product, combines 5 strains of beneficial soil bacteria, 11 strains of endo- and ecto-mycorrhizae, and key organic soil conditioners for the ultimate in tree and landscape preservation.

NEW FORMULATION!

- Now Contains Endo & Ectomycorrhizal
- With Polymer Gel
- 45 Billion Bacillus Subtilis Spores /Lb.
- L-Amino Acid Based

GROWTH PRODUCTS

(800) 648-7626 • www.GrowthProducts.com

CLASSIFIED SHOWCASE

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!**

ADVERTISING INFORMATION

Call Kelli Velasquez at 216-706-3767,
Fax: 253-484-3080,
E-mail: kvelasquez@northcoastmedia.net



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 # _____
1360 E. 9th St., Ste. 1070
Cleveland, OH 44114
(please include LM Box # in address)

BUSINESS OPPORTUNITIES

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

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

THE COMPANY CORPORATION
INCORPORATING WHAT'S RIGHT FOR YOU

Save \$25 by scanning this code

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

SOFTWARE

MANAGE your BUSINESS FREE DEMO
the **SMART WAY ...**

CLIP Software

- Schedules customer's jobs
- Routes crews in best order
- Tracks employees
- Finds your profitable customers
- Can bill from QuickBooks®

Why do 10,000+ companies run 2 Billion \$\$\$ through CLIP every year? **Because it WORKS!**

www.clip.com ♦ 800-635-8485

Keep your business growing. Advertise in Landscape Management.
Contact Kelli Velasquez today: 216.706.3767 kvelasquez@northcoastmedia.net

RESOURCES

AD INDEX

Air-O-Lator.....	34
BASF Corp.....	9
Dow AgroSciences.....	13
GIE+Expo.....	41
Growth Products.....	46
Irrigation Association.....	28, 36
John Deere.....	CV2
L. T. Rich Products.....	39
Mercedes Benz Sprinter.....	23
MistAway Systems.....	2
Mobil Delvac.....	19
NAFA.....	26
PBI Gordon.....	31
Perma Green Supreme.....	45
Polaris Commercial Vehicles.....	CV4
Power Pusher.....	46
PRO Landscape by Drafix Software.....	32-33
Propane Education & Research Council.....	11
Quali-Pro.....	CV3
RAM Corporate.....	5
Rain Bird.....	25
Solu-Cal USA.....	35
Super Bright LEDs.....	17
Syngenta.....	21
Turfco.....	27
US Lawns.....	3
Versa-Lok.....	7
Winfield Solutions.....	37

The ad index is provided as an additional service. The publisher does not assume any liability for errors or omissions.

[Coming in October: 2014 Business Planner]

You've got questions, we've got answers

In this year's edition of the *Landscape Management* annual Business Planner, we tackle the top questions landscape contractors ask—or the questions they should be asking—to run their businesses efficiently and profitably. Green Industry experts will answer inquiries such as “What do I do if I can't sell my business?” “What key performance indicators should I be tracking?” “When is overtime OK?” and many others in the categories of finance, marketing and operations.



LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by North Coast Media LLC, IMG Center, 1360 East 9th Street, Suite 1070, Cleveland, OH 44114. **Subscription rates:** One year \$55, two years \$76 (U.S. and possessions), one year \$87, two years \$127 (Canada and Mexico) and one year \$165, two years \$246 (all other countries). Air expedited service is available in countries outside the U.S. and Canada for an additional \$75 per year. Current issue single copies (prepaid only) \$8 (U.S. and possessions) \$10 (Canada and Mexico) and \$15 (all other countries). Back issues (if available, prepaid only) \$16 (U.S. and possessions), \$20 (Canada and Mexico) and \$30 (all other countries) add \$6.50 per order shipping and handling for both current and back issue purchases. **Periodicals postage paid at Cleveland OH 44101-9603 and additional mailing offices. POSTMASTER: Please send address change to Landscape Management, PO Box 2090, Skokie, IL 60076.** Printed in the U.S.A.



Copyright 2013 North Coast Media, LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval 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 North Coast Media, LLC 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.

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. North Coast Media LLC 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 North Coast Media LLC to make your contact information available to third parties for marketing purposes, simply call 847-763-4942 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 North Coast Media LLC's lists.





David Frank

*president and CEO, David J. Frank Landscape Contracting,
Germantown, Wis.*



Who's your mentor? I've had many mentors at different periods of my career. When I was starting out at age 10, many of my clients became wonderful mentors, significantly because of my young age. At that time, I was fortunate to have some of Milwaukee's leading industrialists and businesspeople as clients and received consistent, generous advice from them.

As I became active in the Green Industry, pioneers such as Dick Brickman, Joe Marsh, Tom Lied, Lee Bruce and Ron Kujawa were of great assistance.

How does a 10-year-old start a landscaping business? I lived in a nicer neighborhood with affluent, older families who weren't able to physically garden. I had a reasonable amount of ambition and was able to start a "neighborhood gardening service," with the intent of improving my financial potential.

You said working in this industry today is harder than it used to be. Why? Twenty years ago, continuous improvement and implementing new technologies was a good strategy. Today, consistent, constructive change is integral to a business' survival. We've tried to embed it in our corporate culture so that we can be proactive rather than reactive.

The last time we spoke with you, you said your work is largely inspired by the Sagrada Familia cathedral in Barcelona and the Gardens of Versailles. What is it about them? The Sagrada Familia cathedral was innovative for its time [the 1880s], and it's a wonderful study of architect Antoni Gaudi, who was far ahead of his time.

The Kew Gardens in London, the Gardens of Versailles or the Butchart Gardens in British Columbia, which I visited this spring, are all inspirational for different reasons. The scale of some of these developments is staggering, and their quality inspires me.

What professional connections have influenced you most? Although my firm has affiliations with over 40 organizations, without a doubt I have been most influenced by my involvement in ALCA, now the Professional Landcare Network, as well as the Wisconsin Landscape Contractors Association. All offered me wonderful mentoring opportunities.



What advice would you give to someone starting a landscaping business today? It's critical to supplement your technical education with a level of business training, as well as an affiliation with a certified public accountant who understands contractor job-cost accounting. It's the same advice Green Valley Landscape founder Joe Marsh gave me in 1978.



OFF THE CLOCK

WHAT'S NEXT ON YOUR BUCKET LIST? Visiting Giverny and the Chateau de Vaux Le Vicomte in France.

HOW MANY SCUBA DIVES HAVE YOU LOGGED? 1,030, most recently in Playa del Carmen in the Yucatan Peninsula. The best ones have been the dives where we fed sharks and manta rays.

WHO'S IN YOUR FAMILY? I just welcomed my first grandchild this year, with another on the way this fall. I have a beautiful and wonderful wife, Jane Marie, as well as five children and two stepchildren.

WHAT'S THE BEST THING ABOUT WISCONSIN? The tens of thousands of inland lakes and lots of nature opportunities.



EVERY WEEK I LOOK FORWARD TO... Working with the best team in the industry



QUALI-PRO®

LARGEST PORTFOLIO. MORE SOLUTIONS.



Quali-Pro® Delivers More Value for Your Dollar

Our innovative formulations are University tested with proven results. Designed to help you prevent and eliminate diseases, weeds and pests. We're making "Basic" even "Better" by creating new and unique products to help keep Lawns, Landscapes, Nurseries, Greenhouses, Golf Courses and other general maintenance areas looking and playing their best. Just what you'd expect from Quali-Pro®, and you *Know The Sign*®.

Experience more of Quali-Pro® — Visit www.quali-pro.com or call 800-242-5562.

QUALI-PRO

> Basically Better™

POLARIS BRUTUS

Machines shown with optional accessories. See dealer for details.

WORK WILL NEVER BE THE SAME. INTRODUCING THE FUTURE OF PTO-EQUIPPED SIDE x SIDES.

When the job requires everything you have, it's nice to know that you have everything. Polaris® BRUTUS™ features full, out-front PTO capabilities. The innovative system delivers power directly from the vehicle's engine to drive a complete line of purpose-built front-end attachments. So you can sweep, mow, blow, lift, plow and scoop, all with one task-tackling vehicle. Add to that a hard-working diesel engine, hydrostatic transmission and a smooth ride we've spent 60 years perfecting, and you get more versatility, more capability and more comfort. But most importantly, you get more done.



SCOOP



BLOW



SWEEP

Warning: The Polaris BRUTUS is not intended for on-highway use. Driver must be at least 16 years old with a valid driver's license to operate. Passengers must be at least 12 years old and tall enough to sit with feet firmly on the floor. All SxS drivers should take a safety training course. Contact ROHVA at www.rohva.org or (949) 255-2560 for additional information regarding safety training. Polaris recommends that drivers and passengers wear helmets, eye protection, and protective clothing, especially for trail riding and other recreational use. Always wear seat belts. Be particularly careful on difficult terrain. Never engage in stunt driving, and avoid excessive speeds and sharp turns. Riding and alcohol/drugs don't mix. Check local laws before riding on trails. ©2013 Polaris Industries Inc.

Start changing the way you think about work.
POLARIS.COM/BRUTUS

ADVERTISING SUPPLEMENT TO

Landscape
Management

official

Outdoor Must-See Exhibits Guide



- Don't miss these equipment demos at GIE+EXPO in Louisville, Ky., Oct. 23-25.

IN PARTNERSHIP WITH



CO-LOCATED WITH



**THE ONE APPLICATOR
THAT DELIVERS**

MORE

**MORE PROPERTIES
PER DAY**

**MORE CUSTOMERS
PER WEEK**

**MORE MONEY
IN THE BANK**



LEARN MORE TODAY

**> INDOOR: # 7050 and
> OUTDOOR: # 6152D**

THE NEW T3000i™ SERIES enables you to put more residential and commercial properties on the same route. You'll dramatically improve route efficiency and eliminate the expense of two machines. It's easy to transport, easy to operate and easy on the operator. Advanced features include:

- **NEW** intuitive, hands-free speed control giving you unprecedented control and productivity
- **NEW** 3-in-1 15-gallon Auxiliary Tank can save you up to 10-15 minutes *per lawn*
- **NOW** with 45 percent more hopper capacity, enabling you to cover more ground per fill

It's time to expect more from your spreader/sprayer. *Lots more.*



Call **800-679-8201** for more information or visit **WWW.TURFCO.COM** to see the T3000i in action.

Get outside!



GIE+EXPO offers trade show attendees the unique opportunity to try equipment before they buy it at the Outdoor Demonstration Area.

There's nothing like a test drive when you're choosing a car—and nothing like an equipment demo when you're buying a zero-turn mower, chain saw or another piece of landscape machinery.

Luckily, at GIE+EXPO at the Kentucky Exposition Center in Louisville, Ky., just a few steps away from the indoor trade show is a 19-acre Outdoor Demonstration Area with scores of exhibitors ready to let attendees take their equipment for a spin. GIE+EXPO takes place Oct. 23 to 25.

In addition to traditional outdoor exhibits, attendees may want to check out the Hardscape North America Outdoor Arena—a tented space in the Outdoor Demonstration Area. With a \$25 upgrade to the GIE+EXPO trade show admission, landscape contractors can learn the latest techniques in hardscape installation by attending six hours of live demonstrations. Upgrade when you register online. If you've already registered, use your registration dashboard to add the HNA Demonstrations or call Sellers Expositions at 800-558-8767.

Table of contents

GIE+EXPO Outdoor Demonstration Area Map & Exhibitor List 4-5

Must-See Exhibits Profiles

Avant Techno USA.....7
 Exmark Manufacturing.....8
 Kubota Turf Equipment.....9
 PermaGreen10-11
 RAMROD Equipment.....12
 Turfco Manufacturing13
 Vermeer.....14

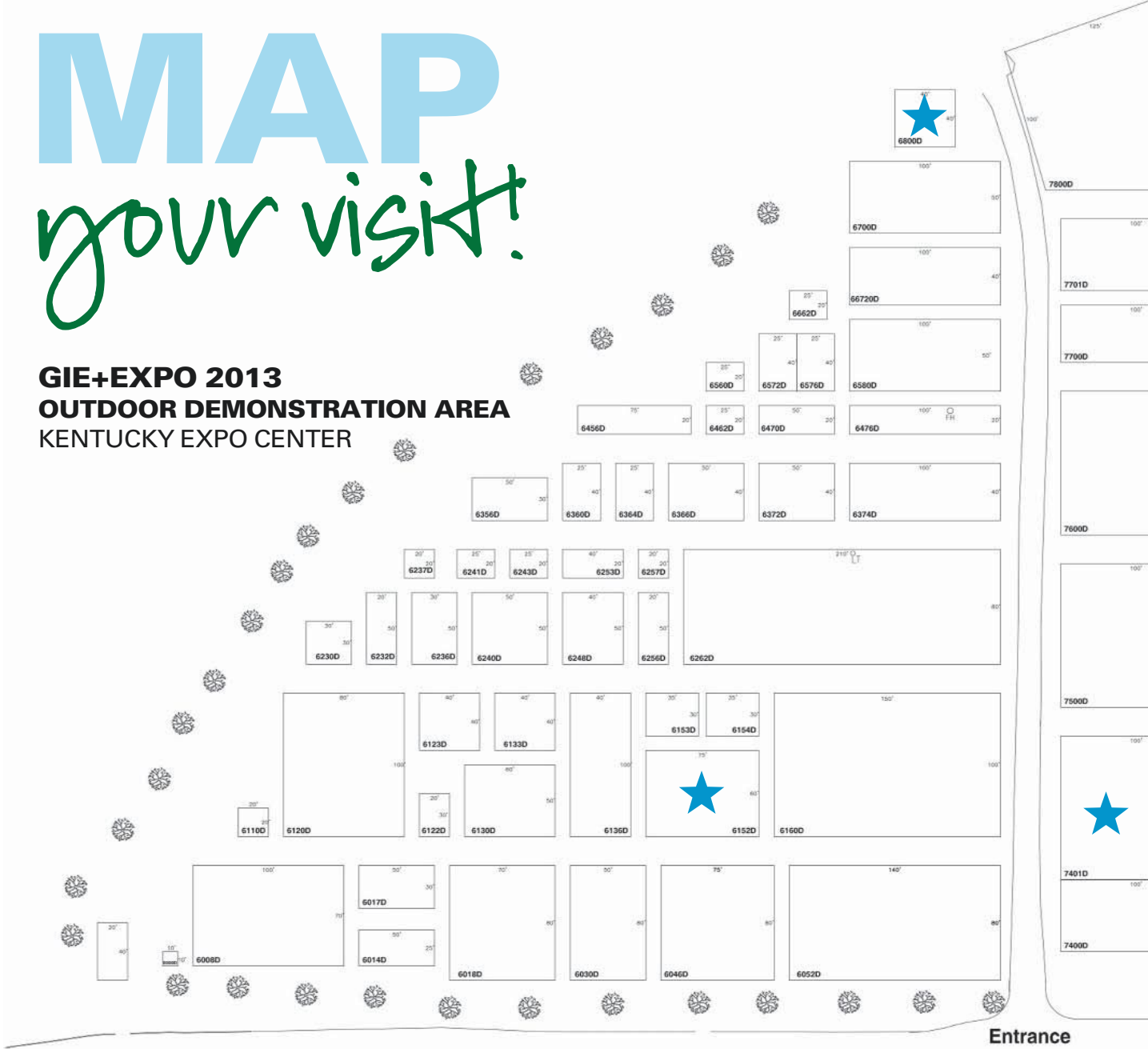
Outdoor Demo Area hours

Thursday, Oct. 24 > 9 a.m. – 5 p.m.
 Friday, Oct. 25 > 9 a.m. – 4 p.m.

Register today! Visit GIE-EXPO.com.

MAP your visit!

GIE+EXPO 2013 OUTDOOR DEMONSTRATION AREA KENTUCKY EXPO CENTER



American Honda Motor.....	6046D
Ariens & Gravely.....	6262D
AVANT Tecno USA.....	7720D
Bad Boy.....	7528D
Belgard Hardscapes by Oldcastle.....	7452D
Billy Goat Industries.....	7400D
Bobcat Co.....	7700D
Briggs & Stratton Power Products Group.....	6160D
Bri-Mar Manufacturing.....	6248D
Brown Products.....	7432D
Buffalo Turbine.....	6356D
Burr King Mfg.....	6257D
Canycom USA.....	7644D
Case Construction Equipment.....	7546D

Caterpillar.....	7650D
Core Outdoor Power.....	6030D
Country Clipper.....	7534D
Cub Cadet / MTD.....	6052D
Ditch Witch.....	7634D
Dixie Chopper.....	7500D
Dolmar Power Products.....	7714D
ECHO Incorporated.....	6120D
EfcO.....	6253D
Exmark Manufacturing.....	7444D
Finn Corporation / Express Blower.....	7613D
Generac Power Systems.....	6123D
General Transmissions.....	6130D
Grammer.....	6136D
Grasshopper Co.....	7542D

Ground Logic.....	6154D
Husqvarna / RedMax / Dixon.....	7800D
IQ Power Tools.....	7248D
ISUZU Commercial Truck.....	6240D
John Deere.....	7834D
JRCO.....	6017D
Kawasaki Motors Corp.....	7422D
Kubota Turf Equipment.....	7401D
LT Rich.....	7429D
Masport Limited.....	7630D
Mean Green Products.....	6232D
Monster Power Equipment.....	6470D
Ogura Industrial.....	6243D
Parker Hannifin Corp.....	6700D
PermaGreen.....	7436D

ProLawn.....	6122D
RAMROD Equipment / A Division of Leons Mfg.....	6800D
Salsco.....	6374D
Scag Power Equipment.....	6008D
Schiller Grounds Care: Bob-Cat / Classen / Little Wonder / Mantis / Ryan.....	7506D
Source One.....	7438D
Spyker Spreaders.....	7715D
Takeuchi.....	7740D
Tanaka Power Equipment.....	6256D
The Holland Grill Co.....	6230D
The Toro Co.....	7600D
TUFF TORQ Corp.....	7435D



- Turco Manufacturing..... 6152D**
- Ventrac by Venture Products.....7730D
- Vermeer Corp..... 7734D**
- Wacker Neuson.....7443D
- Walker Manufacturing Co.....7756D
- Wall Enterprises.....6153D
- Weber MT.....7252D
- Wright Manufacturing.....7624D
- Wuxi Kipor Power Ltd.....7701D
- Yanmar America Corp.....7744D

Highlight denotes profile.
 List as of July 1. Subject to change.

FREE!

THREE NIGHTS OF CHART-TOPPING ENTERTAINMENT



on the **NISSAN Commercial Vehicles** Stage

WEDNESDAY, 10.23

Opening Act: Jamie McLean Band, 7:30 p.m.
Headliner: Craig Morgan, 9 p.m.



Craig Morgan's impressive body of work includes 14 Top Ten hits such as "Redneck Yacht Club," "International Harvester," "Almost Home," "That's What I Love About Sunday" and "Tough." You might also recognize him from his reality show on the Outdoor Channel – "Craig Morgan: All Access Outdoors."

Jamie McLean was a guitarist of the Dirty Dozen Brass Band before branching out on his own in 2006. After joining up with Brian Griffin on drums and Ben Mars on bass, the Jamie McLean Band now has five albums of true country rock, or, as they say, "downtown rock and roll, country and swampy soul."

THURSDAY, 10.24

Opening Act: Angie Johnson, 7:30 p.m.
Headliner: Three Dog Night, 9 p.m.



Legendary music icons Three Dog Night claim some of the most astonishing chart statistics in popular music. Over a span of 40 years, the group has racked up 21 consecutive Top 40 hits including three No. 1 singles, 11 Top Tens and 12 straight RIAA-Certified Gold LPs. Fan favorites include "Mama Told Me (Not to Come)," "Joy to The World," "Black and White," "Shambala," "One," "Liar" and "Celebrate."

Before a viral YouTube video caused Carson Daly to search for Staff Sgt. Angie Johnson on Twitter and invite her to join The Voice, she spent most of her time in fatigues. Since starring on The Voice, she has signed with Sony Nashville and released her first album, "Sing for You." She also continues to serve one weekend each month with the Missouri Air National Guard as a band vocalist to lift troop morale.

FRIDAY, 10.25

Opening Act: Olivia Henken, 8 p.m.
Headliner: Holly Williams, 9 p.m.



As one might expect from the daughter of Hank Williams, Jr., Holly Williams is a southern girl who can belt out a country ballad, but she stays true to her own tune. Her latest album, "The Highway," is a distinctly personal record – one Williams chose to write and produce independently.

Returning performer and Louisville native, Olivia Henken has been busy promoting her album, "Ride," a mix of country rock and soulful ballads, and she's making a name for herself. Don't miss the native country bombshell that delivered the rocking performance at GIE+EXPO 2012.



Register & book hotels online at WWW.GIE-EXPO.COM

AVANT Tecno USA

OUTDOOR BOOTH 7720D ■ INDOOR BOOTH 10080

The unique design makes AVANT an unrivaled machine in its class. The compact design and hydraulic power of the AVANT compact loader makes it a stronger, more lightweight option than many of its competitors. With more than 100 attachments, an AVANT compact loader can do many of the jobs typically done by several different machines.

Visit our booth to see for yourself, and stop by our outdoor booth to test-drive an AVANT.

- ▶ Articulated design of AVANT compact loaders allow for precise sideways moving of a load in tight situations
- ▶ Direct hydrostatic 4-wheel drive with four drive motors
- ▶ Certified ROPS safety frame with FOPS canopy as standard



- ▶ AVANT quick hitch system allows for easy, safe and fast attachment coupling
- ▶ More than 100 attachments available
- ▶ Telescopic boom and boom self-leveling system
- ▶ Ideal for lawn maintenance, landscaping, snow removal, nurseries and more



AVANT TECNO USA

160 Stanley Street
Elk Grove Village, IL 60007

Phone: 847-380-9822

Fax: 847-380-9823

Email: Sales@AvantTecnoUSA.com

Website: www.AvantTecnoUSA.com

Facebook.com/AvantTecnoUSA

Twitter.com/avantUSA

YouTube.com/avanttecnousa

Exmark Manufacturing

OUTDOOR BOOTH 7444D ■ INDOOR BOOTH 7080

Since 1982, Exmark has been focused on delivering professional turf care equipment that meets the unique needs of landscape professionals. Today, evidence of Exmark's continued focus on innovations to increase productivity and profitability for landscape contractors is apparent throughout the company's Lazer Z X-Series zero-turn rider.

EGov and RED Technologies – Exclusive to Exmark

The Lazer Z X-Series offers EFI-equipped models that include Exmark-exclusive technologies such as EGov and RED Technology. With more intelligent engine management, these new technologies deliver fuel savings of up to 41 percent compared with carbureted engines, with improved engine response and performance in demanding mowing conditions.

Key to the engine's increased responsiveness is the electronic governor (EGov), which significantly reduces governor droop compared with a mechanical governor, for more consistent blade tip speed in a variety of conditions. A superior quality of cut is the result.

Exmark developed defined performance modes for RED-equipped Lazer Z X-Series models, which allow the operator

to select an optimal performance and efficiency level for the task at hand. Contractors can achieve maximum efficiency when situations allow and maximize power when conditions require. Performance modes are selected by a three-position rocker switch combined with the position/engagement of the PTO switch.

Exmark's RED Technology also incorporates a number of enhanced safety and durability features, including a "clutch saver" feature. Designed to eliminate full-throttle engagements and disengagements while allowing the operator to efficiently engage the PTO "on the fly," the system engages at 2,750 RPM and disengages at 2,500 RPM, regardless of throttle position.

Industry-Exclusive Comfort Technology

The Lazer Z X-Series rider showcases the results of substantial investments Exmark has made in ergonomic research and development. The Exmark custom seat design includes numerous comfort technologies, including the patented Iso-mount system, a scissor



link ball-bearing suspension system, and Exmark's patented Elastomeric Vibration Control (EVC) stretch fabric, which eliminates the need for metal springs in the seat, increasing both comfort and durability.

See Exmark & the Lazer Z X-Series at GIE+EXPO 2013

The Lazer Z X-Series with EGov and RED is just one example of the innovations you'll see at the Exmark booth in Louisville at GIE+EXPO 2013. Stop by and see Exmark's entire 2014 line of professional turf care equipment.



EXMARK MANUFACTURING

2101 Ashland Ave.
P.O. Box 808
Beatrice, NE 68310

Phone: 402-223-6300

Website: www.exmark.com

Facebook.com/ExmarkMowers

Twitter.com/ExmarkMowers

Kubota Turf Equipment

OUTDOOR BOOTH 7401D ■ **INDOOR BOOTH 5094**

Kubota Tractor Corp. leads the turf industry with a complete line of compact, utility and mid-size tractors, compact and utility-class construction equipment, consumer and commercial zero-turn mowers and rugged utility vehicles. Precisely engineered to help get more done.

Producing quality equipment involves more than engineering tools for the job. It fuses technology, efficiency, safety and comfort – making the equipment a natural extension of the operator. That has been Kubota’s philosophy for more than a century. Today, Kubota markets a full line of

turf and landscape equipment through a nationwide network of more than 1,100 authorized dealers.

Every Kubota employee and each Kubota dealer delivers on The Kubota Promise to provide exceptional quality, innovation and value every day. This promise helps Kubota continue delivering marketplace innovation year after year.



Turf Product Lines

- ▶ Sub-Compact & Compact Tractors
- ▶ Utility & Mid-Size Tractors
- ▶ TLB Loader/Landscaper Tractors
- ▶ Zero-Turn and Front-Mount Mowers
- ▶ RTV Utility Vehicles
- ▶ SVL Compact Track Loaders
- ▶ Compact & Utility Excavators
- ▶ Wheel Loaders

Manufacturing Facilities

- ▶ Gainesville, GA
- ▶ Jefferson, GA



KUBOTA TRACTOR CORP.

3401 Del Amo Blvd.
Torrance, CA 90503

Phone: 1-888-4-Kubota

Website: www.kubota.com

Facebook.com/kubotatractor

PermaGreen

OUTDOOR BOOTH 7436D ■ INDOOR BOOTH 1030

Synergy² Spray Attachment

The re-designed Synergy² is an add-on professional-grade broadcast sprayer that saves you time and money by transforming your spreader into an all-in-one weed and feed machine with a spray capability of up to 16,000 square feet.

A tank full of weed spray leaves room for one bag of fertilizer in the hopper. Therefore, the overall weight of the fully loaded spreader/sprayer is about the same as a fully loaded spreader.

A Synergy²-equipped spreader has good:

- › Weight distribution
- › Balance
- › Handling
- › Pushability

Synergy² comes complete with easy-to-install components:

- › Tank
- › Hopper cover
- › Wheel-driven pump
- › Complete plumbing system
- › Diaphragm pump
- › All mounting hardware

Backed by our best-in-class service:

- › Over 100 years of lawn care know-how
- › Huge parts inventory
- › Legendary tech support

Dream Big. Expect More. PermaGreen™.

Visit permagreen.com for your chance to win a 2014 Triumph!



permagreen



PERMAGREEN™

5609 Murvihill Road
Valparaiso, IN 46383

Phone: 800-346-2001

Email: info@permagreen.com

Website: permagreen.com

PermaGreen

OUTDOOR BOOTH 7436D ■ INDOOR BOOTH 1030

Triumph

Ride a PermaGreen™ Triumph every day and make more money! A PermaGreen™ is simply the best and only machine you need. Available at hundreds of dealers across North America.

Patented features:

- › Easy steering assist system
- › Accurate synchronized spray system
- › Reliable articulated steering
- › Walk or ride with dropdown handles

Best-in-class features:

- › Stability with low-profile design
- › Smooth-riding long wheel base
- › Controllability with all-wheel hand-operated brakes
- › Familiar 3-hole hopper
- › Gentle oscillating agitator
- › Convenient remote hand-operated shifting

Best-in-class service:

- › Over 100 years of lawn care know-how
- › Huge parts inventory
- › Legendary tech support

Dream Big. Expect More. PermaGreen™.

Visit permagreen.com for your chance to win a 2014 Triumph!



permagreen



PERMAGREEN™

5609 Murvihill Road
Valparaiso, IN 46383

Phone: 800-346-2001

Email: info@permagreen.com

Website: permagreen.com

RAMROD Equipment

OUTDOOR BOOTH 6800D ■ INDOOR BOOTH 6004

RAMROD Equipment, “the longest-running mini skid manufacturer in the industry,” offers more than 60 years of quality and experience to customers and dealers worldwide. Located in Yorkton, Saskatchewan, Canada, RAMROD Equipment has spent years developing and perfecting RAMROD products to manufacture only the highest quality of equipment.

RAMROD PRO Series, RAMROD Estate Series and RAMROD Specialty Custom models are RAMROD Equipment’s 2013-14 line of models currently on the market.

The RAMROD PRO Series includes Model 930 Wheel, Model 1330 Track and Model 1350 Track. These heavy-duty, multi-purpose units offer commercial operators more power and performance than ever before. With incredible push-pull tractive power, exclusive self-leveling loader arms, industry-leading lift height and carrying capacity up to 2700 lbs., the RAMROD PRO Series is ideal for any tough conditions or industrialized application.

The RAMROD Estate Series features Models 500 Wheel and 575 Track. These two units deliver big performance in



machines, RAMROD sets the standard for power, reliability and versatility against which all other mini skids are compared. This commitment to innovation and superior

performance is also RAMROD’s commitment to you, the customer. You will always benefit from your decision of adding a RAMROD Mini Skid Compact Loader for your home or business.

small places. Machines are driver-friendly, with an unobstructed view of all working conditions. The 34-inch or 40-inch narrow track base of the RAMROD Estate Series makes it easy for operators to access tight work areas that larger loaders are incapable of reaching. These compact machines are easily transported on trailers or pick-up trucks and are ideal for homeowners, acreages, barnyard use or light-utility and construction applications.

Countless “quick attach” attachments are also available for all units, such as buckets, levelers, augers, trenchers, backhoes, pallet forks, hydraulic hammers and much more.

From the first RAMROD Model 230 (released in 1980) to the most recent

performance is also RAMROD’s commitment to you, the customer. You will always benefit from your decision of adding a RAMROD Mini Skid Compact Loader for your home or business.

Please visit our outdoor demo area to learn more about our RAMROD product line and to see them in action. Demonstrations of the RAMROD 2014 models and multiple attachments will be taking place during the GIE+Expo, Oct. 23-25. Discover on your own how RAMROD Mini Skid Compact Loaders can change the way you do business.



RAMROD EQUIPMENT

Box 5002
Yorkton, Saskatchewan, Canada S3N 3Z4

Phone: 800-667-1581 or 306-786-2600

Email: sales@ramrodequip.com

Website: www.ramrodequip.com

Facebook.com/pages/Ramrod-Equipment/
129941227086895

Youtube.com/LEONMFG

Turfco Manufacturing

OUTDOOR BOOTH 6152D ■ INDOOR BOOTH 7050

Turfco T3000i and XT5

For more than 50 years Minneapolis, Minn., -based Turfco Manufacturing Inc. has been working to provide landscape professionals with the most innovative lawn maintenance equipment and latest technology. Years of research and development, coupled with customer feedback and rigorous testing, give Turfco equipment a reputation of quality and trust. Since the company was founded, Turfco has been listening to customers' wants and needs and using input to drive innovation and improve products.

"We pride ourselves in listening to feedback and making improvements that will help landscape contractors do their job better, faster and easier," says Scott Kinkead, Turfco's vice president. "We aim to maximize a contractor's time so they can maximize their profits."

Two of Turfco's most recent products — the T3000i spreader sprayer and TurnAer XT5 — exemplify Turfco's dedication to innovation.

The T3000i spreader sprayer coupled with the optional 3-in-1 Auxiliary Tank provides maximum productivity thanks to the integration of four years of customer feedback. The versatile T3000i spreader sprayer is small enough to fit through a 36-inch gate, yet productive enough

for large commercial properties, resulting in easier route management and increased efficiency. It also allows contractors to use the same machine on residential and commercial properties.

The machine's innovative hands-free speed control system allows operators to keep one hand free at all times to run the spreader sprayer. When coupled with the 3-in-1 Auxiliary Tank, the T3000i can spray up to 124,000 square feet.

Larry Ginger of American Lawn Care in Des Moines, Iowa, says, "The T3000i is so versatile that you're able to treat everything from small residential properties to large commercial ones. In fact, one of our operators was able to treat 18 acres in seven hours."

The TurnAer XT5 is another patented Turfco product. It uses Turfco's revolutionary TurnAer technology, allowing the operator to turn and reverse while the tines are still in the ground, thus eliminating the need to stop, lift and turn at each pass. A variable speed hydrostatic drive system gives 50 percent more productivity than traditional aerators, and a new



gear ratio system increases aeration speed by 14 percent. For improved performance and control on hills, operators can adjust the

weight in the back of the aerator with the XT5's weight system.

Innovative lawn maintenance equipment isn't the only factor setting Turfco apart. Turfco has also pioneered a new customer service model in the landscape industry. Through Turfco Direct, customers can buy directly from the company online or by phone, instead of working through a dealer. Starting with an overview of all purchasing options and ending with direct delivery, Turfco ensures landscape professionals receive personalized service.

Visit www.turfcodirect.com or call 800-679-8201 to learn about Turfco's line of lawn equipment and try a product for a 14-day trial period.



TURFCO MANUFACTURING

1655 101st Ave. NE
Blaine, MN 55449

Phone: 800-679-8201

Fax: 763-785-0556

Email: Use contact form on website -

<http://www.turfcodirect.com/company/contact.aspx>

Website: www.turfcodirect.com

[Youtube.com/user/TurfcoDirect](https://www.youtube.com/user/TurfcoDirect)

Vermeer

OUTDOOR BOOTH 7734D ■ INDOOR BOOTH 3104

Vermeer is leading the way with EFI engines in stump cutters, walk-behind trenchers and mini skid steers designed for landscape contractors and do-it-yourselfers. Because there is no choke, you get easier starting in all weather — engine flooding and broken, rusted or frozen choke cables are things of the past. Plus, there is less engine maintenance required — you'll never have to clean or adjust a dirty, gummy carburetor.

SC30Tx

The Vermeer SC30Tx stump cutter features a dependable, 27-hp (20.1 kW) Kohler electronic fuel injection (EFI) gas engine, which provides excellent fuel economy. Two individually controlled tracks enable a zero turning radius and easier maneuverability, plus reduced yard disruption. The Vermeer-exclusive Yellow Jacket™ cutter system offers extended life of cutting teeth and easy maintenance.

About Vermeer

Vermeer offers a full lineup of compact equipment including ride-on and



pedestrian trenchers, stump cutters, brush chippers, mini skid steers, vacuum excavators and piercing tools. All feature robust and reliable designs that are undeniably Vermeer, and are backed by the parts and service support you've come to expect from your local Vermeer dealer.



VERMEER

P.O. Box 200
Pella, IA 50219

Phone: 641-628-3141

Toll-Free: 888-837-6337

Email: salesinfo@vermeer.com

Website: Vermeer.com

A NEW DAY DAWNING

With each passing season, we remain committed to producing unmatched mowing equipment for the landscape professional. It's an unwavering passion—and Exmark hallmark—that's fueled by input received from our customers and dealers.






VISIT US AT BOOTHS 7080 AND 7444-D

at GIE + EXPO to experience the Exmark Advantage—unmatched durability, efficiency, performance, quality of cut and ergonomics—found in our 2014 lineup.

WHILE ON SITE, REGISTER TO WIN A LAZER Z, and a trip to our headquarters to see it come off the line. Visit exmark.com/mowergiveaway for additional details.



www.exmark.com   

AVANT®

Visit AVANT at
booth #10080
Take a test drive at
our outdoor booth
#7720D



Landscaping



Property maintenance



Snow removal



All in One Solution With over 100 attachments

- **Versatility:** One machine for all jobs
- **Maneuverability:** articulated compact sized machines
- **Minimal turf impact**
- **Powerful:** Excellent power to weight ratio
- **Economical:** Low operating and maintenance costs
- **Special features:** Easy to drive, side entry, great visibility, telescopic boom

Avant Tecno USA Inc.
160 Stanley Street, Elk Grove Village, IL 60007
847.380.9822 phone, 847.380.9823 fax
e-mail: sales@avanttecnousa.com

www.avanttecnousa.com