



LANDSCAPE MANAGEMENT



**IDENTIFYING
SNOW MOLD**
p.40

**PERFORMING
SUCCESSFUL
IRRIGATION
SHUTDOWNS**
p.60

Lay the groundwork

30 companies shed light
on the building blocks
of a successful business

The advertisement features a dramatic landscape with a large lighthouse on the right, shaped like a jug. The lighthouse has a red top section with a flag that says "EAST COAST", a white middle section, and a red bottom section with the word "COASTAL" and "HERBICIDE" written on it. In the background, there's a golf course, houses, and a smaller version of the jug-lighthouse. The sky is dark with clouds and birds. The overall theme is protecting southern turf from weeds.

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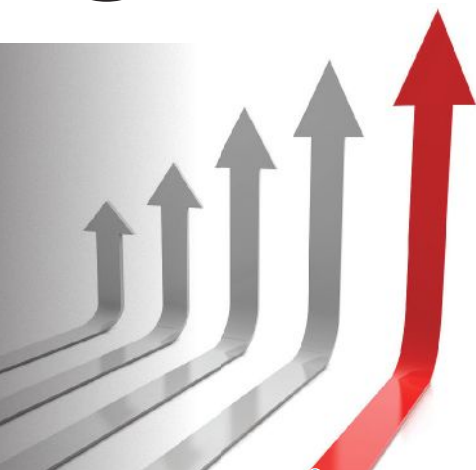
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WHAT'S YOUR APP PICK?

As technology becomes an ever-growing force in the green industry, we want to know what app has made your life easier by helping you run your business. Let us know by emailing LM Associate Editor Sarah Webb at swebb@northcoastmedia.net or messaging us on Facebook @LandscapeManagement, and your suggestion may be featured in an upcoming issue of the magazine.



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*Compared to the Honda GCV160 engine it replaces. Please read the owner's manual before operating your Honda Power Equipment. © 2019 American Honda Motor Co., Inc.

SEE THE ALL-NEW HRN SERIES AT GIE+EXPO BOOTH 6046-D

SETH JONES
EDITOR-IN-CHIEF

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Wisdom from home plate at Fenway

My travels recently took me to the Northeast. Now I can say I've visited New Hampshire and Maine and cross two more states off my list.

The fall foliage was beautiful, but the lobster roll is not something this Midwesterner will be trying ever again.

I flew home out of Boston. With a little time to spare, I reached out to an acquaintance I made at a trade show a while back — David Mellor, head groundskeeper at Fenway Park, home of the Boston Red Sox.

Dave was kind enough to give me some time and show me around the ballpark he calls his office. He's clearly given the tour a time or two, as the first thing he offered to do was take some photos of me in the dugout, at home plate and in front of the famous Green Monster. I didn't even have to ask. Dave grabbed my phone and started clicking away. The ballpark is beautiful and it was a thrill to walk around the infield where so much baseball history has been made.

We were at home plate when we wrapped up the photos and Dave looked at me and asked, "What questions can I answer about Fenway Park?" I told him that I was more interested in talking to him about his new book. Dave's face lit up.

In this month's cover story there are 25 companies and five columnists offering sage business advice to grow your landscape business. Although he is in a different profession, I'll add one more expert to the

mix: Mr. Dave Mellor. His advice has nothing to do with grass or managing people or creating a satisfying customer experience. His advice falls under the category of survival.

His advice: Don't be afraid to ask for help.

Mellor's story was told on ESPN's E60 series ("Fenway's Keeper") as well as in the SportsCenter story "Dave + Drago" (both can be viewed

“(Mellor) says counseling has made him a better father and a better husband. Despite being hit by a car three different times, he calls himself one of the luckiest people in the world.”

online.) Mellor's story: He has been hit by a car three different times, and as a result, he has had to endure 45 surgeries. In June, Mellor published the book "One Base at a Time: How I Survived PTSD and Found My Field of Dreams."

A magazine article he came upon by chance made him realize he had been suffering in silence with post-traumatic stress disorder for almost three decades. "I never thought I could have PTSD," Mellor told me. "I thought that was something you could only get through war."

For years Mellor had horrific car crash nightmares every night.

"I knew the sun was going to set ... I knew I was going to have a nightmare ... the question was how many?" Mellor said. "Instead of asking for help ... I kept it as a deeply guarded secret."

The article gave Mellor the courage to talk to his wife about what he was dealing with. She was supportive and took him to see his doctor the next day. Mellor arrived at the doctor's office with his hat pulled down low, afraid someone would recognize him and ask about the nature of his visit.

Today, he says he's proud to be a PTSD survivor and he's proud to say he has gone to see a psychologist. He says counseling has made him a better father and a better husband. Despite being hit by a car three times, he calls himself one of the luckiest people in the world. "I've been hit by a car three times — I figure that's better than four," he says. "I've had 45 surgeries. I figure that's better than 46."

Mellor says he hopes people will learn from his book and be encouraged to celebrate life every day. He also hopes it will encourage people not to be afraid.

"Tonight there will be 37,000 people here at the ballpark," Mellor told me. "Every one of those people, either themselves or a loved one, is dealing with something. We want people to not be afraid to ask for help." 🙏



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MORE ONLINE

See more great advice and complete answers from our Editorial Advisory Board in the online version of this feature at LandscapeManagement.net.

How can landscape companies become more energy efficient?

“Effective routing, reducing drive time and overall cost to deliver services to sites. In addition, maintaining newer model equipment and taking advantage of alternative power sources such as electric and propane.”



Landscape Professionals

Richard Bare
Arbor-Nomics Turf
Norcross, Ga.

Troy Clogg
Troy Clogg Landscape Associates
Wixom, Mich.

Paul Fraynd
Sun Valley Landscaping
Omaha, Neb.

Luke Henry
ProScape Lawn & Landscaping Services
Marion, Ohio

Chris Joyce
Joyce Landscaping
Cape Cod, Mass.

Aaron Katerberg
Grapids Irrigation
Grand Rapids, Mich.

Jerry McKay
McKay Landscape Lighting
Omaha, Neb.

Bryan Stolz
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Marty Grunder
The Grow Group
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Phil Harwood
Grow the Bench
Grand Rapids, Mich.

Kevin Kehoe
3PG Consulting
Laguna, Calif.

Jeffrey Scott
Jeffrey Scott Consulting
Trumbull, Conn.



“Landscape companies can become more energy efficient by using alternate energy options in their fleet and equipment when a possibility.”



“One thing we’ve done to become more energy efficient is upgrade our technology in the office.”



“The efficient use of water reduces energy and beautifies our world.”



“Take a holistic approach to energy savings. In addition to field equipment, consider shop/office lighting, HVAC systems and even windows.”



“Better routing. If you look at the stats, gasoline is expensive, and a truck that drives just 10 more miles a day every week will cost you \$780 per year. And if you have 20 crews ... well, do the math. It’s wasted time and money.”



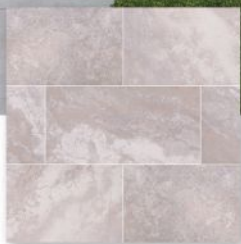
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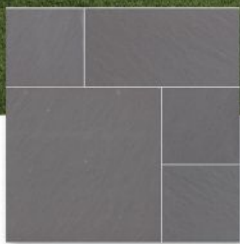
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Let's get started.



1



2

Check out a few of the places where the **LM** team made its rounds recently

1 Bright-eyed and bushy-tailed Despite the early morning, the crew from Hidden Creek Landscaping was all smiles as it prepared to greet guests from landscaping companies around the country. From left, Cameron Ely, residential sales design/build; Melissa Kaltenecker, controller; and Elena Andrews, residential sales design/build.

2 A warm welcome The team from Hidden Creek welcomed about 175 guests to its facility as part of Jeffrey Scott's Design Build Growth Summit.

3 A quick photo break Attendees of the Design Build Growth Summit paused for a photo-op during the facility tour at Hidden Creek. From left, Robyn Schmitz, High Prairie Landscape Group; Michelle Pruitt, Masters Landscape Design; and Katie Boehm, Great Oaks Landscaping.

4 Take it for a spin LM Associate Editor Sarah Webb tried her hand at a Ferris sprayer-spreader. You probably can't tell by the smile on her face, but it was her first time on any type of spreader machine.

5 Say cheese Before hopping on a flight back to the Cleveland office, Webb managed to snag a photo with Harold Redman, president, Turf & Consumer Products Group at Briggs & Stratton.

6 Rain or shine Despite the downpour that fell at HPE's new manufacturing plant in Swepsonville, N.C., Vinny Prinzo, principal engineer and HRN Series development leader for Honda R&D Americas, had no problem showing off the capabilities of Honda's new HRN216 line.



3



4



5



6

PHOTOS: LM STAFF

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LM TRAVEL LOG

Design-Build Growth Summit attendees take a tour of Hidden Creek Landscaping.



AUG. 27-28

Jeffrey Scott hosts inaugural Design-Build Growth Summit

About 175 industry professionals gathered in Columbus, Ohio, on Aug. 27-28 for Jeffrey Scott's inaugural Design-Build Growth Summit.

The event aimed to help landscaping companies grow their businesses by hearing from speakers and seeing firsthand how a successful company runs its business.

During the event, Scott spoke about how doing things such as having a high-profit mindset, pricing work to win big and providing a branded experience can help companies grow.

Attendees also toured the facility at Hidden Creek Landscaping. During the tour, various members of the company spoke about operations within the business, including finances, human resources, sales, marketing and workflow. Getting a glimpse of how a successful landscaping company operates was beneficial for attendees.

"Nobody has a cure-all, but little bits of information can help solve problems or give a different perspective," said James Arch, design/build manager at Vizmeg Landscape in Stow, Ohio. "It's really (about) gathering info, and it's really great to talk to people from different places."

SEPT. 17

Bobcat debuts new vision, products

LM Editor-in-Chief Seth Jones attended Bobcat's Next is Now media event in Aurora, Colo., at the Bobcat Training Center — a new 44,400-square-foot facility.

During the event, Bobcat unveiled product designs, technologies and its new, fully integrated brand campaign, Next is Now.




PHOTOS: LM STAFF

Briggs' new facility employs about 600 people, with 60-100 positions yet to be filled.



The new facility in Sherrill first opened its doors in February. It features 552,000 square feet of manufacturing space, which is a 130 percent increase over the previous location in Munnsville, N.Y. It will be responsible for producing products for the Ferris, Simplicity, Snapper, Snapper Pro and Billy Goat lines.

"It's a proud day for the community and the workers in the upstate New York area," said Michael Reese, regional director of Empire State Development, Mohawk Valley Regional Office.

At the event, the company also debuted its Ferris ISX2200 and ISX3300 ride-on zero-turn mowers featuring ForeFront Suspension System, which uses four solid control rods with hardened radial ends. 

"With the launch of Next is Now, we are creating solutions that are unique and innovative with connected technologies," said Scott Park, CEO of Doosan Bobcat. "Next is Now means customers can continuously rely on Bobcat to lead the industry with the tools that help them do more and do it better."

New products at the event included R-Series compact loaders, compact tractors, R2-Series E42 and E50 compact excavators, the R145 excavator and small articulated loaders.

SEPT. 18

Briggs & Stratton opens new facility

Briggs & Stratton Corp. celebrated the grand opening of a new manufacturing facility in Sherrill, N.Y., on Sept. 18.

"We've seen tremendous double-digit growth, especially with our Snapper, Vanguard and Billy Goat brands," said Todd Teske, chairman, president and CEO of Briggs. "We needed a facility like this."

NALP names new CEO

The National Association of Landscape Professionals (NALP) selected Britt Wood as its new CEO.

Wood assumes his new role on Oct. 7 and will represent NALP at Landscapes in Louisville, Ky.

"Britt's depth of leadership experience and proven track record of delivering results across various industries throughout his career will be huge assets as he focuses on building on NALP's many successes and guiding our association into new areas of opportunity and growth," said Jeff Buhler, NALP president.

Wood succeeds Carol Keeling, who served as interim CEO of NALP since February. Keeling replaced Sabeena Hickman, who stepped down after 11 years at the helm of NALP.

Pro Scapes joins BrightView

BrightView Holdings acquired Pro Scapes, a commercial landscaping company headquartered in Jamesville, N.Y. Terms of the transaction were not disclosed.

Pro Scapes, which has about 150 employees, began as a one-man operation in the mid-1970s. Under the leadership of founder Rick Kier and his wife, Karen Kier, the company became a leading grounds care provider in central New York.

ASV acquired by Yanmar

ASV Holdings, a manufacturer of compact track loaders and skid-steer loaders, held a stockholder's meeting Sept. 4. At the meeting, ASV's stockholders voted to adopt the merger agreement for ASV to be acquired by Yanmar America Corp. in an all-cash transaction. The merger agreement proposal was first announced on June 27.

Nearly 81 percent of the almost 8 million shares voted in favor of the acquisition. Terex Corp., which owns 34 percent of ASV's shares, supported the merger.

Bartlett Tree Experts acquires Urban Forestry Services

Bartlett Tree Experts acquired Urban Forestry Services, a horticulture, arboriculture and urban forestry consulting company that has been operating out of Mount Vernon, Wash., since 1990.

The new operation will be known as Urban Forestry Services | Bartlett Consulting. This acquisition furthers the expansion of the company's consulting division, which also includes HortScience | Bartlett Consulting, the United Kingdom and Ireland Consultancy team and Bartlett Inventory Solutions. 



Come see the LM team at GIE+EXPO. We'll be located at booth #21098.

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25

COMPANIES YOU SHOULD KNOW

Without a solid foundation, any business will crumble. The practices upon which a business is built can determine whether it will succeed or fail. With that in mind, we spoke with 25 companies and five industry experts (see the fifth column on p. 150) to determine how company owners can lay the groundwork for a strong business. They give their tips for succeeding in the following five areas of your operation: efficiency, recruitment, customer relationships, safety and diversity. Not incorporating all five doesn't mean a company will automatically fail, but ensuring a balance between all of them can certainly help a company excel.

EFFICIENCY /

Efficient & proficient

BY SARAH WEBB | LM ASSOCIATE EDITOR



Saluda Hill's equipment is ready to go every morning so crews can get started quickly.

Whether it's at the shop, in the office, on the road or at the job site, **Saluda Hill Landscapes** in Lexington, S.C., leaves nothing to chance, especially when it comes to streamlining operations.

"Efficiency is the difference between making a profit and not making a profit," says Wendell Furtick, president and CEO of Saluda Hill Landscapes, which provides 60 percent design/build, 19 percent irrigation, 15 percent garden services, 5 percent mowing and 1 percent lawncare services to a 94 percent commercial, 6 percent residential clientele. "We look for where there might be any sort of bottleneck, whether it's a person, process or product."

Ranked at No. 148 on the 2018 *LM150* list with \$11.8 million in annual revenue, the company achieved a 33 percent increase in revenue from 2017 to 2018 and is on track to hit \$13 million in annual revenue for 2019.

"It's been ongoing, but we are still tweaking how we can find more efficiencies," Furtick says.

AT THE SHOP

To avoid the chaos of employees rushing around and bumping into one another, Saluda Hill's facility is laid out so workers can easily stream in from their car to the time clock to the trucks without going back and forth.

Upon arriving, Saluda Hill's 100-plus employees clock in by scanning a fob

PHOTO: SEAN RAYFORD



Efficient education

At **Maedgen's Lawn Care** in Rolla, Mo., efficient crews stem, in part, from an efficient training program.

"We are solving our efficiency and quality issues by reinvestment into our employees with their learning," says Owner Eric Maedgen. "Starting new hires on the right foot with the right knowledge leads to even more (efficiency). It is a very long process but will be greatly rewarded."

Beginning three months ago, the lawn care company built out its training programs using Trainual.com, which starts at \$83 per month, according to the company's website. Maedgen's uses the platform to develop programs for new-hire information, advanced line trimming, snow plowing, mowing and shrub pruning.

The training modules include a series of text, pictures, GIFs and videos to engage employees, according to Maedgen.

The company's onboarding training is about 90 percent complete, and Maedgen estimates that it'll be about a year before the rest of the modules have fully taken shape.

The management team collaborates to work on individual pieces and has employees go through what's been developed and discuss what can be improved, Maedgen says.

Maedgen Lawn Care expects new hires will spend about six to eight hours on their first day with the basic training. After employees learn the basics, the company will introduce the more advanced modules.

"The old way of binders of text just doesn't work," Maedgen adds. "There are better ways."

reader, instead of individually punching a timecard.

Crews fuel trucks on-site, and in the interest of time, Furtick says, crews often forgo loading and unloading trucks every day, opting instead to leave certain pieces of equipment on board.

Furtick adds that plant materials are pulled the night before from Saluda Hill's nursery — which also functions as the company's purchasing center.

To ease strain on mechanics, Saluda Hill uses all Caterpillar construction equipment.

IN THE OFFICE

Once the company realized the capabilities of using a mobile-form software such as GoCanvas, it did away with many of its paper forms, especially out in the field.

The company modeled the new digital forms after existing forms where field managers inspect job sites to make sure they are ready for crews. The manager can then take a photo and send it back to the scheduling department verifying that the project site is ready to go.

Continued on page 16

3 for 1

Designscapes Colorado sure knows how to mix it up when systems become stale.

"As our business has grown, we have had to change the way we do things and evolve with those changing conditions," says Phil Steinhauer, CEO and landscape architect of the \$27.5 million company, based in Centennial, Colo.

To keep things fresh, the company has implemented a couple efficiency hacks of its own:

- ✓ A safety video program that includes equipment maintenance. The videos were produced in-house, so the company could customize them to incorporate its own equipment and employees.
- ✓ A newly hired fleet manager who will coordinate with Designscapes Colorado's shop manager to acquire and dispose of equipment and vehicles in a timely manner.

"I think it is very important as an owner to keep one foot in the field and one in the office. It's important in understanding our industry and to stay involved with all areas of your business."

—Phil Steinhauer, CEO and landscape architect at Designscapes Colorado

Instead of relying on managers and mechanics for a gut decision when it comes to repairing and disposing of equipment, the company has switched to a data-driven analysis.

✓ A new residential bidding template, which is customized for the residential design/construction model. While most estimating software programs available for purchase are too broad and incorporate only the basics of how most landscape companies operate, Designscapes'

template hones in on items such as labor production rates for tasks performed and material pricing based on volumes. It helps the company better recover and manage the costing structure of materials, labor, equipment and subcontractors, and improves the scheduling process for clients, Steinhauer says.

Continued from page 15

After the project is installed, the field managers and quality inspectors return to the site to capture photos and consult a checklist confirming everything was completed as it should have been.

"It's a very detailed report that's trackable, and they're able to keep their records with them within their mobile device, instead of having loose-leaf paper left and right, forgetting what

they'd previously written or what post-site and presite (checks) they already did," says Bryanna Wooley, Saluda Hill's marketing coordinator.

The company currently uses GoCanvas for just project-related information, but it has plans to expand its usage of the platform to include safety checklists and other forms.

ON THE ROAD

With nearly 50 vehicles on the road

each day, Saluda Hill needed a way to keep track of them all. Enter the GPS-monitoring system Sperion.

"The GPS monitoring system keeps our crews accountable," Furtick says. "They know we're watching, and they're on the job site and not at the convenience store all day. It also helps us monitor safer drivers because we can sense when people are speeding."

Continued on page 19

Detailed plan, happy man

Ross NW Watergardens in Portland, Ore., significantly upped its efficiency just by going back to the basics in terms of planning. The new policy has alleviated a lot of pressure on the crew leaders and crew manager of the \$925,000 company.

It all started in early 2018 when the residential landscape design/build company designated one of its employees as a full-time field manager, responsible for making sure material deliveries are on schedule, hauling materials off or

around project sites and ensuring equipment is where it needs to be.

"Having one person who focuses on that stuff means that our crew leaders are almost never leaving the job site to get materials," says Ben Bowen, landscape designer for Ross NW Watergardens. "They're able to stay where they're most productive."

Based on the field manager's feedback, the company discovered it could increase its efficiency even more by developing a plan for each project.

PRO TIP: After having a skid-steer that sat around unused 70 percent of the time, Ross NW Watergardens started renting rather than buying its larger equipment. "It means we're not trying to get something done with the wrong piece of equipment just because we happen to own it," says Ben Bowen, landscape designer at Ross NW Watergardens.

"For a long time, we would basically show up the day we were going to start the project and then figure out how we were going to do it," Bowen says. "Us smaller companies are often just flying by the seat of our pants ... but we were essentially holding up our crews."

Now, a few weeks before each project begins, the field manager, Bowen and his father, Ross Bowen, visit the site and explicitly spell out the quantity of materials needed, in what order the work will be performed and what type of equipment will be needed on-site the first day.

Bowen adds, "Our crew leaders are now happy because they have what they need and can be efficient. One of the best ways we measure it is by the frustration level of our crew leaders."



Before crews members step foot on a site, they know what materials will be needed.



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Continued from page 16

The system helps the service repair truck track down the exact location of any Saluda Hill vehicles that have broken down. It also monitors mileage and sends notifications when oil changes and other services are required.

"It alerts us without our mechanics having to go look at 50 different vehicles to see when routine service might be due," Furtick says.

And, as several of Saluda Hill's clients hail from newly built subdivisions, Sperion has come in handy when crews can't find their way through still-unnamed roads.

"We can pull that up here at the office, they can call us and we can see where they're at and give them guidance on how to get to the job site," Furtick says. "If they're lost driving around for an hour trying to find a place, we're not on the job making money."

To further ensure the company's trucks are kept in order, Saluda Hill sets up each truck in a nearly identical fashion. This way, if the company needs to rearrange a crew or make employee changes, all the equipment and trucks are still the same, Furtick says.

AT THE JOB SITE

Saluda Hill provides a variety of offerings, including design/build services, grounds maintenance, as well as its nursery.

However, when it comes to the tools Saluda Hill uses to get the job done, the company stays fairly loyal to three brands: Caterpillar skid loaders, Stihl handheld equipment and Ram trucks.

"It makes it easier for our mechanic to stock one type of part," Furtick says. "Again, it's just streamlining it so we aren't sourcing a lot of different parts." 📷



Path finder

Imagine performing maintenance for a homeowner's association: You edge one tree lawn and notice a section you missed on the one across the street. While you're there, you spot a tree limb that still needs to be trimmed. Finally, you gear back up to finish the edging job.

No big deal, right? *Wrong.*

When the team at **Ameriscape Services** thought about how much time crew members wasted when "dead walking" — ambling from one area of a site to another with a piece of equipment that's not running — it decided to do something about it.

Beginning in 2017, the company's leaders developed path-of-motion maps, mazelike schemes that lay out the route for every piece of equipment on a given site. Ameriscape Services also developed gantt maps, which specify the amount of time it should take someone to complete each path of motion.

When the company takes on a new site, Ameriscape's production manager and branch manager are responsible for building the path of motion. Typically, the paths are created in the wintertime when the company isn't as busy.

"You'd be amazed, if (crews) don't follow that path of motion, the time that it adds to doing a task," says Joseph Chiellini, founder and CEO of Ameriscape Services in Florida. "There are no missed areas when these maps and gantts are put in place."

In fact, on one property, a crew cut down its service time from six to four hours.

"It's very competitive in Florida; it's a dog-eat-dog world," Chiellini says. "We have to find ways to be more efficient and give better service."

To further boost its efficiency game, Ameriscape leans on 22-inch mowers for smaller turf areas, eliminating the need for a line trimmer; incorporates racks on larger mowers to hold string trimmers while on large commercial properties; and places gas cans on larger sites at the places where smaller pieces of equipment will need to be refueled.

Paths of motion ensure no areas are skipped or maintained twice in one visit.



Clintar Commercial Outdoor Services cares not only about its clients but also about the wider community.

Community first

BY EMILY SCHAPPACHER | CONTRIBUTOR

There are so many ways **Clintar Commercial Outdoor Services** puts an emphasis on customer relations that at first Terry Nicholson wasn't quite sure where to begin. But as the company's vice president got to talking, it became clear just how much the Markham, Ontario-based company values not only its clients, but its entire community and the role Clintar plays in the wider world.

"We believe in community first and want to establish ourselves as a brand that cares," Nicholson says. "If people see they are working with good corporate citizens, that may help retain customers and perhaps attract new customers as well."

Environmental sustainability is a driver behind almost everything at Clintar Commercial Outdoor Services, a \$71 million company that provides 55 percent snow and ice management, 40 percent maintenance and 5 percent installation services to a 92 percent commercial, 7 percent government and 1 percent residential clientele. The company is always seeking out new

and better ways to do things, including converting to battery-powered equipment and running a hybrid fleet; incorporating new, eco-friendly snow and ice management tools and technology; and helping clients meet Leadership in Energy and Environmental Design certification standards.

"Environmental sustainability has always been part of the way we operate," Nicholson says. "We can't continue to do things the same way in 2019 as we did when we started in 1973. You have to evolve and meet the current needs."

But the company's environmental efforts expand far beyond the day-to-day operations. In August, the company launched Clintar CARES, an ongoing nonprofit initiative with a goal of decreasing greenhouse gas emissions. In partnership with organizations and universities throughout Canada, the program will, among other things, challenge a nonprofit academic research lab to develop new products and services to help Clintar become greener. It will award scholarships to students at Canadian universities in the fields of environmental sciences, energy management and landscape architecture, as well as encourage employees to gain



Terry Nicholson



Clintar held a fundraiser and donated \$30,000 in 2018 to Make-a-Wish Canada.

certifications surrounding environmental initiatives. The annual Clintar Case Competition will bring students together for a two-day summit challenging them to create solutions that will influence real-world corporate sustainability efforts. The program is broad and aspirational, and Clintar is excited to get started.

"It's a brand-new thing," Nicholson says of Clintar CARES. "We hope to get our name in front of these new, young leaders."

Of course, Clintar shows customer appreciation in traditional ways, too. The company hosts an annual fundraiser for Make-a-Wish Canada, last year donating \$30,000 to grant wishes for three children with life-threatening medical conditions. It is an active sponsor of The Brandon Prust Foundation, which focuses on improving the lives of children. And you can always find Clintar supporting local charities and events that reinforce environmental sustainability and education. Because without a sustainable

Continued on page 22



Shane McCoy

A solid reputation

After nearly 21 years in business, **Foothills Landscape Maintenance (FLM)** in Windsor, Colo., has yet to run an ad. In fact, the company has never done any kind of traditional advertising simply because it has never had to. The \$6 million company that provides 40 percent maintenance, 25 percent snow removal, 20 percent installation and 15 percent irrigation services to commercial clients has consistently grown year after year based on word-of-mouth referrals and a 98 percent customer retention rate.

"We see 10 to 15 percent growth every year and have never had to pull the trigger on running an ad in the paper or doing a billboard," says FLM Owner Shane McCoy.

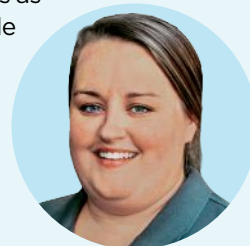
McCoy says good communication has been the key to his company's success. Returning calls and emails in a timely manner, being flexible to customer requests, sending weekly updates and showing appreciation for clients both old and new have helped solidify FLM's reputation as a company that gets the job done and does it well.

"Our customers are our lifeblood," McCoy says. "They have not only helped us grow to the size we are, but they create opportunities for us to employ people in northern Colorado. The stronger those customer relationships, the bigger the bond we can create."

An excellent experience

Hope Smith's title of "people experience manager" is a clear indication of how **Plants Creative Landscapes** in Decatur, Ga., feels about its customers.

"Our goal is that the customer experience from A to Z is as seamless and simple as possible," she says. "Customer service is an important piece of that puzzle, but ensuring a (good) customer experience is a different picture and thought process."



Hope Smith

Plants Creative Landscapes, a \$5.2 million company that provides 60 percent design/build and 40 percent maintenance services to a 90 percent residential, 10 percent small-scale commercial clientele, puts a strong emphasis on social media as a way to stay connected with current customers and also attract new ones.

Last year, the firm hired a social media specialist with a goal of creating consistent content. This year's goal is creating engaging content, like the company's "Tag a Dad" Father's Day Facebook giveaway, through which a local daughter helped her dad win a grill.

"When customers are able to connect with a brand before they've even talked to a human being, it helps build the foundation of a meaningful, long-term relationship, which is ultimately what we are looking to do," Smith says. "It's about building relationships and building trust with our customers."



Glasses with the company logo help Plants Creative Landscapes stand out.



Continued from page 21
planet, any other efforts
will be for naught.

"First and foremost,
taking care of the planet is
the right thing to do," Nicholson says. "It is part
of our generation's responsibility to protect the
planet for the next two and three generations.

"We all understand that no one person can
do it alone, but if everyone does a little bit, the
world will be a better place when we are all
gone," he adds. "Even though we can't do it all
right now, doing what we can is better than
doing nothing." 🌱

Schappacher is a freelance writer based in Cleveland.

**Clintar's main
priority is to evolve
to meet current
sustainability
needs.**

Face time

Every quarter, the account manager at
Baldi Gardens in Arlington, Texas, holds
face-to-face visits, or care calls, with
each of the company's 80 accounts. This
equates to roughly 320 in-person visits
every year to make sure each customer is
fully satisfied with his or her service. These
care calls clearly take a lot of time, but it's time well spent,
according to Giuseppe Baldi, the company's general manager.

"We've had people in the industry tell us that these calls are
not worth doing, that they're too time-consuming," says Baldi,
whose \$1.4 million company offers 40 percent landscape
design/installation, 30 percent maintenance, 20 percent irriga-
tion and 10 percent lighting services to an 80 percent residen-
tial, 20 percent commercial clientele. "But it's worth it to us."

Baldi says this proactive approach helps the company
develop close relationships with its customers — some who
have been with the company for 25 years — and stay ahead
of any problems that arise. It is also a driving factor behind
the company's 97 percent customer retention rate. Happy
customers lead to more word-of-mouth referrals, which
Baldi says is the company's biggest source of leads.

"We learned over the years that just because a customer
isn't complaining doesn't mean they are happy," Baldi says.
"It's a lot less expensive to keep the customers we have
than to find new ones."



Giuseppe Baldi

Introspection

The bimonthly self-audits
account managers at **Environmental
Enhancements** do on each of their
clients' properties are extensive.
The 10-point self-evaluation cov-
ers things like overall turf qual-
ity, the coloring of enhancements
and presence of weeds in hard-
scape cracks or sticks in the land-
scape beds. Fred Peratt, owner of
the \$4.2 million Sterling, Va.-based
company that provides 49 percent
maintenance, 22 percent design/
build, 25 percent snow removal and 4 percent irrigation
services to a 98 percent residential clientele, says these
audits allow the company to be proactive and provide
its clients with direct, honest feedback.

"Some companies shy away from things like this
because it makes them vulnerable, but we feel it



**Environmental Enhancements chooses to
be honest and upfront with its clients.**

makes us better," Peratt says.
"Our clients know we are not try-
ing to hide things."

The result of each audit is
emailed to the client, which is just
one way Environmental Enhance-
ments maintains consistent com-
munication with customers. In
addition to a client newsletter, the
company has a quick and effi-
cient process for urgent customer
problems or requests. Peratt's
office manager, or "director of first
impressions," also sends weekly

notifications to inform clients of the service they will
receive during the coming week.

"You have to nurture those relationships every day,
every week, every month throughout the year," Peratt
says. "Doing that forms long-term relationships, which
is the core of why we are in business."



BY JEFFREY SCOTT

The author is owner of Jeffrey Scott Consulting, which helps landscape companies grow and maximize profits. Reach him at jeff@jeffreyscott.biz.

Five-star service: an overlooked differentiator

In this go-go economy, many business owners today struggle to provide excellent customer service. Their service is inconsistent and reactionary, and it will ultimately harm their business.

The root of the problem is the false belief that excellent service is a luxury they can sacrifice: choosing short-term profit over sustainable growth.

The next recession will remind everyone of the enormity of that mistake. Companies that deliver anything less than five-star service will fall to the back of the pack.

Even today, companies that make five-star service a priority have already seized a competitive edge. They're growing faster than you now! Don't let them outperform you in the next downturn as well.

BUILD A CUSTOMER-CENTRIC CULTURE

Your landscaping, lawn care or irrigation business is an extension of the owner's personality. The actions you take daily determine how your business grows. Start by looking at how you treat your employees: They are your internal customers. Your daily choices there directly affect how your team treats your customers. By intentionally building an employee-centered culture, you create the conditions for a customer-centered business. And that sets you on a path to sustainable success. (See figure.)

DEFINE YOUR STANDARDS

Creating a culture of service starts with clarifying your sales and operating standards, namely your:

- Response times;

- Levels of communication;
- Efforts invested in solving client and job problems; and
- Nonnegotiable policies.

Without these firmly in place, you won't excel in the heat of the season. It's best to put these standards in place when your company is smaller. But the next-best time to do it is right now!

INVEST IN YOUR EMPLOYEES LIKE YOU INVEST IN EQUIPMENT

When it comes to purchasing and maintaining equipment, you're not solely motivated by price. You want great outcomes in less time. That's how you must think about employee training. Stop seeing it as a cost center and start seeing it as a revenue generator. Be willing to invest consistently in your people so they can perform at their peak. Not only does this approach boost profitability and cash flow, it creates a deeper sense of staff loyalty.

Distinguish between training, results and guidelines. Training teaches employees how to do a task or solve a problem. Results teach them to understand why their training and the goals you want them to achieve matter. Guidelines allow them to think for

themselves and solve difficult challenges. These elements, when combined, empower employees to achieve customer service excellence.

BE SELECTIVE IN WHO YOU SERVE

In my coaching programs, I counsel owners and leaders on what I call Green Light Selling and screening. It's critical to focus your business operations squarely on your Green Light Customers — the clients who believe what you believe and want what you sell. Conversely, if you distract yourself with Red Light Clients — the complainers and shoppers — all your well-meaning work will be undermined.

TRACK SERVICE FAILURES TO IMPROVE

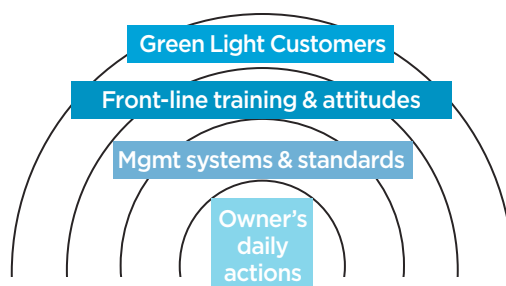
You must learn to be a data scientist to excel in this business. By taking time to track customer complaints and go-backs, you'll get the facts needed to tackle your blind spots and create operational excellence. You'll discover the reasons for customer callbacks, who is involved in cases and the underlying reasons for the service failures.

Summing up, many leaders think success comes from what they do and not how they do it. But it's the other way around.


How you think about the role of customer service determines your success at delivering excellence and achieving growth. By embracing five-star service, you position yourself and your landscaping company for greater profitability — now and into the future. 🌱

Attend Jeffrey Scott's upcoming talk, "Creating a Five-Star Brand," at Landscapes in Louisville, Ky., on Oct. 16.

FIVE-STAR SERVICE IS BUILT FROM THE INSIDE-OUT



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For EMI, finding and retaining employees is about treating people with respect.

Treat your people well

BY CLARA RICHTER | LM MANAGING EDITOR

Every year, **Environmental Management Inc. (EMI)** hosts an employee appreciation party that would make anyone want to work for the company.

EMI, which is located in Plain City, Ohio, gives away prizes of all shapes and sizes, including TVs, kayaks, coolers and new tools. Employees are recognized for their hard work and their achievements. Food trucks line up in the parking lot for the afternoon, and attendees feast to their hearts' content. And did we mention there's a bouncy castle?

This party is just one of the many ways EMI is fulfilling its mission to develop its people so it can better serve its clients.

"Providing people with work qualifies you as an employer, but it doesn't have anything to

do with your culture," says Joe Lewis, account manager at EMI. "From the top down, treat people with respect. That is huge and goes a long way."

In addition to providing employees with an annual appreciation party, the company also focuses on team member professional development. Training is an important part of recruiting and retention for EMI.

According to Lewis, the \$33 million full-service landscape company has more landscape industry certified professionals than any other company in the country. It has 325 employees, and about 175 of those are full time.

"Our owners are all about (certification)," he says. Even though it often means working around peoples' schedules, if you incentivize the training, employees will want to participate, Lewis adds.



Joe Lewis

Lewis notes that whether or not employees decide to make a career in the landscaping industry, if they get certified, they're developing themselves as professionals, which helps them no matter what industry they may move on to.

Developing a model of retention that revolves around training isn't easy, Lewis says, but it's necessary because in this day and age, that is what the workforce is focused on. He says that maybe 50 years ago, employees would simply do a job without knowing why they are doing it, but today, they want to learn, and they want to know why they are being asked to do something.

It perhaps goes without saying, but a big part of employee retention also lies in paying your employees a fair wage, Lewis says. Good wages help EMI obtain and keep employees, despite falling unemployment rates, according to Lewis.

Continued on page 26

Putting a face with the name

Get out there and make yourself known. That's the advice Gail Reinhart, recruitment and personnel specialist at **Hidden Creek Landscaping** in Hilliard, Ohio, gives to any landscape contractor who is having trouble finding qualified employees. The company has 150 employees and provides 40 percent landscape maintenance and snow removal and 60 percent design/build services to a 55 percent commercial and 45 percent residential clientele.

"It's about exposure," she says. "It's about how many times you've made contact with the areas you're really targeting (for recruitment)."

Reinhart also knows that it's important to get yourself in front of potential employees as much as possible over a long period of time. Even if it doesn't yield results right away, it could stick in someone's mind and make him or her remember your company in the future.

"It's the long game," she says. "You become known, and if you show up, you really get people who will seek you out. I did job fair boot camp this past spring for the local TV company, and as far as applicants, I didn't get many final candidates, but in my mind, we need to go back to it because we received TV exposure, and they were pushing on all their social media."



“(Recruiting) is no different than sales. How many times do you have to contact someone in order to get a sale? It’s the same situation of getting that familiarity.”

—Gail Reinhart, recruitment and personnel specialist

Always be recruiting

It sounds exhausting, but as Jedd Narsavage says, companies should always be in recruitment mode.

"For recruitment, we treat it as a 24/7, 365 kind of thing, even during times when we might not have an actual open position to fill," says the vice president of design and development for **GreenSweep**, a company based in Silver Spring, Md., that has 80 employees and does 80 percent commercial and 20 percent residential work "Just like in sales, you should 'always be closing,' we also should 'always be recruiting.'"

For management positions, the company relies heavily on social media. "We post openings on LinkedIn and Facebook and keep an eye out for folks in our area who work for larger competitors and might be interested in moving to a smaller company," he says.

GreenSweep is conscious of its soft recruiting, as well. This means the team is always aware of how it presents itself both online and in any professional interaction, never knowing who could

“We want to make sure that anyone who might come across GreenSweep thinks to themselves, ‘That looks like a fun and confident group of employees who care about one another — I want to be a part of it.’”

—Jedd Narsavage, vice president of design and development



be a potential future employee, Narsavage says.

GreenSweep is also expanding its participation in local university and community college career fairs. It encourages some students with no background in the industry to join the company.

"We can teach plant identification, how to operate a skid-steer or how to estimate a hardscape project," Narsavage says. "We can't teach an extroverted attitude, good sense of humor, flexible personality and self-confidence."

Continued from page 25

EMI also leans on referrals to get additional employees. According to Lewis, if you find one good employee and treat him or her right, you'll soon find that they know people. Though he says some companies poohpoo the referral method of filling out crews, stating "if you lose one, you lose the other," he says that's the wrong attitude to take.

"Stop thinking of failing already, stop thinking of failing before you're started," he says. "Think, 'Wow, we have two, and once they see how great it is here, that two could turn into six, could turn into 10, could turn into a generation.'"



EMI is involved in the Landscape Management Apprenticeship Program through NALP.



A second chance

Adam Schlutt is president of **MAAC Property Services** in Niles, Mich. He refers to the company, which provides snow removal and maintenance for a 98 percent commercial clientele, as mission-based rather than profit-based, due to its culture of hiring individuals with less-than-clean criminal records.

He and his father, Mark Schlutt, started the practice about 10 years ago as a way to draw more employees to the company. "We are getting guys who

Schlutt, pictured on the far right, says the company values second chances.

have never gotten a chance. We will give them a chance if they take the opportunity."

It works by word of mouth, according to Schlutt, usually by ex-employees.

It isn't a practice that everyone can put into place, but for MAAC, it has helped avoid the labor crisis and provided them with some great employees. "A lot of people ask me, and I tell them not all of them work out," Schlutt says. "But the ones that do have made some fantastic loyal workers that I would go to bat for."

"It's always been our goal to open the door. I always tell the guys I hire that I will open the door for you; it's up to you if you want to come through."

—Adam Schlutt, president

It may sound simple, but Lewis says that if you show you care, you can both attract and retain most employees.

"People are motivated by what they see and feel, and that's what's worked for us and continued to work for us. We're taking care of our people and constantly attracting more," he says.

Lewis acknowledges that developing a company culture and attracting employees isn't going to happen overnight for a company that's struggling to do so right now. He urges companies to do whatever they can to not get to that point by making sure they're constantly planting seeds to recruit more talent.

"Having a presence on social media, having a website and being engaged in the advocacy for the industry, that helps," he says. "Being in schools, in the career centers, in the FFA and in state and national associations, that pays dividends."

EMI also has become involved in the Landscape Management Apprenticeship Program, which is a program through the National Association of Landscape Professionals (NALP) that focuses on training

Cast the net wide

It's difficult to recruit employees for snow removal services. The hours can be long and unpredictable; plus, it's no surprise employees will be working in the cold.

"It's hard to recruit in the winter months because it's seasonal on call," says Bruce Vander Vennen, president of **Jack's Lawn Service and Snowplowing Co.** in Grand Rapids, Mich. "So, employees may only work for a couple hundred hours, but they have to be on call for the entire winter."

The company's strategy is to cast as wide a net as possible into the employee pool. "We advertise any way we can: Indeed, Craigslist, job boards in local high schools and colleges to try to get as many people as we can," Vander Vennen says. "We also ask employees about referrals."

Another strategy that has worked for the company is to let younger employees put together their own crews, especially if they join the firm with a few friends.

"Typically, young people are all about hanging out with their friends, so we allow them to create their own crew," Vander Vennen says. "If they have a couple of people they want to work with, we let them work together. There aren't a whole lot of opportunities for young people that are part time."

“Just start with the people you have and ask for referrals. Be spreading the word and look for any opportunity you can to ask people and try to get referrals from them.”

—Bruce Vander Vennen, president

apprentices in technical maintenance, installation and irrigation skills. According to NALP, the program requires 2,000 hours of on-the-job training as well as a minimum of 144 hours in the classroom or the online equivalent.

"If you're training people, this is a tool to focus the energy of training into something that will benefit the company and the employee forever," Lewis says.

Currently, there are 18 apprenticeship programs in the country, and EMI has a dozen of those, according to Lewis.

The company still relies on the H-2B guest-worker visa program, but not too heavily. According to Lewis, it is trying to stick with 15 to 20 H-2B employees. He cautions against relying on the program too much because those employees are not guaranteed.

"I could easily have 100 or more H-2B (workers), but then we're just so reliant on the H-2B that we wouldn't figure out maybe there's something we aren't doing for our culture to get people. "Make people want to work for you." 🍷

Lewis says being present in your community and local organizations can attract talent to your company.



PHOTO: EMI



BY PHIL HARWOOD

The author is president and CEO of Pro-Motion Consulting. Reach him at phil@mypmcteam.com.

Change the recruiting conversation

If you want to be successful at recruiting, it's time to change the conversation. A new generation of candidates has different expectations of its employers, and these expectations present themselves initially during the recruiting process, requiring a different type of conversation. Employers seeking to connect with a new generation will miss the mark if they fail to change the conversation.

Prior to the labor shortage, most recruiting efforts were focused on selecting the best candidate based on two primary qualifiers: experience and education. This process was relatively simple since the applicant file was overflowing with candidates. Sift through a stack of resumes, hire the most qualified person and get back to work. That was pretty much it.

Today's recruiting efforts are vastly different. To begin with, there usually isn't a lineup of applicants hoping to land an interview. A few companies have this luxury because they've made big investments in culture and attractiveness, but most firms in our industry today need to actively solicit candidates to apply for open positions.

Recruiting involves marketing. We know that the essence of marketing is to identify a need, develop a unique solution and communicate this solution with a compelling message to a target audience. Understanding the need is a prerequisite to creating a unique solution. When we fail to understand the true need, we end up having the wrong conversation.

Today's applicants don't need a job. They don't need to work for your company. They have options that previous generations didn't have. They



can choose to work or not. They can decide what type of work to do and who they want to work for. When recruiting focuses on the job, we're having the wrong conversation.

If today's applicants aren't looking for a job, what are they looking for? They are looking for purpose. If they are going to work, they want their work to matter, and they want to understand specifically how their work will make a difference. This requires a conversation about the alignment of a candidate's passions with your company's mission. Let me explain.

For decades, companies have been crafting mission statements. The problem is that many of these mission statements were essentially meaningless because they were uninspiring, watered-down and unmemorable. Does this boilerplate mission statement inspire you?

"Our mission is to be the premier company in our industry and deliver financial results that exceed the expectations of our stakeholders."

A company's mission should be powerful, meaningful and inspirational. If it is, it will attract those who share the same passions, creating a culture driven by purpose. This is a different conversation than most recruiters are having with candidates.

Consider the fact that we are busier in our lives than we've ever been. Despite this, volunteerism is unwavering because those of us who volunteer believe in the mission of the organization to which we give our time, talent and treasure. Mission has always mattered, but it matters even more today because of the generational changes that have occurred.

Today's candidates' lives are different than those of previous generations. Work life is intertwined with personal life. Lines are not only blurred; they are invisible. Because of this, having a conversation about alignment with a candidate's personal mission and your company's mission will enlighten the degree of fitness, in terms of what really matters.

A conversation about alignment, in terms of values, will also enlighten the degree of fitness. Today's candidates want to be engaged with an organization that shares their values. Skills may be taught, and motivated people will learn what they need to be successful. A person who supports your mission and shares your values is much more likely to be successful than one who does not.

Look at your job postings. Critique your interview questions. Assess your recruitment and onboarding materials. Are you having the right conversation? Is your messaging compelling? Is it all about the job or all about your company's mission and values? Too often, we are missing the mark by having the wrong messaging and engaging in the wrong conversations. The result is missing out on really great candidates. As we face this labor crisis, it has never been more important to have the right conversation. 



The dedicated safety team at Park West ensures crews get home safely every day.

Safety: The most valuable time investment

BY DANIELLE PESTA | LM ASSOCIATE EDITOR

Park West Cos. — a West Coast landscape contracting firm headquartered in Rancho Santa Margarita, Calif. — values safety so much that it has a dedicated safety department for its more than 1,600 employees.

The safety culture spans across divisions throughout California, as well as Las Vegas.

The man in charge of it all is Juan Gonzales, the company's director of safety and risk management.

But he won't take any of the credit. He says his team of six safety managers "make it happen."

And even then, it's not only the safety managers, it's every individual employee.

"Everybody watches out for each other," he says. "It's our belief that you need to get everybody to buy in, and get everybody's participation, in order to have a successful program."

Employees at the \$176 million company are rewarded for good behavior and for working safely.

"We try to do our very best to show our employees from the beginning that we truly do care about them and their families," Gonzales says. "We respect their lives and others."

Gonzales says instead of placing blame, the safety team helps employees understand the importance of following the rules.

"We give them the reason as to why they need to follow a protocol," he says. "For example, we need you to wear ear plugs because we don't want you to lose your hearing. We want you to be able to hear your grandkids."

Employees report every accident, incident and near-miss at Park West.

Gonzales says in doing so, the company is able to determine the root cause. "We want to know what makes an employee think it was OK to take a shortcut," he says.

According to Gonzales, 98 percent of the time an incident is from human error or trying to take a shortcut.

"Life is so valuable. It only takes a second for someone to suffer a serious injury," Gonzales says. "Our primary objective every day is to welcome employees to work and then, at the end of the day, send them home."

Every single employee in the field has to buy into the safety program at Park West to make it successful, he says. Invest the time with new and current employees to explain safety rules and their importance.

Gonzales says he tells the crews that five minutes of safety is not a waste of time. He says to them, "We're investing five

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Juan Gonzales

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minutes of our time to try and prevent an injury. Yes, we're crazy busy and we've got to get this done, but five minutes of our time now will pay dividends."

Gonzales says the investment of time is the biggest fundamental of safety. When companies bid jobs, some only look at the direct cost and the bottom line, he says. The indirect cost and lost time when an individual gets hurt is sometimes overlooked.

For example, a four-person crew is down to three if one gets hurt. The foreman also needs to leave the job to take the injured employee to a clinic. Production time is lost.

Even the smallest injuries are expensive.

Along with six safety managers, Park West has a safety analyst who examines the indirect cost of injuries. If an employee suffers a cut on his finger, Gonzales says, the direct cost is about a \$500 check to a clinic. But the indirect cost is a different story. After adding up hours of lost time, the indirect cost can be up to \$8,000.

Gonzales says the reason he got started in this business is because he cares about people.

"It's hard to put into words what we do every day," Gonzales says. "Safety is not just about compliance. To us, it's more about the people, the human element." 📞



Brandon Rushing

Doing things right: Where it all starts

Holding team members accountable for their actions can enforce safety protocols.

Sometimes, accountability

means punishment for not following the rules. But there's another way to implement safety standards.

Brandon Rushing, president and founder of **B. Rushing Lawn & Landscaping**, rewards his employees for maintaining safety standards and incentivizes safety among his crew leaders with recognition.

"We provide a safety awards breakfast each December to honor those who have worked without any accidents that year," he says.

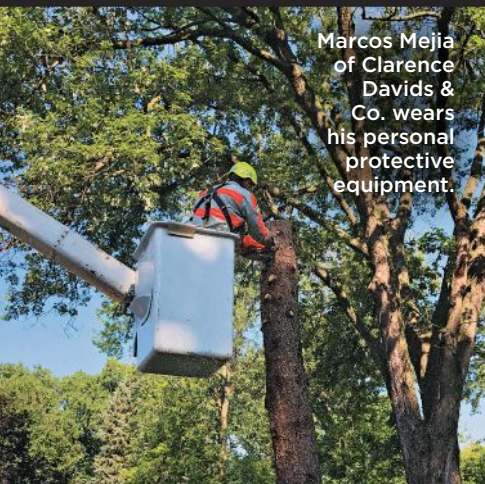
At the breakfast, crew leaders are awarded based on three categories: **1.** Safe driving; **2.** No accidents/injuries; and **3.** No lost time/time away from work.

According to Rushing, the company's top safety priorities are wearing personal protective equipment, working to prevent injuries for all team members and following the company's safety guidelines.

"Safety is more important than production," Rushing says. "Quality of work and doing things right, that's where it all starts."

Train for safety

Creating a culture of safety starts with communication and training. Todd Meyer, vice president of operations at **Clarence Davids & Co.**, headquartered in Matteson, Ill., says there are many facets to safety.



Marcos Mejia of Clarence Davids & Co. wears his personal protective equipment.

"Our focus is always on the safety of our employees, our clients and the general public," he says. "That's first and foremost."

With about 200 employees, Meyer says the goal is for everyone to come back home safely at the end of the day.

"We strive to minimize injuries and accidents," he says. "Equipment can be replaced, but the safety of the people is always at the forefront of what we're trying to do."

The nearly \$21 million company hosts two big safety training meetings every spring. To kick off the season, foremen from all three locations meet to review responsibilities and policy updates.

"The meeting gets them refreshed and refocused on the importance of safety," Meyer says.

The second spring safety meeting includes all crew members.

"During the training, we remind them of the safety expectations going into a new season," he says. "We review challenges and dangers to watch out for as we start up in the spring."

Besides the spring safety kick off, Meyer says Clarence Davids hosts tailgate safety meetings on an as-needed basis. Those tailgate meetings coincide with services provided at that time of year.

For example, when trimming shrubs, crews will review how to use gas-powered hedge shears. And during leaf cleanup time, crews learn how to lift heavy material.

According to Meyer, the seasoned crew members and foremen understand safety expectations.

"We don't have a lot of turnover at our company, which is an advantage when it comes to safety," he says.

Adapt safety to growth

Company growth and expansion means systems and processes need to accommodate growth. The safety training at **Signature Coast Holdings (SCH)** is getting a refresh. The company formed from a merger about two years ago with Signature Landscapes, based in Reno, Nev., and Coast Landscape Management, based in Napa, Calif.

With nearly 600 employees under the SCH companies, safety is a top priority.

Every year, the companies host a safety day where employees have a day of training on safety topics, says Tim Scott. He is a principal in SCH and one of the division managers of the installation division for Signature Landscapes.

The safety day is split between the maintenance and installation divisions and broken out into increments for different training lessons.

The time commitment for traveling between the company's eight locations for safety meetings became challenging. Fairlight Beard, VP of sales and operations for Coast Landscape Management, says the safety committee's goal is to have consistency in the safety training.

"It's an opportunity to ensure that the employees still get really strong hands-on instruction," Beard says. "But we're trying to minimize the logistics and travel."

The six California locations are going to adopt the safety day trainings that Nevada has in place, but it will be separated out by branch.

"Our goal is to roll this out and have consistent safety days in both states by 2020," Scott says.

According to Beard, the company's safety training is in transition right now.

"We are constantly trying to improve and make sure that our crews are safe," Beard says. "Safety is about making sure that our crews get home to their families."



Vehicle inspections should be one more way to keep crews safe.

Route to safety

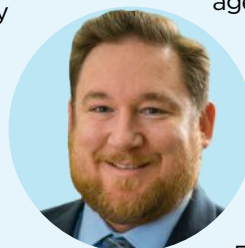
Landscape crews are constantly on the road traveling to the next job site. Efficient routing is important for production, but maintaining safety during a route may be even more vital. Not only could crew members be at risk, but downtime on the road will result in a loss in production.

David J. Frank Landscape Contracting, based in Germantown, Wis., celebrates its 60th anniversary this year. With nearly 300 team members, President David R. Frank, says safety has always been an intentional company goal. With 10 locations, the company has a 2019 projected revenue of \$26.5 million.

In July, the company set a four-year record for no lost-time accidents. At press time, the company was at more than 1,500 days and counting.

"We're very proud of our safety record," Frank says. "We challenge each team member to keep safety top of mind."

Every day at all 10 locations, crew leaders will walk around their vehicle and trailer to make sure everything is safe. This process includes making sure all material is properly tied down and license plate stickers are up to date.



David R. Frank

"We're striving to be as safe as possible," Frank says. "We don't want a vehicle to leave the yard with any issues."

Alongside daily checks, management performs a monthly pretrip inspection with a mock checklist based on violations that the Department of Transportation would flag.

Here is a version of the checklist David J. Frank Landscape uses to inspect company vehicles:

VEHICLE INSPECTION CHECKLIST

- ✓ Current insurance card and registration for truck and trailer
- ✓ DOT sticker and matching paperwork
- ✓ Fire extinguisher securely mounted and charged
- ✓ Caution triangles
- ✓ First-aid kit
- ✓ Spare fuses
- ✓ Working horn
- ✓ Crack-free windows
- ✓ Proper truck and trailer hookup
- ✓ All lights on truck and trailer work
- ✓ Truck and trailer cargo properly secured and tarped
- ✓ Truck and trailer properly loaded and not over capacity
- ✓ Correct gas card
- ✓ Overall cleanliness meets company standards



BY SAM STEEL, ED.D.

The author is Safety Advisor, National Association of Landscape Professionals. Reach him at safetyspecialist@landscapeprofessionals.org.

Keep preventive maintenance a priority

As the mowing season winds down in a large part of the U.S., there is a tendency to delay or eliminate preventive maintenance (PM). Those all-important and expensive pieces of equipment that have carried us through the season get short changed and don't get the attention they need when fall rolls around.

When preventive maintenance is implemented as part of a firm's standard operating procedures (SOPs), machinery and equipment last longer, your investment in the equipment goes further and your employees work in a safer environment.

The major purposes for conducting an active and aggressive preventive maintenance program are:

- Using equipment and machinery at the job site that is safe for the operator and safe when fellow crew members and bystanders are present.
- Maintaining equipment in operating condition to minimize the chance for critical field breakdowns.
- Reducing costly crew downtime associated with malfunctioning or broken equipment.

- Expanding and enhancing the value of the significant investment associated with your landscape maintenance equipment.

What are some of the most common equipment malfunctions or unsafe modifications that a well-organized PM program will find and correct to make the job site safer?

1. Lack of properly installed or positioned mower deck deflector shields is a major contributor to violations of the Occupational Safety & Health Administration machine guarding standard. Since debris can be expelled from under the mower deck at close to 200 miles per hour, this creates a hazardous condition for fellow crew members and other persons near the work site. Damaged, missing or modified deflector shields must be replaced or restored to their designed and engineered position before the machine is used.

2. Because some equipment operators are often looking for short cuts to speed up their work, bypassing safeguards like operator seat presence switches are common — and dangerous. If your equipment maintenance personnel find that a bypass or

switch disconnect has been done, they should let management know and correct the problem immediately.

3. Excess tire wear is another problem identified during a PM procedure. It may create hazardous operating conditions and can severely impact traction


when mowing slopes, especially if they are wet from morning dew or just after rainfall.

4. Old, damaged or missing mufflers can be a major contributor to excess noise on landscape maintenance work sites. Exposure to noise levels above 85 decibels from mowers, chain saws, leaf blowers and chippers will be apparent during PM activities in the shop.

5. Machine noise level checks during PM should be included in your hearing conservation program along with the proper use of hearing protection.

So, let's look at some preventive maintenance steps you may already be (or should be) using.

- ✓ Unique identification or inventory numbers assigned to all equipment;
- ✓ Regularly scheduled lubrication and oil changes;
- ✓ A check-off system to ensure all power equipment is regularly scheduled for PM;
- ✓ Daily cleaning of equipment at the end of the workday;
- ✓ Reliable reporting system for problematic equipment and components;
- ✓ Timely and scheduled adjustments to the equipment's attachments and components;
- ✓ Immediate replacement of worn, damaged or missing parts; and
- ✓ Reliable method for placing equipment out-of-service when major repairs are needed.

Preventive maintenance is a cost-saving program that will protect your investment in efficiently operating equipment, tools and machinery. It also protects the health and safety of your most valuable asset: your employees. 





Fostering diversity in the workplace depends on building a strong culture of inclusion.

It's about culture

BY CHRISTINA HERRICK | LM EDITOR

Whether a business with a large Latino workforce succeeds or fails usually comes down to one thing: culture, says Pam Berrios, president of **Alexandria Landscapes** in Alexandria, Va.

Berrios, past president of the board of directors for the National Hispanic Landscape Alliance, also operates her own training and consulting company where she sees firsthand when diversity within a workplace is successful and when it is not. Employees who are unable to assimilate in the workplace culture may struggle. She says she works with employees and owners alike to help employees integrate into operations.

"I've seen a lot of people fail; this industry is not for everyone," Berrios says. "Especially people that are not open minded."

With that all-inclusive mentality, it is important to understand there are many countries represented within the Latino community. So, if you're considering a meal to thank your staff, be mindful of different cultures.

"No. 1, would be to really have that all-inclusive mentality and understand just because you're Latino, you're not Mexican," she says. "Not everybody likes



Pam Berrios

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tacos. If you're going to do something for your employees, you have to understand that not everybody is Mexican."

Likewise, it's great for folks in leadership to strive to learn Span-

ish, but just like with English, there are subtle nuances to word choice.

"Even with the language, it's not one size fits all," she says. "With different countries, one word could be offensive in a country and it

Recognition or training can be just as important as money for some employees.

could be something completely OK in another country."

Berrios says one key indication of success of an operation that employs many Latino workers is these operations also have strong Latino representation in leadership positions.

"See who is willing to be a leader," she says. "Give them the proper training so they continue to grow and then they (will) continue to train others."

Berrios encourages business owners to think about what they can do to make their Latino employees comfortable. It could be as simple as recognition.

Women owned

"Getting work has never been an issue," says Trina Julian, owner of **Country Girl Gardens** in Hayden, Idaho.

But embarking in the landscape industry as a woman wasn't an easy road at first. When Julian started the business about 10 years ago, she struggled to be taken seriously by other landscape businesses when she needed some assistance hiring subcontractors for services like hardscapes. Since then her connections have become invaluable.

Her employee mix includes six women and one man. While the employee ratio may be the opposite of most landscape operations, her problem is that most men who work for her are temporary.

"I struggle to find men to come work for us long term," Julian says. "It probably has to do with the fact that it's a woman-owned business with mostly female employees and the culture is a bit soft for them — it's like hanging out with a group of girls. Maybe they feel out of place."

But Julian says she treats her employees the same.

"It's never been a distinction," she says. "When a guy works for me, he works right along with everybody else."

She says she's also noting more women entering the landscape industry than ever before.

"I see a good amount of women out there doing landscape work," she says. "Obviously, there's more men, but I'd say it's almost 50-50. I have a lot of women apply for landscaping — I find that they're able to do that work."

While more women may feel comfortable applying for positions at her business than at male-owned businesses, Julian says there are ample opportunities for women in the landscape industry. She encourages any woman thinking of a career in the landscape industry to give it a go.

"I know talking to a lot of men in the industry, they are very open to hiring women and they want to hire more women," she says.

Julian also says her clientele mix is about 70 percent female. She says women like working with her and with her employees, and they're drawn to Julian's ability to add color to designs.

"I think women are attracted to working with women because we are more able to understand what they're wanting," she says. "We tend to be more customer-service orientated. You're dealing with the wife of the couple, and landscaping is kind of looked at as a women's domain. Women want color, and this flower and that flower, that's where you lose men's interest."

“Money is one thing, but especially for Latino workers, recognition means even more,” she says.

Some companies offer prizes and host friendly workplace competitions to keep the staff motivated. Other companies have training programs and give employees certificates upon completion. While those may not seem all that substantial to

some, Berrios says it’s more meaningful to employees than business owners may think.

“They’re posting them on social media with their kids, and they’re sending their certificates back home,” she says. “Some of these people, they’ve never gotten a certificate in their entire lifetime. So, having that recognition goes a lot further than a dollar.” 📖

Alternative sources

Maurice Dowell, co-owner of **Dowco Enterprises**, in St. Louis, Mo., says the cost of H-2B labor has started to get him to rethink his approach to staffing.

“We’re blessed to have a facility almost adjacent to our clientele,” he says. “The problem is it’s not adjacent to the talent that we need to build our clientele.”



Maurice Dowell

H-2B labor isn’t cheap, but Dowell says he’s stuck with the program as a source of labor because it’s an easier solution than the challenge of sourcing local workers.

“We’ve got to do everything that we can. If we’ve got to turn over rocks, then we’ve got to turn over these stinking rocks,” he says. “When we look at what we’re paying for H-2B it’s not all that expensive to get out of our comfort zone and to research other possibilities to get people in the door.”

He says he’s starting to kick around ideas of how to promote hiring a diverse crew. Whether that’s updating promotional employment materials, or picking the brains of folks at big industry shows this fall and winter, he’s open to learning how to attract folks that “are not your traditional landscape workforce.”

“As companies throughout the country, we really need to be aware that there’s a way to reach people who historically would not be the people that are on our crews,” he says. “If we had to get really creative and bring in the minority populous, can we lower a lot of our operating expenses and have talent on hand 12 months a year?”



Ed Wallace was the first African American president of the Orange County chapter of the California Landscape Contractors Association. Wallace and fellow contractor, Richard Cohen, man a CLCA booth.

Get active in the industry

Ed Wallace, owner of **Midwest Landscaping** in Long Beach, Calif., is active within associations representing the landscape industry. He was the first African American president of the Orange County chapter of the California Landscape Contractors Association.

He’s proud of the diversity within his own chapter, noting that diversity ripples out into the association at the state level.

“Gaining and retaining members is the lifeblood of the chapter,” he says.

There are two military veterans within the executive team of the Orange County chapter, one is the vice president of education and the other is the vice president of membership.

“They wanted to learn more about the industry and find out how they could further their careers,” he says. “They wanted to better themselves.”

Wallace says it’s important to tap into young folks, especially those from diverse backgrounds, and get them involved in industry organizations and leadership opportunities.

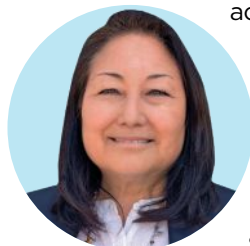
“Young folks coming in that have a passion for the industry — they’re really into educating the landscape people about the industry,” he says. “There’s a lot of room for growth here because of the disconnect between what this industry can provide for all people and the perception of what this industry is.”

Caring for the 98 percent

It's no secret that men outnumber women in the green industry, and while H. Jaclyn Ishimaru-Gachina, president and CEO of **Gachina Landscape Management** in Menlo Park, Calif., says her upper management and executive team is 50 percent female, her operation's focus has been to foster and encourage women in entry-level positions within the organization.

In her San Francisco branch, there are four women working in the field out of a total of 42. All employees go through a thorough training program before being placed with a crew where human resources seeks out the right position for the female applicants.

"Maybe a woman can't carry 25 to 50 pounds, but because she's got a good eye for detail and can do hands-on tasks, she's very good at pruning," she says. "We make adjustments in the crew; (women are) assigned tasks that they can competently accomplish."



H. Jaclyn
Ishimaru-Gachina

And while male employees make up approximately 98 percent of her team, she is passionate about caring for the 98 percent, just as much as for the 2 percent.

Gachina believes in raising awareness of the Movember men's health movement. Movember is a non-profit dedicated to the prevention of men's health issues including prostate cancer, testicular cancer, mental health and suicide.

It hits home for her because her husband, John, passed away from prostate cancer.

Prostate cancer will affect one in eight men according to figures from



Above, participants in Gachina Landscape Management's annual beard growing contest pose for a photo. Right, Lauren Galanes (bottom left), left to right Theresa Lopez, Ingrid Reyes, Gabriela Guadalupe Mejía, Dora Guillen, and Ada Alva Luz Arriaga Sánchez pose with a poster of Gachina Landscape Management's mission statement.



the Movember movement, but if the disease is caught early, Gachina says men have a 96 percent chance of survival. If it's detected late, the figure drops to 26 percent. And with an employee mix primarily of men, that figure is staggering.

Gachina says, for example, the landscape industry employs about 1 million people. And, if you take that one in eight figure, approximately 125,000 workers in the landscape industry could be diagnosed.

"We're short on labor, but we have a disease that will take that many people out," she says, encouraging other operations to care for their male employees.

Gachina Landscape Management has conducted fundraising

and beard-growing competitions during the month of November, but Gachina realized the education component was missing. She had to help overcome some misunderstanding within her own Hispanic workers about testing. The screening is part of a yearly wellness exam, which is covered by the operation's health insurance. Gachina encourages other landscape companies to be proactive in educating male employees on the importance of screenings and tests.

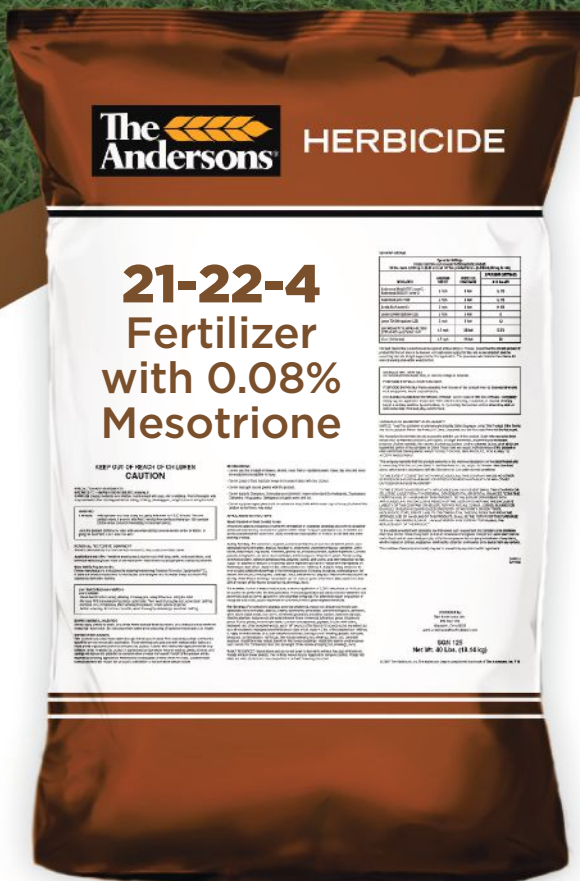
In fact, last year one of her employees went for a screening and was diagnosed with prostate cancer. It was early, and with treatment the prognosis is good.

"He has a very good chance of survival," she says.



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BY MARIA PALLOTTA

The author is the chief of staff at Canopy Lawn Care, a venture-backed residential landscaping company. Reach her at mpallotta@canopylawn care.com.

How my company recruits and retains women in landscaping

One of the most impactful conversations of my career happened during my first week at Canopy Lawn Care. Our CEO, Hunt Davis, had a conversation about one of his long-term goals at Canopy. He wanted our workforce to match the diversity of our customer base. And for us in Raleigh, N.C., that means a workforce made up of more women than men. In Raleigh alone, more than 20 different languages are spoken. When he gave me that goal, my initial reaction was that it would take 20 years for us to get there.

But it doesn't have to take us that long.

My passion is recruiting more women into our industry and giving them a safe and successful place to grow their careers. I believe we can offer that. And if we focus on recruiting a more diverse workforce, our companies will reap the rewards.

Our companies will be more successful if we have more diverse opinions at the table. When decisions are made by one audience, it hurts everyone. More perspectives will help us gain clarity and will help us all make smarter decisions. I also believe that those diverse perspectives will help us improve our customer experience and relationships.

Melinda Gates just released an incredible book called "The Moment of Lift." She talked about her experiences with

women all over the world and she said, "Gender diversity is not just good for women; it's good for anyone who wants results."

At Canopy, we focus on diversity not only because it is the right thing to do, but also because we believe it will be a pillar of our success.

If you are passionate about recruiting and retaining women at your company, here are a few tips that will help.

1. Listen. Talk to the women at your company. Ask their opinions on what would make life easier. If they are working in the field, would different equipment make their lives easier? Ask them if there is anything holding them back from recruiting other women to join the company. Ask for their advice on what you can do differently to recruit more women. These women will give you the inside scoop on how things can be improved or changed. Ask for feedback and give them a safe place to share their opinions. Open the door to that conversation!



2. Update your recruiting strategies. Did you know that women tend to only apply for jobs they are 100 percent qualified for? When you look at your job descriptions, is there anything in there that might be holding women back? Also, think about your employee experience. Is there anything that could be improved during onboarding to make your teams feel more welcome? Do you have uniforms that also cater to your female team members? Small touches during this process go a long way to welcoming more women and retaining more women.

3. Create metrics and goals. Any time you roll out a new initiative or program, it's important to create metrics and goals. We track all diversity metrics including generation, ethnicity and gender. We also have goals in place for where we want to be in one year, five years and 10 years. The data will give you a clear picture of where you are and where you can improve.

I believe our workforce is changing, and we have a lot of work to do to make our workplaces more welcoming and supportive for all. By paying attention to our culture and the feedback from all team members, I believe we can build a workplace that everyone will want to be a part of. 🙌

This article originally appeared on the National Association of Landscape Professional's blog.

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Early order purchases can tout many benefits.

Preseason PREPARATIONS

What lawn care professionals have learned from years of using early order programs

BY LAUREN DOWDLE | CONTRIBUTOR

Whenver landscape or lawn care companies can find savings on products they're already going to purchase, it's worth looking into. The exact amount of savings vary with early order programs (EOPs), but these programs can result in benefits for companies — especially the earlier and larger the purchases.



Brian McMaster

Three lawn care professionals share their experiences with EOPs and what they've learned through the years.

LOOK BACK AT USAGE

For Brian McMaster, vice president of McMaster Lawn & Pest in De Leon Springs, Fla., EOPs don't only help with cost savings — they're also a way to stay on track.



Lawn care companies can look at past years' product usage to determine how much product to order.

"We like that it helps us to be diligent about actual costs and plan ahead with cash flow," says McMaster, who uses programs like the one from FMC. "We commit to it this time of year and then



Staying on top of early order programs can help some companies keep track of cash flow.

we have to pay for it next summer — which is when we're going to use them anyway."

McMaster's company provides landscape maintenance, lawn care, irrigation and pest control services and has an annual revenue of about \$2 million. Its maintenance is about 95 percent commercial, while its other services are evenly split between commercial and residential.

To avoid ordering too much, McMaster says he looks at what he currently has on contract, the square footage he treated the past season and what he ordered last time. "I commit to what I'm going to use year after year," he says. "The big thing is to not get too excited and make sure you can commit to making the payment."

McMaster says his firm typically hits the lower tiers in the EOPs.

"We're still getting about 10 percent savings — whether it's on the overall price or a reward program payout type of situation," he says.

McMaster tries to catch products they ended up purchasing in-season and then order them during the next EOP. If your record-keeping isn't stellar, he says chemical representatives also can pull from their records to show what and how much you bought, so don't be afraid to ask for that information.

CONSIDER LOGISTICS

Aaron Samson, CEO of Lush Lawn in Rochester, Mich., says his company has used EOPs the entire 15 years it's been in business, purchasing products including preemergent herbicides and fertilizers.

Lush Lawn has five branches across southeast Michigan and \$8 million in annual revenue. Its customers are about 90 percent residential and 10 percent commercial, and the company offers lawn care, tree care and pest control services.

"If you can get a substantial discount or rebate — like saving 10 or 20 percent — it's worth looking at," Samson says. "Depending on how much you order, they might



Aaron Samson



Chemical manufacturers may have a record of the products lawn care companies ordered the year prior.



take off \$1 or \$1.50 per bag. There have been times when vendors will give you bonus points or double your points for early orders.”

While there are benefits, Samson encourages contractors to be mindful of different factors when using EOPs. For example, they need to ensure they have enough warehouse space for the products and that they won't get damaged during the winter.

KEEPING RECORDS

Ricki Linyard, owner of Lawn Doctor in Olive Branch, Miss., uses EOPs to purchase pre- and postemergent herbicides. The company has annual

Contractors should ensure they have enough space to hold early order products.

revenue of \$1.8 million and offers lawn care services to about 80 percent residential and 20 percent commercial customers.

“With most EOPs, you don't have to pay for them until June or July, which helps us out in the long run,” Linyard says. “So, it gives you time to bring revenue in.”

Linyard keeps up with his purchases in an Excel spreadsheet as they come across his desk — instead of going through his invoices at the end of the season. He tracks the purchase date, company, product name, price per unit, quantity and total price for all of the chemicals he buys. “When it's time to turn in rebate forms, I've got it all right there,” he says.

The extra effort has benefited the company, and he encourages others to look into the programs.

“A lot of people don't realize the savings,” Linyard says. “It can be time-consuming to do all of it — getting all of your invoicing and everything together — but it's well worth it.”



Ricki Linyard

Dowdle is a freelance writer based in Birmingham, Ala.

PROGRAM CHECKLIST

**Be prepared to sign up for EOPs
and rebates** BY LAUREN DOWDLE | CONTRIBUTOR

Before they can start using an early order program (EOP), landscape and lawn care companies must first complete the manufacturers' forms and submit any required documentation.

“If you have a good supplier, they keep up with your info automatically with what you purchase and will help you fill out the form.”

—RICKI LINYARD, LAWN DOCTOR

The specific information needed will vary among brands, but there are some key components that most will ask for when signing up for the programs or rebates — including general information and purchase invoices. Contractors should check with their reps, who can walk them through the process, says Ricki Linyard, owner of

Lawn Doctor in Olive Branch, Miss.

“If you have a good supplier, they keep up with your info automatically with what you purchase and will help you fill out the form,” Linyard says.

They also can keep owners up to date on the best deals, says Aaron Samson, CEO of Lush Lawn in Rochester, Mich. He advises lawn care operators to talk with their suppliers and their representatives to see if they have any EOPs coming out and what they include. They can also help with filling out paperwork and answering questions, he adds.

“There’s a lot of downtime during the winter, especially in the Midwest, where you can investigate,” Samson says.


So what information do companies need to have handy when they’re enrolling in an EOP? Here’s a checklist to make sure you’re ready:

- **General information:** Full name, business name, business address, email address and phone number

- **Industry:** Lawn care, pest, nursery, golf, etc.

- **Choice of reward:** Check card, discount, distributor credits, etc.

- **Copies of dated invoices:** Proof of purchase to send by mail or online

Note: Companies also need to check the fine print to ensure they have met the program’s criteria and are eligible for a rebate. Fine print may include earning a minimum rebate amount, purchasing qualifying products (and size minimums) and submitting everything by the deadline. Programs typically start in September or October and run through December, and most rebate submissions are due by January or February of the next year. 

Dowdle is a freelance writer based in Birmingham, Ala.

Bayer

Bayer Flex Solutions

Break away from the PAK mentality with Bayer Flex Solutions – a new online tool that reinvents how customers participate in early order programs like Fall Solutions. Customers can customize their order by choosing only the products they want in the combinations that are best for their turf. The intuitive platform is flexible, simple and personal. Check out the ways Bayer Flex Solutions gives you the freedom and flexibility to pick the products you want and more.

- Easily find solutions and savings through access to your previous order history
- Pick only the products you want – search all product solutions based on your growing area, turf type and acreage
- Identify savings through the rebate finder – look

for the blue tags to see recommendations and tips in real time as you shop online

- Search pest solutions and receive a list of recommended products
- Easily access pricing, customer support and product information from your mobile device
- Work with your network of trusted advisors for recommendations and support throughout the ordering process

Follow your instincts and set up your credentials online at es.bayer.us/flex-solutions. Once you've created your login credentials, link your My Bayer Rewards account to accumulate points to receive perks and rebates. Break away from the PAK and register today to take advantage of the early order program running Oct. 1 to Dec. 6.



NEED TO KNOW

Deadline: Dec. 6, 2019
Website: es.bayer.us/flex-solutions

Nufarm

Nufarm Edge Rewards Program Expands 2019 Buying Options

The 2020 Nufarm Edge Rewards Program is the best way for lawn and landscape professionals to save on popular Nufarm products during the upcoming season. Nufarm is a leading provider of high-performing turf and ornamental solutions – and participating in Nufarm Edge Rewards brings you savings on more than 30 popular Nufarm brands, such as Sure Power™ to clean up more than 250 broadleaf weeds (including ground ivy and wild violet), Celero® for sedge, or Arena® for grub control. Plus, SureGuard® SC has a significantly increased rebate along with residual that saves you time by

keeping landscape beds clean all season with just one application.

New for Nufarm Edge Rewards

Nufarm's 2020 program is designed to bring lawn and landscape professionals an edge. You can achieve more lucrative savings than ever before on solutions that improve the quality and efficiency of your operations. Plus, Nufarm Edge Rewards participants can extend their savings options with two early order periods.

- **Save the maximum during Period 1:** September 16 - October 31, 2019.
- **Extend your time to save during Period 2:** November 1 - December 6, 2019.

Registration is Quick and Easy

Registration is easy and required to participate in Nufarm Edge Rewards. Visit nufarmrewards.com and submit the registration form. Previous registrants are automatically registered and do not need to register again. At the Rewards website, browse eligible products and build a qualifying order with ease, using the new online Nufarm Edge Rewards Calculator Tool.

It can tabulate your savings and be emailed directly to your distributor.



NEED TO KNOW

Deadline: Period 1: Sept. 16-Oct. 31 and Period 2: Nov. 1-Dec. 6
Website: **NufarmRewards.com**



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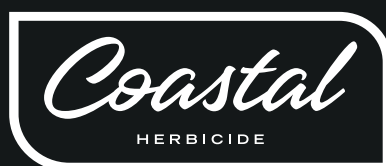
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The 2019 Smart Rewards Early Order Program from Sipcam provides significant savings for golf course superintendents, sod producers and turf-care professionals. And this year, there are more choices and more ways to save than ever before, with three bundling opportunities, a long list of



qualifying products, new fungicide options to fight dollar spot and other diseases, and a new herbicide for warm season that controls *Poa annua*.

The Sipcam Smart Rewards Early Order Program runs from September 1 through December 6, 2019. And redemption is easy – simply make a purchase, submit proof of purchase online anytime before January 31, 2020, and earn valuable distributor credits to invest back into your business. It couldn't be easier!

To learn more or to calculate how much you can save, visit sipcamagrousa.com/smartrewards.

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Syngenta

GreenTrust® 365

Get straight to savings with the GreenTrust® 365 program from Syngenta. Simply choose any product from the largest branded turf portfolio and earn yearlong rebates to put savings straight back into your business. The Early Order Period (EOP) runs **Oct. 1, 2019 – Feb. 28, 2020**.

Yearlong Rebates



Spend at least \$5,000 on qualifying products during EOP to lock in your yearlong rebate of 5% or more.

NEW GT Bonus Booster



Now you can earn an additional rebate on qualifying purchases and receive more for your business faster than ever.

When you make at least \$30,000 of qualifying purchases in **October** and **November** you will automatically receive an additional 2% rebate on those purchases. The more you spend, the more you earn.

Barricade Brand Rebate

Earn even more when you purchase Barricade® brand herbicides. Add 3% to your yearlong rebate with purchases of Barricade brand herbicides made during the Program Year. Order in October and November to add an additional 2% with the GT Bonus Booster for the most savings – up to a combined total of 14%.

Pallet Solutions



Apply intelligently with the right mix of products for almost any facet of your agronomic program. The Warm Season Herbicide Solution is available Oct. 1 – Dec. 6, 2019.

Multipaks



Save even more on complementary products delivered in convenient Multipaks.

Amount of Qualifying Products Purchased During EOP: Oct. 1, 2019 – Feb. 28, 2020	Yearlong rebate percentage	Barricade Full Year Rebate
\$5,000 to < \$10,000	5%	3%
\$10,000 to < \$20,000	6%	
\$20,000 to < \$30,000	7%	
\$30,000 to < \$40,000	8%	
\$40,000 +	9%	



Purchases Made Oct. 1 – Nov. 30, 2019	NEW GT Bonus Booster
\$30,000 +	2%

NEED TO KNOW

Deadline: Feb. 28, 2020
Website: GreenTrust365.com/Lawn



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- Dallisgrass**
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- Tropical carpetgrass**
Spring and early summer
- Bull/thin paspalum**
Early Spring 1st

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- A herbicide that is applied in the spring.
- Other weeds that are harder to control.
- Decayed grass beginning to fill back in the same spots for a more uniform, healthy lawn.

Source: Syngenta, 2019, 2020.

Manuscript® syngenta

Rebate Calculators



Save time and maximize your budget with our easy-to-use online rebate calculators. They can help you determine the best product configuration along with your qualifying rebates. Visit GreenTrust365.com/Calculators to calculate your savings today!



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Quali-Pro

Simply Grow Together Early Order Program

Get next season started off with Quali-Pro's Simply Grow Together Early Order Program. Quali-Pro is offering special incentives now through December 6th. Take advantage of the Simply Grow Together early order program by October 31st for the biggest rebates. Some conditions and restrictions apply. To see a list of all qualifying products, visit simplygrowtogether.com.

Promotion period for the Simply Grow Together Early Order Program is from September 2, 2019 through December 6, 2019. Order now while

supplies last. Submit your rebate online at simply-growtogether.com using the online form and the EOP calculator. Follow the three easy steps and your rebate is on the way!

Step one: Complete the redemption form on the website.

Step two: Use the EOP calculator to calculate your rebate by entering your product selections and unit quantities.

Step three: Upload all receipts and submit.

Who Qualifies: End Users in all U.S. Turf, Nursery & Ornamental markets who purchase Quali-Pro branded products through authorized Quali-Pro Distributors.

Terms: 20% of rebate must consist of QP Platinum products to qualify. Minimum rebate is \$100. Maximum rebate per account is \$5,000.

Visit simplygrowtogether.com to get started or call 800-242-5562 to locate a rep.



QUALI-PRO

NEED TO KNOW

Deadline: Dec. 6, 2019
Website: quali-pro.com

Quali-Pro | 5903 Genoa Red Bluff, Pasadena, TX 77507

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QUALI-PRO



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PROGRAM DATES

September 2nd thru December 6th, 2019

WHO QUALIFIES

End users in all U.S. Turf, Nursery, & Ornamental markets who purchase Quali-Pro branded products through authorized Quali-Pro Distributors.

TERMS

20% of rebate must consist of QP Platinum products to qualify. Minimum rebate is \$100. Maximum rebate per account is \$5,000.

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WEED AVENGERS

Combating hop clover

How to identify and control hop clover

BY SARAH WEBB | LM ASSOCIATE EDITOR



Lawn care operators can spot hop clover by its lemony-yellow flower and oval-shaped leaves that are grouped in threes.

"Identification is the key," says Jason Fausey, director of technical services at Nufarm. "Hop clover is often misidentified with common yellow wood-sorrel, which also has a yellow flower but has heart-shaped leaves."

As hop clover is a true annual, lawn care technicians can expect to encounter the weed from early spring through fall, Fausey says.

It's prevalent throughout most of the U.S., with the exception of dry, arid regions, according to Ian Rodriguez, technical services manager at Quali-Pro.

"Low-fertility situations are going to favor hop clover," Rodriguez says. "The golden rule is that a well-fed, healthy, vigorous stand of turf is the best defense against any weed."

As far as control products go, Rodriguez suggests using products with the active ingredient quinclorac — at two quarts per acre of a liquid formulation or one pound per acre of a dry flowable product.

In addition to quinclorac, products with fluroxypyr as an active ingredient do well to contain the weed, according to Fausey.

In some cases, a spring application will do the trick, but a follow-up application is generally required.


It's also helpful to use combination products with multiple modes of action or multiple active ingredients, Fausey adds. 

PHOTO: ISTOCK.COM/SCISSETTALFIO

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Smother out snow mold

Spot the symptoms of and implement control methods for snow mold

BY SARAH WEBB | LM ASSOCIATE EDITOR

There are two types of snow mold lawn care operators (LCOs) should be on the lookout for: pink snow mold, caused by the ascomycete fungus *microdochium nivale*, and gray snow mold, caused by two basidiomycete fungi, *typhula incarnata* and *typhula ishikariensis*.

Take a look at a few ways to spot — and control — the persistent disease.

Identification: Snow mold is a fungus that grows and develops on turfgrass during the winter season when temperatures are considerably cooler and moisture is abundant.

Gray snow mold damage is observed as patches several inches to several feet in diameter. Damage is seen when snow cover recedes in the spring and aerial mycelia are often observed near melting snow. The affected turf may be tan in color, matted and may become brittle when it dries out. Small spherical structures called sclerotia — which range in color from pink to brown to black — can also be observed on the leaf sheaths.

Pink snow mold features circular, tan patches that are up to 6 inches in diameter and slightly matted down. The patches may appear pink in sunny conditions.

While pink snow mold doesn't require snow cover to occur, gray snow mold typically develops only after at least 60 to 90 days of snow cover.

Cool-season turfgrass is most susceptible, including annual bluegrass and creeping bentgrass.

Treatment: To prevent snow mold development, avoid excessive leaf growth via fertilization and heavy nitrogen applications late in the season. LCOs also can remove




COLD LOVER
Snow mold typically develops during winter when temps are low and moisture is high.

excessive thatch accumulation and continue to mow turf at the end of the growing season to maintain a lower canopy (at about 3 inches).

If snow mold symptoms are evident after spring green up, raking matted areas after snow melts can enhance drying and encourage new plant growth. Severely damaged turf may require seeding or resodding. LCOs can also lightly fertilize affected areas.

In extreme cases, LCOs may want to consider a program of both cultural practices and preventive fall snow mold fungicide applications.

Applicators should be sure to refer to fungicides' labels to determine which products are labeled for use in their respective areas. Tank-mix or premix products with more than one mode of action are often most effective in controlling both types of snow mold. 

SOURCES: Matt Giese, technical services manager, Syngenta; Brian Aynardi, Ph.D., Northeast research scientist at PBI-Gordon Corp.

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» HOW T+O SOLUTIONS WORK

Soil and savings

A lawn care professional is pleased with what biologic and organic fertilizers do for soil and his business

BY ED HISCOCK

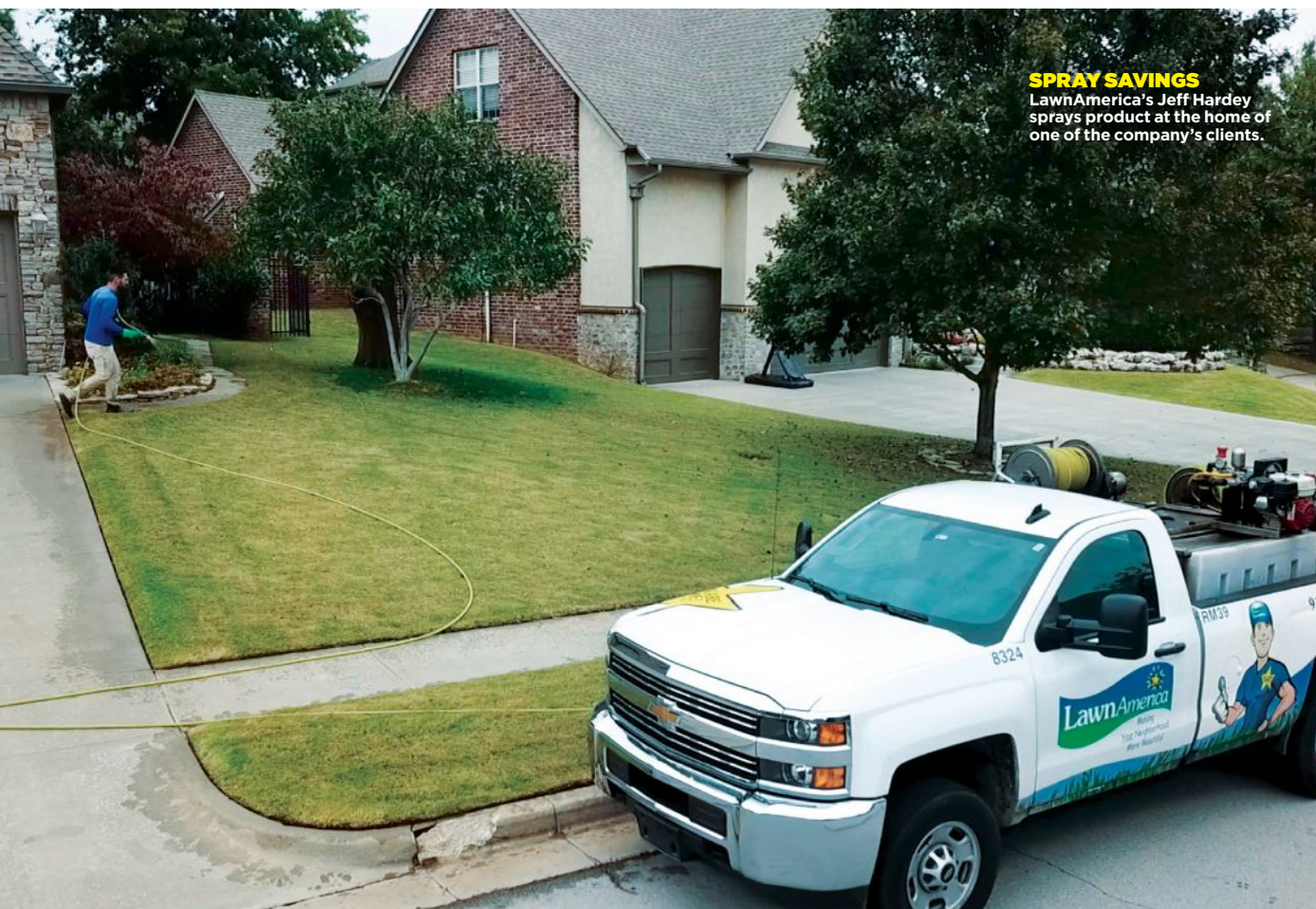
Biotic and organic fertilizers have been working their way into the lawn care business for quite a while. How deep into the business? While it's difficult to measure market sectors exactly, data analysis company Mordor Intelligence projects the biological/organic fertilizer market at 13.3 percent compound annual growth

between 2019 and 2024, with North America being the largest market.

Increased organic farming is a major factor in that growth, the company says, with sustainable farming and government support to manufacturers helping fuel the upswing. Lawn care customers wanting more eco-friendly solutions from their lawn care companies are, of course, part

of that mix. Lower costs for operators are too, but more on that later.

While there are big technical differences between biologic and organic fertilizers, the basics are not difficult to understand. Organic fertilizers are derived from animal sources such as manure or from plant sources (the so-called "green manure"). Biologic fertilizers, on the other hand, contain living



SPRAY SAVINGS

LawnAmerica's Jeff Hardey sprays product at the home of one of the company's clients.

PHOTO: CHRIS SEAGRAVES

microorganisms that when applied to seeds or soil, colonize the rhizosphere and promote growth by increasing primary nutrients to the plant.

To get a snapshot of how lawn care operators are using these fertilizer choices and what they offer lawn care businesses and their clients, we asked someone doing the work.

MORE EFFICIENT SOIL

Why use biologics or organics at all? The short answer is simple, according to Chris Seagraves, operations manager for Oklahoma-based LawnAmerica. These fertilizers “help create a composted living soil where everything is more efficient,” he says.

LawnAmerica projects revenue of \$9 million in 2019 from its 100 percent lawn care business. The firm has a mix of 70 percent residential and 30 percent commercial clients, 68 employees and 50 trucks at its four locations in Oklahoma and two in North Carolina.

Supplying its liquid biologic and organic fertilizers is Greensboro, Ga.-based Greene County Fertilizer Co. LawnAmerica also uses Greene County’s Air-8, D-Thatch and RGS (root growth stimulant) products.

The benefits of biofertilizers extend beyond the soil itself, Seagraves says.

“Water goes deeper, as do roots, in order to access it; the soil holds more water because of the increased organic matter; and the water sticks around for longer because of both,” he adds. “This means using biological fertilizers yields better-quality soil, and less watering is needed.”

On the question of whether the advantages of biologic and organic fertilizers beat out traditional synthetic fertilizers, Seagraves doesn’t hold back.

“They’re pretty much (a) near color match of synthetic granular

fertilizers and for as long, without the massive top growth,” he says. “This is achieved by improved soil quality through the natural composting effects over time provided by biostimulant activity.”



“There was little to no increase in repeat visits for weeds over last year, even though we have had a very difficult year with immense rainfall amounts.”

—CHRIS SEAGRAVES, LAWNAMERICA

WATER MANAGEMENT AND APPLICATION ISSUES

Water management is another area of biological advantage, Seagraves says. “These products help us be better stewards of the environment. Customers haven’t called in thanking us for reducing their water bill or anything like that, but we all have properties that don’t have irrigation, and those are the ones where the evidence shows up first. The nonirrigated properties have been faring much better than they have in the past in regard to improved turf density, improved color and performance and less diversity of weed species.”

And in case you’re wondering, applying these biologic fertilizers doesn’t cause Seagraves to lose much sleep. “You want to be careful not to spray wood, vinyl and concrete surfaces,” he says, “as a couple of them tend to stain.”

RETURN ON INVESTMENT

Although Seagraves doesn’t brag about great gobs of new cash coming from the use of these fertilizer products, he mentions something almost as good: savings.

“There was little to no increase in repeat visits for weeds over last year, even though we have had a very difficult year with immense rainfall amounts,” he says. “Normally, the more rainfall you receive, the more

pressure you will get from weeds and the more you have to go back.”

Some of the biologic products appear to help eradicate weeds naturally by taking away their purpose, Seagraves says, noting that weeds sprout to repair certain soil conditions.

“If you can repair the soil, the weeds don’t have to do it, so they don’t have to be there in the first place,” he says.

The cost of these products is in line with typical granular applications, Seagraves says. It’s even more beneficial for companies set up to do liquid applications.

“All the while, you are addressing the entire picture of soil health and fertility with (biologicals) rather than just typical NPK programs,” he says. “Every application we do with a Greene County product has something in it for soil biotmicrobes as well as direct or indirect fertility. They all help start and sustain a living soil, and that is what it’s all about. Happy soil yields happy lawns.”

Ed Hiscock is editor-at-large for *LM’s* sister publication, *Golfdom*.

THE BIG ONE

Creating community

LOCATION Stafford, Va.

COMPANY Heritage Landscape Services

DETAILS Spending time outside with family and friends is better in a well-maintained landscape. Creating the perfect place to unwind is the goal of Heritage Landscape Services (HLS) for all of its clients, including Embrey Mill, a “community-driven neighborhood” where the firm maintains more than 285 acres of open space.

With nearly 4,000 shrubs and 2,300 trees, attention to detail is key to maintaining the site. Daily visits include weeding, pruning, fertilizing, tree care, irrigation and plant enhancements.

Every day, the site has two five-member crews for general maintenance and a two-member crew for detailing.

Crews complete mowing and irrigation during nonpeak hours to keep spaces open and free of equipment for residents. The active community’s amenity areas require HLS to complete work between 6:30-9:30 a.m. during the week.

Along with the community areas, HLS maintains several residential properties for military families whose loved ones are deployed.

The community is continuously under development with new homes being built. Cleaning up construction debris and keeping the streets clean require daily attention.

The project won the company a 2018 Silver Award from the National Association of Landscape Professionals’ Awards of Excellence Program.

See more photos from this project at LandscapeManagement.net/thebigone.



PHOTOS: DAVID BROWN





Captions | 1. Various walking paths and trails crisscross through Embrey Hill and add up to 126 total miles of curb, walking path and trail edging that HLS maintains. A total of seven parks are a part of the community. **2.** The property includes outdoor areas to bring together all members of the neighborhood — including residents' four-legged friends at Dogwood dog park with a washing area and covered pavilion. **3.** Daily communication with the property manager helps HLS prepare for community events such as cornhole tournaments and movies in the park. Being aware of the event schedule allows HLS to ensure all areas are properly maintained and prepared ahead of time. **4.** HLS installs 2,200 six-inch summer and fall annuals throughout the property and near directional signs to highlight them. Since the community is under constant construction for development, continuous updating and refreshing of the landscape is key. HLS says areas are always changing and things don't always turn out as planned, so crews face adaptation challenges daily. **5.** Embrey House is the central point of the community. It includes the welcome center, a cafe, pool and fitness center. Residents meet here to relax, connect, socialize and celebrate. **6.** Raised planters give the community areas to grow gardens of vegetables and herbs.

EXPERTS' TIPS

Walk-behind Mowers

QUALITY CUT

Smaller walk-behinds may cause less turf damage than large zero-turns or stand-ons.



Top uses for small walk-behind mowers

When determining what type of mower to use, it's important to first look at the site, says Paul Fraynd, CEO of Sun Valley Landscaping in Omaha, Neb.

Often, small, tight areas such as parking lot islands, fenced-in backyards, hillsides and spaces with a lot of obstacles call for smaller mowers. Sun Valley Landscaping uses 21- and 30-inch mowers for many of its residential customers.

"Generally, guys try to use the largest possible mower they can fit on a property, but oftentimes that doesn't deliver the best cut," Fraynd says. "We've found that the smaller mowers don't cause any turf damage compared to some of the larger mowers."

He says the philosophy takes some training for crews to get used to — especially since using a smaller mower means making more passes — but crew members notice superior cut quality with fewer turnaround marks

and ruts. Additionally, Fraynd says using smaller mowers in residential areas may even attract potential clients who value a quality cut.

Fraynd notes that it all starts with the sales team. They should bid areas according to what type of mower will be used, as production rates vary.

"One acre of flat, wide-open area is going to be different than 1 acre of smaller areas, so plan ahead so you can give your guys a lot of time to do the proper job," he says. 📍

PHOTO: TORO CO.

JOHN DEERE

Carl Agee

Product marketing manager

Walk-behinds are a great option for equipment fleets because they offer a machine form that's easy to maneuver, compact and versatile. For those who maintain smaller yards or tight spaces with obstacles, a walk-behind mower might be the right solution to enhance a fleet. Additionally, walk-behinds can tackle a variety of terrains, from hills to flat spaces, giving these mowers an advantage over other machine forms. When selecting and using a walk-behind mower, there are a few things to consider. With the operator controls, a comfortable hand position ensures optimal comfort during operation. This can minimize operator fatigue and increase productivity. For smooth operation, a hydrostatic drive system allows for infinite speeds in forward and reverse that improve the maneuvering capability in varying terrain, enabling the machine to do the work, not the operator.



HUSQVARNA

Giovanni Crespi

Director of product management

We foresee in the U.S. that smaller applications are growing. Properties are shrinking in terms of size. We foresee, based on other industry statistics, that battery is taking a large component of this (small walk-behind) business. In most cases, using a gas engine creates issues in terms of startability. There are a lot of applications where smaller walk-behinds can execute the full task where traditional riders or stand-ons aren't able to. For example, there are situations in public spaces where there are smaller-detail applications, and walk-behinds are suitable to those applications. There are critical areas from an incline perspective where you can't use stand-ons. Plus, for residential areas, battery walk-behinds reduce the amount of noise. From a service perspective, we push our landscapers to make sure they're keeping up with maintenance and service.

HONDA POWER EQUIPMENT

Elisha Lipscomb

*Senior marketing strategist,
lawn & garden*

Walk-behind mowers are manufactured with a variety of transmissions, drive trains and mulching technologies that differentiate one model from another. Selecting the right lawn mower starts with sizing up the lawn. There's a direct correlation between the square footage to be mowed and the cutting width required in a lawn mower. The type of terrain is another important factor. Knowing whether the area is flat or hilly, rough or smooth dictates whether or not the lawn mower model should be self-propelled, should have adjustable wheel height or should have a rear or side bagger. And, no matter how you cut it, properly maintaining a lawn has everything to do with environmental responsibility. Increasingly, ergonomic industrial designers are creating functional, comfortable and easy-to-use products. Lawn mowing should be as productive and effortless as possible. Productivity suffers when the operator has to constantly grip the handlebars to increase speed or adjust a jerking mower on an incline or wrestle to maneuver it onto a truck or into storage.



TORO CO.

Mitch Hoffman

Marketing manager

Many landscape contractors use commercial walk-behind mowers to reach hard-to-access areas or for trim work, before tackling wide-open areas with a zero-turn mower or a stand-on mower. Contractors can maximize their productivity out in the field before even stepping foot on a customer's property by selecting a walk-behind mower that has time-saving features engineered into the unit itself. For example, some walk-behinds offer outstanding maneuverability in a compact package, all while boasting agility and productivity on the job.

» MAINTAIN YOUR EDGE

Training for safety

What landscapers need to know about insurance for their businesses

BY LAUREN DOWDLE | CONTRIBUTOR



No one plans to have an accident on the job, but it's important to be prepared if and when the worst happens. Insurance can help protect business owners from injury and damage claims—if they have the right coverage. See what type of insurance landscapers need and how they can take full advantage of the provider's expertise.

PLAN OPTIONS

Nikki Allegretto, underwriter associate at Hiscox Insurance Co., says there are two vital types of insurance for landscapers: general liability and workers' compensation.



Nikki Allegretto

"All business owners should have insurance policies available to pay for accidental injury to third parties and employees," Allegretto says. "Having first-party coverage for business property is also crucial in the event their business' equipment is stolen or damaged in an accident."

In addition to those two, Bill Kampf, general manager at Progressive Insurance, says landscapers need property coverage for damage to their building, tools and equipment, as well as an auto policy for their vehicles.

"A standard business owner's policy or BOP will satisfy the property and general liability coverages, while workers' compensation and commercial auto policies are typically written on a stand-alone basis," he says.

There are also several endorsements to the various insurance policies that Kampf says landscapers should consider. For example, cyber coverage helps if contractors keep customer information on their computer and fall victim to a hacking incident.

Employment practices liability is another option that provides coverage, Kampf says, if the owner is sued by an employee for wrongful termination, hiring, harassment or other related law. Another one is hired and non-owned auto coverage, which gives owners coverage if employees use their personal vehicle for business purposes and cause damage to a third party.

WITHOUT COVERAGE

If a business doesn't have the proper insurance coverage, it'll be responsible to pay for any accident, whether it's an injury to a person or damage to property, Allegretto says.

"Without proper coverage, a business owner would have to absorb expenses that mount quickly, such as medical bills and legal defense costs," she says. "If business property is uninsured, the business may lose clients if funds aren't immediately on hand to replace what was lost."

Another factor Kampf says owners need to consider is they could be putting their personal assets at risk when there's a claim that's uninsured, depending on how the business is structured.

"Having an uninsured or underinsured liability claim could cost your business thousands of dollars—and potentially even put your business at risk," Kampf says.

BUILD A RELATIONSHIP


With the day-to-day operations consuming most owners' time, having an insurance company and/or agent regularly review their policies can be an added value, Kampf says. The agent can assess their specifics (drivers, vehicle values, etc.), make sure everything is up to date and let them know about possible discounts.

"Some businesses may try to reduce coverage or limits to lower a renewal premium, especially in a market where prices are increasing," Kampf says. "Working closely with an insurance professional will help make you aware of your options, including any discounts or programs that can help lower rates."



Bill Kampf

To make sure landscapers are making the most of their relationships with their insurance companies, owners should ask questions and candidly voice concerns, Allegretto says.

"A good insurer will want to know what your concerns are to ensure you're properly covered and comfortable with your purchase," Allegretto says. "With a strong understanding of your specific business needs, insurers can assess where your primary risks lie, and they'll have a number of solutions to help with your financial security." 

Dowdle is a freelance writer based in Birmingham, Ala.

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More to offer

Add-on services can help contractors create new revenue opportunities and make the most out of each customer BY EMILY SCHAPPACHER | CONTRIBUTOR

To Rick Baird, it just makes sense for contractors to always try to maximize their on-site returns.

"I think a lot of contractors get wrapped up in day-to-day business, and they end up leaving opportunities on the table, which equates to leaving money on the table," says Baird, national sales manager at Vista Professional Outdoor Lighting. "When contractors are on a property, they should always stop and think of all the other things they could do for that customer from a service standpoint."

Offering one or more add-on services is a way for contractors to do just that. Three contractors discuss different service opportunities, the challenges they presented and

how they helped generate more revenue for their businesses.

LANDSCAPE LIGHTING

Jerry McKay ran a mowing and maintenance service company when he decided to explore the business of landscape lighting. He used his existing customer base to get started and operated McKay Lawn Service and McKay Lighting in Omaha, Neb., simultaneously for five years. After realizing how much more profitable lighting could be, he sold the mowing portion of his business and focused on providing one service to the best of his ability.

"I was looking for a higher-priced ticket to sell," McKay says. "I had a backstop in the lawn business, and I had the customers to



Jerry McKay



get started but found that sticking with one thing and finding that focus was important for us."

McKay says many contractors tend to underestimate the amount of time needed to run a successful lighting business, and he stresses the importance of designating a person or team to focus on that area. He adds that landscape lighting is a specialized skill that requires not only the knowledge of working with electricity but also an eye for design to create attractive displays.

"We see a lot of companies with add-on services that do a lot of different things but aren't really good at them," McKay says. "If you're going to do it, find the best product with the best support and training, price it right and follow through."

Baird agrees that proper training is crucial when it comes to lighting.

"There's training in the science of it, learning about electricity and how to work with it," Baird says. "But there's also training in the art of it, developing an eye for design, which many landscape contractors already have."

Aside from a trained technician and a truck or van, Baird says, the investment needed to get a lighting department off the ground is minimal. A trencher or shovel to bury wire, wire cutters and strippers, a volt meter and ladders and harnesses for installing down lighting should be enough to get started.

"It's a very light tool requirement," Baird says. "Nine out of 10 landscape, irrigation or hardscape contractors have the majority of this equipment already."



Having someone with the ability to create attractive displays is important in the lighting world.

PHOTOS: OASIS TURF & TREE (TOP); MCKAY LIGHTING (BOTTOM)



3 TRAIN UP

Education and training are musts for those looking at lawn care services as an add-on opportunity.



Rob Reindl

job. If the job is won, Barker's crews are responsible for tearing down the home, removing the debris, filling in the hole left behind and installing a new lawn. Demolition jobs take two to four days to complete depending on how big the home is. The company demos between 30 and 40 homes per year, and the work makes up 5 to 7 percent of the company's annual revenue.

"It is another avenue to generate more business for the company," Barker says. "It is steady, consistent work, and we can do it year-round, which is great when landscape work slows down in the winter and early spring."

Barker says doing this type of work in residential neighborhoods can be risky. It takes skilled operators and the right kind of equipment to make sure it's done safely and efficiently. Particularly with government contracts, there is also a lot of paperwork and permits required before each job can begin.


"A lot of times we may have a house on the right side and one on the left side of the home we're taking down, so you have to know what you're doing," Barker says. "Don't jump into it until you're ready to make the investment and make sure you have the right people to be able to perform the work."

is a challenge for contractors interested in lawn care as an add-on service will face.

"It's the difference between a generalist and a specialist," Reindl says. "It can be pretty easy to train someone to mow a lawn, but to diagnose and identify grassy weeds and diseases involves a whole other level of training."

In addition to proper training and education, Reindl says landscape contractors entering lawn care will need to adjust their day-to-day business operations. He says marketing became much more important when he focused in on lawn care, and he had to approach sales differently, as well.

"It's a completely different business model," Reindl says. "A maintenance company is a mass production machine, and the lawn care side of things is a mass-marketing machine."

"Learn how to do it, learn how to sell it and then train the people to do the work you sell," he adds. "There really is a lot to it, but if you can add it in to your service mix, it's a nice additional revenue generator." 

Schappacher is a freelance writer based in Cleveland.

DEMOLITION

When the delayed demolition of a residential home was holding up an urban garden project that J. Barker Landscaping Co. was set to begin, Brandon Barker realized this was work he and his crews could do themselves.

"We had purchased a few residential homes on our street when we expanded our facility and had helped with the minor demolition of them," says Barker, owner of the Bedford, Ohio-based company. "That is how we got in the mindset that we could take on work like this."

Barker was able to start out using equipment he already had, including a bulldozer and a dump truck. He chose one of his experienced landscape construction operators to manage the demolition projects and selected

one of his salespeople to bid on the demolition jobs. He then hired two Class-A CDL-licensed drivers to operate the trucks required to do the work and purchased a large tandem-axle

dump truck and an excavator for an overall investment of about \$50,000.

Barker had to register his company as a demolition contractor with the city of Cleveland. Every few months, a group of 10 homes go up for bid through the city or the Cuyahoga Land Bank. Barker's sales representative then bids on each

LAWN CARE

After nine years of running a full-service landscaping company, Rob Reindl decided to shift gears to focus solely on lawn and tree care services. To do so, the owner of Oasis Turf & Tree in Loveland, Ohio, invested about \$30,000 in equipment, software and other supplies. Because lawn care was part of his original menu of services, Reindl already had the necessary licenses and certifications in place. But he says the level of training and education involved



Brandon Barker

HARDSCAPE SOLUTIONS

Workin' in a winter wonderland

LOCATION Colchester, Vt.

COMPANY Di Stefano Landscaping

DETAILS Di Stefano Landscaping landed a project at a private residence on Lake Champlain when the home's buyers asked for a landscape professional who could help them envision the outdoor space.

"The builder had done a nice job with the building but kind of stopped there," says Chris Di Stefano, president of Di Stefano Landscaping. "People build a 10,000-square-foot home and put two trees on the property."

The company faced a tight timeline, which had crews completing the project — including irrigation, lighting, custom fabrication and improving lake access — in less than three months. The project was also set to start on March 1, which is still winter in northern Vermont, Di Stefano says.

"We broke ground on March 15," he says. "The biggest challenge being in northern Vermont was the five feet of frost on the ground, snow on the ground and then being on a lake."

Crews removed frost and built heated structures to work under. The main retaining wall protected crews from the elements while they worked on masonry, Di Stefano says. "We brought in heaters and air ventilation systems and made it safe and comfortable for our guys."

See more photos from this project at LandscapeManagement.net/hardscapesolutions.



PHOTOS: SUSAN TEARE



Captions | **1.** The client enjoys a neat and orderly space, so the team at Di Stefano Landscaping worked to create an area that was natural and allowed them to enjoy the outdoors but that was also inviting and well kept. **2.** The home is built on a cliff top overlooking Lake Champlain. As part of the project, crews were tasked with improving lake access. The beach sits at an elevation 60 feet below the home. **3.** Di Stefano Landscaping was responsible for installing and maintaining all elements of the project, including lighting, hardscape elements and custom fabrication of railings and planters. Because of the location of the home, any concrete poured for these projects had to be pumped over the house and into the backyard. **4.** Before the project, there was no lawn and no real flat space on the property, so the crews at Di Stefano did a bulk excavation and extended the hillside to create the lawn. **5.** After completing the installation, Di Stefano Landscaping continues to maintain the property. **6.** Most of the work for this project was completed during the late winter and early spring, which is one of the most challenging times of year in Vermont, with heavy rains, cold temperatures and late-season snow events.

DESIGN: SOFTWARE

Software solutions

Contractors share how they took the leap with new technologies

BY LINDSEY GETZ | CONTRIBUTOR

For landscape contractors, hardscapers and dealers looking for the latest technology solutions for their businesses, GIE+EXPO is the place to be. With more than 30 software exhibitors to visit on the floor, attendees can find the best digital tools to grow and improve their companies.

“We continue to go to GIE because the design-build portion of the industry is a market that does well for us,” says Eric Gilbey, product marketing manager for Vectorworks. “We enjoy being able to go out there and talk to the industry and provide education about how technology can assist in the design-build process.”

HOW TO KNOW WHEN YOU NEED SOFTWARE

One of the most challenging questions landscape business owners face is whether or not they need to add or upgrade software. Change can be difficult, and deciding to take the leap can feel daunting.

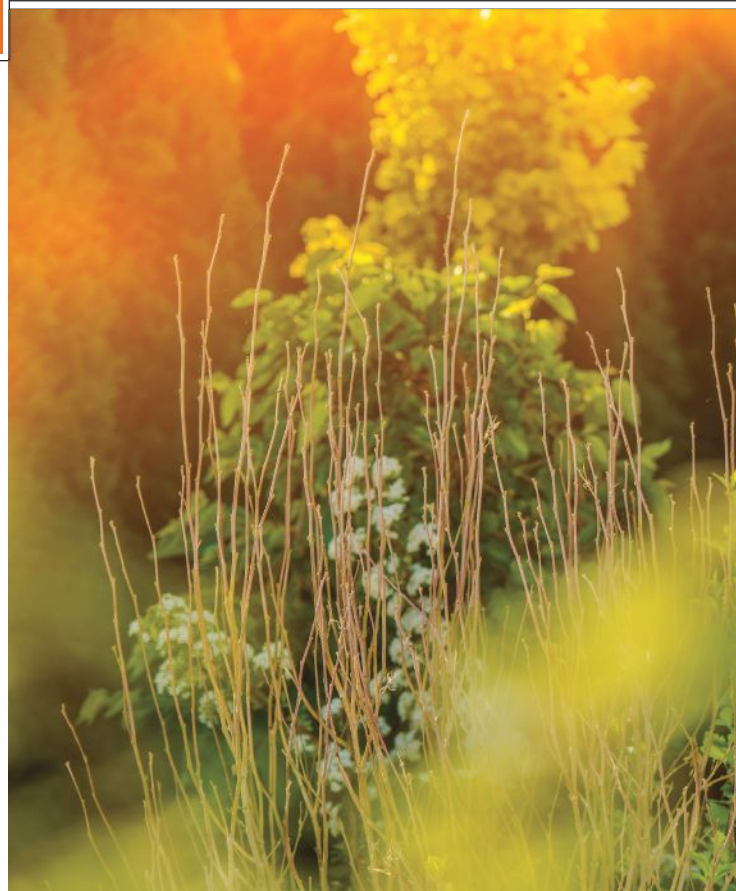
For Wayne Epling, owner of Epling Landscape & Lawn Service in Bluemont, Va., the writing was on the wall. He says it felt like his company had outgrown the software it had been using.

“We just got too big for what we had — we needed estimates faster so we could make decisions faster,” Epling says, who ultimately chose Boss LM.

Jerry Schill, president and CEO of Schill Grounds Management in North Ridgeville, Ohio, was facing a similar challenge.

“Managing data that is a week or two old is looking at history — it’s too late to make any meaningful decisions at that point,” Schill says. “The need for faster data became increasingly apparent as we tried to start scaling and branching our business.”

Schill made the switch to Aspire when the company was just shy of \$5 million, but he says that you can’t necessarily get hung up on revenue being the deciding factor. There is no magic number that will make it apparent that a switch is necessary.



In St. Louis, Buddy DeLong, vice president of administration for Bluegrass Landscape & Snow Management, was dealing with similar struggles related to processed data speed while also being bogged down by double data entry. He believed that by implementing new software, the company could increase efficiency.

After shopping around, Bluegrass chose Asset from Include Software, which eliminated the need for QuickBooks and allowed him to receive data in real time.

These days, real-time communication is important to customers.

“We live in an instant world where everything is done at the click of a button,” Schill says. “Today, things are measured in seconds. With our software system and with mobile technology, we are now managing our business in real time, and there’s no going back.”

Others who have implemented or upgraded their software echo similar sentiments.

“Using software has made us more profitable because we’ve been able to see what areas of the business need attention — and in real time,” DeLong says. “If we were not able to see which services were making money and which were not or whether our pricing was on point, I just don’t think we’d be where we’re at.”

CHOOSING THE BEST SOFTWARE FOR YOUR BUSINESS

The wide availability of products might also make researching software options feel a bit overwhelming. The key is to take the time to do your research.



DO YOUR HOMEWORK

Consulting with other software users can help when deciding on the best fit.

Mark Borst, president of Borst Landscape & Design in Allendale, N.J., says the research process should be about talking to companies that use the software.

"To me, the key to getting the real 'ins and outs' of how the software works is to talk to the people using it every day," Borst says. "The end users can give you a better idea of what to expect."

Schill also started off on a different system but believed it was falling short of meeting his needs. Like Borst, Schill stresses the importance of taking your time in the research process.

Consider visiting an end user, especially as the search gets more serious. Kevin McHale, president of McHale Landscape Design in Upper

Continued on page 56

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Nate Tackett, Project Manager - RJ Lawn & Landscape



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DESIGN: SOFTWARE



Continued from page 55

Marlboro, Md., says when he first started researching software options, the choices were not nearly as vast, and it wasn't quite as easy to find so many users to meet with. But today, he urges, landscape business owners should take advantage of the possibilities and ask plenty of questions.

John Erbert, owner and founder of Erbert Lawns in Littleton, Colo., says that as his residential lawn care and mowing company gained accounts he had to switch software programs. So, he thought about the company at its current size — but also where it was going.

"If you're looking for software, don't just look for something that will help run your business, but look for something that will help grow your business," he emphasizes. "Real Green Systems has undoubtedly helped us to grow ... Where it has really excelled in our business is marketing."

HOW TO IMPLEMENT SOFTWARE

One of the biggest fears landscape business owners have about adopting software is implementation. Busy owners struggle to imagine handling a learning curve when their schedule is already so tight. The best way to handle implementation is with realistic expectations.

For DeLong, the first year was admittedly the most difficult. But he says his team went in expecting it to be this way.

"With a robust piece of software like this, you must expect it's going to be a big learning curve," DeLong says. "We resolved ourselves to using the software the way it was designed to be used — instead of bypassing features or falling into old habits. And that made it tough at first but paid off in the end."

Given the learning curve, DeLong's best piece of advice is to make sure to choose a software system that offers strong support.

Erbert agrees. He says the software support from Real Green Systems has been invaluable with troubleshooting problems that arise.

"(Implementation is) also very revealing," Schill says. "Implementing software might bring to light some problems — such as redundant processes or other habits that need correcting. You should go in expecting it to be a big-time commitment."


Schill says it can be helpful to assign ownership of the management of the software to someone within

the organization to keep the process moving forward.

For Epling, that responsibility was split among several people within his company. He further broke the implementation process down by going "live" with his maintenance division first.

"Maintenance is about 80 percent of our business and the most critical segment for which we needed software," Epling says. "So, in 2016, we went live with maintenance. By 2017, we went live with the landscape portion of the business."

Ultimately, Epling says, the way you handle the implementation process can make a difference in the overall success or failure of getting software up and running.

"My only regret is that I didn't start all of this sooner," Erbert says. "The price tag of any great software system can be intimidating, but I think I would have grown my business even more if I'd implemented the system sooner." 

Getz is a freelance writer based in Philadelphia.

PHOTO: ISTOCK.COM/DUSANPETKOVIC



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WATER WORLD

Climate conquered

LOCATION Palmdale, Calif.

COMPANY Stay Green

DETAILS California's High Desert climate makes for a challenging work environment. Dave Colburn and his crew confronted extreme weather conditions while installing an irrigation system for a community in Palmdale, Calif.

Four full-time crew members installed 78,000 feet of Rain Bird XFS tubing to replace existing sprayheads.

Varying temperatures made components of the new irrigation system difficult to put together, he says.

"It was freezing cold part of the year and 110 degrees the rest of the time," Colburn says.

Working in front of homes on walkways and driveways became a logistical issue at times. "We tried to work around the homeowners. We didn't want to be a hinderance to them," he says.

The installation was split into seven sections and took more than a year and a half to complete.

Since the project's completion, Colburn says there's been significant water savings, and he anticipates even more savings as the system timing gets more dialed in.

"We're at 29-32 percent water savings year to date, compared to when the property still had the sprayheads," he says, noting Stay Green continues to maintain the property's irrigation.

The project won the company a 2018 Bronze Award from the National Association of Landscape Professionals' Awards of Excellence Program.

See more photos from this project at LandscapeManagement.net/waterworld.

1

2

3

PHOTOS: BRITTANY CARR SEELY

Captions | **1.** The project was completed in stages so the local water company could inspect and verify the installation for rebate money the community's homeowners' association would receive. **2.** The property consists of nearly 1.15 million square feet of acreage. All irrigated plant areas were converted from overhead spray to dripline. Only the grass areas were left unchanged. **3.** The new system consists of nearly 15 miles of drip tubing and three timers with 70-80 stations on each.

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Winter blowout

What contractors need to know about and do for irrigation shutdowns BY LAUREN DOWDLE | CONTRIBUTOR

As temperatures begin to drop across the country, contractors are gearing up for another season of irrigation shutdowns. Systems need to be winterized before overnight temps hit freezing and damage may occur.

From large commercial properties to residential customers, now is the time for contractors to start planning for and implementing their irrigation shutdown services. Here's a timeline, the tools needed, step-by-step best practices and why it's important to properly shut down irrigation systems.

WHEN TO SHUT DOWN

While the exact date depends on the weather conditions, Sean Lynam, general manager at LMI Landscapes, says his crews typically start shutting down systems on Oct. 1 and continue through the month until everything is properly winterized.

Part of the company's process includes scheduling shutdowns with customers, as well as internally with irrigation technicians. Customers will

need to be at home (or provide access) if their cutoff valve and timer are located in their garage or basement.

LMI Landscapes has more than \$25 million in annual revenue and locations in Dallas, Austin and Denver. It provides commercial services, including landscape maintenance, design/build, irrigation and snow removal.

"Plan for system winterizations well in advance," Lynam says. "Every landscape company in town will be winterizing systems at the same time, and if you haven't planned accordingly, you will be hard pressed to get an air compressor — putting your customers' systems at risk for potential damage."

Michael Kukol, president of Horizon Landscape Co. in Wyckoff, N.J., says his team starts with a few irrigation system shutdowns in September; but they really kick it into gear the first week in October.

"We try to be done with them all by Thanksgiving," Kukol says. "After that, we pick up the stragglers, but it can

often be too cold to do a good job with frozen backflows and exposed pipes, especially as December hits."

The company's customers are 90 percent residential and 10 percent commercial properties. Horizon provides landscape maintenance, design/build, irrigation, lawn care, pest management, lighting and snow and ice management services. Its annual revenue is \$4.5 million.

EQUIPMENT FOR THE JOB

Another part of the planning process should include equipping teams with the right tools for winterizing systems.

"The irrigation techs all need to have a commercial compressor, air hose and fittings to properly affix to backflows, in

addition to their standard irrigation parts in order to make any necessary repairs during the system blowout," Lynam says.

For shutdown services, Kukol's team uses a large commercial tow-behind compressor that puts out 180 cubic feet per minute (cfm), and it sometimes uses two of them together for large commercial properties. For most residential properties, 120 cfm works well, he says.

"We have them set to 80 psi to avoid damaging anything," Kukol adds about the residential systems.

Kukol's company owns its own compressors and has electric reels on them with 250 feet of 0.75-inch hose. It also has 25-foot hoses to be used on larger

Continued on page 62



Michael Kukol



TIME IT OUT

The best date to begin winterization may vary year to year depending on weather conditions.



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Project pictured was designed and built by Todd Erickson
and Campus Landscape, LLC of Tampa, FL



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Continued from page 60

commercial projects because there is a lot of restriction of air going through the hose, he says.

"If you look it up online, you will be amazed at the friction loss for air flowing through a hose," Kukol says.

In addition to tools and equipment for shutting down the systems, foam-insulation tape is also needed on the job to protect the main shut-off valve (if outdoors) and other above-ground piping from freezing.

PROPER TECHNIQUES

Contractors should create an irrigation shutdown checklist for their crews to follow on each property to ensure no steps are missed and each service call is uniform. Make the document part of the irrigation team's training beforehand, as well as something to carry with them to the job site.

Technicians should start by locating the shut-off valve and turning off the water supply on the property. Its location should be included in the property's data sheet, along with any other specific information or instructions for winterizing the system, like faucet zones and pumps. If there are pumps, turn them off before the shutdown process begins to prevent damage.

“Every landscape company in town will be winterizing systems at the same time, and if you haven’t planned accordingly, you will be hard pressed to get an air compressor.”

—SEAN LYNAM, LMI LANDSCAPES

After the water is turned off, Kukol's crews start by connecting to a blowout port, opening a zone and then opening the valve to the air compressor. "If it is a big system, we may blow out the farthest zone first to move most of the water out of the main lines," Kukol says.

From there, they go through the system one zone at a time. Sometimes, they will go through the system twice if it is complex. They continue to blow air through the lines until only fog comes out of the heads.

"We do not allow the air to flow so long that the nozzles start to spin around too quickly," Kukol says. If the nozzles whip around too much, they may damage the gears.

Next, they partially close the ball valves on the backflow, and they finish the last zone. After they turn off the compressor, they let the air exit the irrigation system and turn off the controller. If the blowout port is outside, they'll leave it

open — and if it's inside, they close it.

They also turn off the controller but leave it plugged in so the memory and schedules aren't lost.

POTENTIAL PROBLEMS


Failing to winterize irrigation systems or not shutting them down properly can cause several costly issues. Backflow devices and plumbing can crack from being exposed to the elements, Kukol says. Heads — especially ones on risers or high-pop sprinklers — can also crack, he adds.

Being in New Jersey, Kukol and his team primarily use black poly pipe for irrigation. If systems have not been winterized in seven to 10 years, that poly pipe will randomly start to have splits during the year, he explains.

"They can tolerate the stress of freezing underground for several years, but it eventually catches up, and you have repair after repair of the pipe in the ground," says Kukol.

From pipes to valves and heads, all of the damage from these components freezing can add up.

"This can lead to costly repairs the following spring — and potentially water damage if the system is activated with freeze damage," Lynam says.

A proper shutdown will reduce the chance of issues during the winter and also ensure the irrigation system is ready to start back up come spring. It can also be a time for technicians to identify and repair anything else that would cause problems during the next year. 



LIMIT DAMAGE
Ensuring irrigation systems are properly shut down can help prevent system damage.

Dowdle is a freelance writer based in Birmingham, Ala.

PHOTO: HORIZON LANDSCAPE CO.

PROFITABLE PRODUCT\$

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PROFITABLE PRODUCT\$



Anuvia Plant Nutrients

Q+A with **Hugh MacGillivray**
Chief Commercial Officer

What makes your plant nutrients different from other fertilizers?

First is sustainability. GreenTRX, is an enhanced efficiency bio-based plant nutrient product which is USDA certified 87% bio-based. GreenTRX reduces leaching and volatilization which lessens the environmental risk to lakes, rivers, streams and air. GreenTRX also returns 16% organic matter back to the soil which improves soil health.

Secondly, it's a new innovation in slow release fertilizers.

GreenTRX is made by using organic materials to create a novel slow release mechanism called the Organic MaTRX™. Approximately 65% of N is released in the first two weeks in the form of NH₄ which provides quick safe greening. The balance of N becomes available as the Organic MaTRX is slowly broken down in the soil, delivering nutrients over six to eight weeks, providing quick and continuous feeding for greener grass longer.

What nutrients are in GreenTRX and how are they different?

GreenTRX is a 16-0-2-17S-2Fe analysis. All the nutrients are in

plant available forms. The multi-nutrient product is homogeneous with each granule delivering this balanced nutrition for quick uniform deep greening that lasts. It's ferrous iron improves color and performance; sulfate sulfur improves plant health; and the ammonium N is the most efficient form of nitrogen. Because of the slow release, it is less susceptible to leaching. Recent studies show a 50% reduction in N leaching compared to urea and a 39.9% reduction compared to ammonium sulfate.

Describe the characteristics of the product.

The product is a homogeneous granule with all the nutrients in each granule. This provides uniform delivery and even distribution across lawns and turf. GreenTRX is sold in three sizes a 240 SGN for lawn care and standard turf conditions, 140 SGN and 90 SGN for golf course and sports turf use.



When can you use GreenTRX?

GreenTRX is an all-season product with excellent turf safety. In the spring it provides a quick response and exceptional greening when soil temperatures are low. Apply in the summer for continued greening with excellent turf safety. Or it can be used in the fall as a dormant feed to prepare the lawn for next spring. Because it improves plant and soil health, it is an excellent tool for lawn renovation and turf recovery programs.

How does your product help generate business?

SymTRX is ideal for your customers who demand high performance and sustainability. It's the only sustainable approach to turf health that doesn't sacrifice results.



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Aspire Software

Q+A with **Kevin Kehoe**
Founder

What does Aspire Software do?

Aspire Software provides business management software for landscaping and snow & ice companies.

What problems do you help solve?

We help owners, operations leaders, office administrators, and finance leaders solve many problems across the business.

For business owners or executive leaders that includes:

- Spending too much time “in” the business versus “on” the business
- Frustrations in getting information out of current systems to guide decision-making
- Lack of job cost data

For operations leaders:

- Inability to determine profitability of specific crews
- Lack of transparency on who’s doing what in the field
- Exceeding budgeted hours

For office administrators:

- Lack of accurate information from crews for reports and billing
- Having to go to too many places to find information
- Manual data entry for things like accounts payable and accounts receivable

For finance leaders:

- Inability to pull data for analysis and reporting
- Information coming in late after books have closed
- No single source of truth for customer information

How are you different from your competitors?

First, our commitment to the education and service of our customers is second to none. We’re not just selling a product. We’re offering a long-term partnership. We really mean and stand behind that.



Second, we offer the most comprehensive solution available, including a growing ecosystem of integration partners that further extends the functionality and convenience of using our software. We believe we’re already the best in the industry, but that’s not going to stop us from getting even better.

Third, since green industry professionals are embedded throughout our company, we have an in-depth understanding of what a landscaping company needs to do in order to be successful. That expertise is reflected in everything we do, from software development to ongoing customer support.

What’s your purpose? Why do you do what you do?

Our mission is to help landscapers transform their business through technology. If we can help them build a stable, growing business for their customers and employees — through better services, improved margins, and increased productivity — then we’ve done our job.



**You Take Care of Your Customers...
We'll Handle The Business!**



Aspire Software offers business management software for landscaping and snow & ice companies. Aspire's cloud-based SaaS platform helps landscapers transform their business to provide better services, improve margins, and increase productivity. More information, please visit **YourAspire.com**.

PROFITABLE PRODUCT\$



ASV Q+A with **Buck Storlie** ASV Product Line Manager

How do your products help generate revenue?

ASV Posi-Track® loaders allow operators to do more work in more places year-round. Our track loaders' patented undercarriage system makes the machines all-season, all-weather equipment. A contractor completing landscape work during the summer can use an RT-75 loader equipped with our heated and cooled all-weather cab for clearing winter snow in comfort. Our undercarriages allow for industry-best ground pressures and flotation for work on mud, snow, slush and ice with minimal risk of getting stuck. This flies in the face of a general misconception that all compact track loaders don't perform well in snow. Ours excel at clearing snow.

How does your product range differentiate you?

ASV is known for having the widest range of compact track loaders on the market. Our RT-25 is the industry's smallest sit-in track loader. These small options can allow our customers to save on labor by doing work with the RT-25 they may otherwise have done by hand. They are also a safer alternative walk-behind and stand-on loaders. Small sit-in loaders also work in small



spaces larger machines can't access, such as between houses in tight urban areas. Our RT-120 Forestry is the industry's largest, and provides customers with the power and high-performance hydraulics to effectively operate demanding attachments such as brushcutters. The machine operates at 100% load 100% of the time in ambient temperatures up to 118 F, meaning less downtime and more time working.

How do your products improve quality of work?

The same qualities that allow our track loaders to excel in all ground conditions mean less risk of damage

on sensitive surfaces, a benefit that is especially important when working on customers' turf. This flotation could mean the difference between having to pay reparation costs for turf damage and having no damage at all. We also offer a completely smooth turf track for some models, further reducing the risk of damage.

How do your products improve operator comfort and ease of use?

A comfortable operator is a productive operator. Our Posi-Track undercarriage on our larger machines features an innovative dual-level suspension system combining torsion axles and flexing bogie wheels that maximizes operator comfort while going over rough terrain. This can mean longer operating hours with less fatigue.



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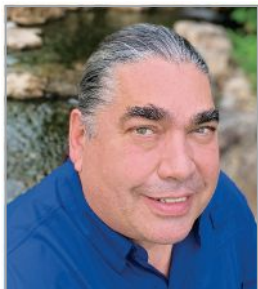
ASV strives to be the worldwide authority in premium, hard-working machinery. With a drive to be the best, we use class-leading technology to design and produce a product that offers easy serviceability, minimal ground pressure and maximum performance. Our machines are engineered this way because when you're out there shaping the earth, you need to break through traditional standards and push the limits of what's possible.

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asv

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PROFITABLE PRODUCT\$



Atlantic Water Gardens

Q+A with **Demi Fortuna**
Director of Product Information

How do your products generate revenue?

Water features and LED lighting are high margin add-on sales that homeowners want. The American Society of Landscape Architects has listed water features and/or lighting in their “most wanted by homeowners” survey for the last 10 years. For over 30 years, Atlantic has manufactured cutting edge products, designed specifically for the landscape contractor, that make building illuminated water features easier and faster, profitable and problem-free, even for first time installers. Adding the charm of moving water and illumination to your portfolio has never been easier, or more profitable; the typical return is three to four times wholesale material cost for a few hours work.

How do your products save time and labor?

Our Fountain System features a matched suite of products providing everything needed to install illuminated recirculating fountains, no previous experience necessary. Simply choose a gleaming 36” Copper Fountain Bowl or Triple Basalt Columns; the installation of the matching basin, pump and plumbing kit creates a beautiful water feature in two hours or less.



Our Formal Spillway System lets you take advantage of the boom in Hardscapes and Outdoor Living. Set our self-contained Basin in front of any new or existing hardscape wall. Install the matched pump, plumbing and autofill in the basin. Install an illuminated Colorfalls, a stainless Spillway or solid brass Spouts in the wall. Hide the basin with the same stone and you’re done.

How else do your products make companies profitable?

Our LED Lighting System is even easier to install, no experience or special tools required, and offers great profit potential. Fully submersible solid brass fixtures are equally at home in or out of the water and carry a five-year warranty, so you can install them anywhere in the landscape. Choose from two different Spotlights, Ring Lights, Bar Lights,

Hardscape Lights, even Spout Lights that illuminate flowing water from inside the plumbing. Design colors, set transitions, program favorite sequences and set timings for up to three zones with complete control via mobile application — or just let the preprogrammed sequences take over.

For contractors who are comfortable with a greater range of projects, Atlantic also offers profitable Pond-free, Water Garden, Maintenance, Aeration and Rainwater Harvesting Systems. Whatever the project, our products deliver the ease of installation, rugged dependability and exemplary tech support you depend on to grow your add-on sales, and your bottom line. At Atlantic, we earn your business by helping you earn more.



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PROFITABLE PRODUCT\$



Bobcat Q+A with Jason Boerger Marketing Manager

How do your products save time?

Bobcat offers equipment monitoring and theft protection features, such as password-protected keyless start and function lockouts, that prevent use by unauthorized individuals or inexperienced operators. Onboard diagnostics efficiently troubleshoot problems in the field or alert operators before they occur. Bobcat® drive motor hoses are intentionally hidden to prevent hose exposure and damage from jobsite debris. Our maintenance-free chaincase on skid-steer loaders never needs service or adjustment. And when service is needed, a wide engine opening provides panoramic component access.

How do your products save labor?

Bobcat equipment is easy to use, which makes seasonal or inexperienced employees more productive. Bobcat compact track loaders provide high flotation

and low ground pressure for wet, muddy weather. This can allow an earlier start in the spring and later work in the fall — potentially adding days of productivity to your season. With the rising costs of transporting equipment, a compact track loader's attachment versatility provides a cost-efficient alternative to dedicated machines. Compact track loader owners can rent attachments, as needed, to complete tasks previously done by larger, dedicated machines.

How do your products save materials or fuel?

Compact equipment offers high productivity and unbeatable maneuverability in a machine that is compact in size. That means you can get great fuel economy without sacrificing performance. Because it's so versatile, Bobcat equipment can eliminate the need for dedicated machines that bring transportation challenges and more fuel costs.

How do your products help generate additional revenue for landscape and lawn care companies?

With a variety of Bobcat-built attachments, owners can easily



expand their business by adding new services or economize by eliminating subcontracting from big projects. They are adding well-chosen attachments to expand their capabilities, allowing them to compete for work in a variety of applications — from utilities and excavation to concrete work and seasonal snow removal.

In what other ways do your products make landscape and lawn care companies profitable?

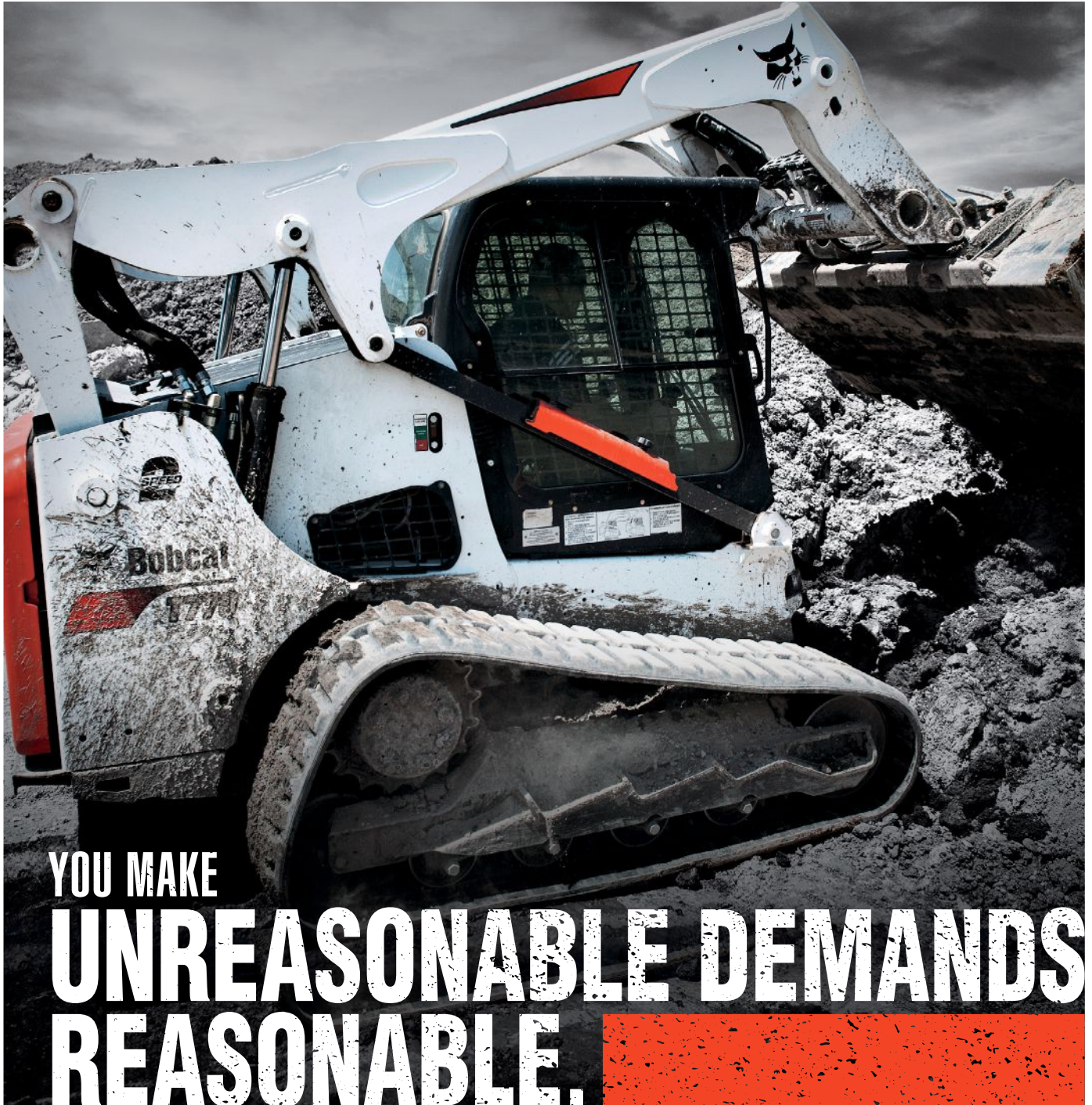
From mini track loaders to new compact tractors to a wide range of attachments tailored to landscaping tasks, few manufacturers can offer as many solutions for landscaping and grounds maintenance as Bobcat. Our customers can utilize rentals to economically enhance their fleet with the right tools for any job.



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PROFITABLE PRODUCT\$



CASE TV450 Compact Track Loader

Q+A with **George Mac Intyre**
Product Marketing Manager

How do your products help save labor?

Compact track loaders are the ultimate force multiplier for landscapers, and the TV450 takes this to even greater levels of productivity through its greater operating capacity (4,500 pounds), higher lift capacities, more breakout force and excellent attachment performance. As contractors continue to struggle to find skilled labor, compact track loaders like the TV450 allow operators to get more done through simple brute force and strength, but also through intelligent attachment deployment to get more done and lessen the physical strain on workers.

Track loaders also impact finished landscapes less than other equipment solutions, resulting in less clean-up and repair time on jobsites upon completion.

Pairing these machines with newer attachments such as a laser-guided laser grading box (pictured here) save significant labor in large-scale hardscaping operations such as paver driveways and patios. What previously took hours to screed out by hand can now be done much more efficiently and

accurately. This saves significant time, reduces strain on employees who previously created the base by hand, and reduces rework as the grade/pitch is established through automated blade control.

How do your products help generate additional revenue for landscape and lawn care companies?

Compact track loaders are a powerful attachment platform for landscape businesses that allow them to expand their service offering/capabilities, often with the simple addition of a few attachments. For instance, is that machine profitable sitting idle all winter, or can the addition of a snow blower or snow push increase its utilization/billability through the winter months where it would otherwise sit idle? That ability to generate more income with the same machine/platform drives down its lifetime total cost of ownership.

The addition/variety of attachments may also allow you to bid more aggressively on larger jobs, or jobs that you otherwise couldn't get in the door on. For instance, as in the example in the first question, bidding on a large



paver driveway or parking lot project may not have made sense given your current workforce, or your ability to figure a way to both bid competitively and make a profit on the job. A laser grading box matched with a TV450 drastically reduces the time and effort that goes into prepping the base, which may allow you to be more profitable. It may also give your potential clients greater confidence in the accuracy/quality of the work based on it being dialed in by automated, laser-guided blade control.

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Cub Cadet



with **Josh Sooy**

Director, Professional Business Segment

How do your products save time and labor?

With the ability to cut grass on slopes of up to 25 degrees (or 46 percent of grade), the Cub Cadet PRO Z 972 SDL has changed the way commercial mowers attack hills and slopes. Now, operators can mow confidently and accurately across hills horizontally, improving their cutting speed and at the same time producing a superior-quality cut. The PRO Z 972 SDL also comes equipped with a self-leveling air-ride seat, which automatically levels 15 degrees in each direction side to side and offers a full 30 degrees of self-leveling that dramatically improves operator comfort when mowing steep hillsides.

What does that mean for productivity? With fewer turns, you'll save time and improve cut speed and quality. Many lap bar zero-turn operators mow up and down a slope because they struggle to hold a line if they mow horizontally. This is inefficient, unsafe and puts a lot of stress on the machine.

How do your products save materials or fuel?

Our deck design and blade overlap provide an exceptional cut on the



first pass, which helps to prevent double cutting. Fewer passes means less time spent mowing and less fuel required for the job, which translates to better profitability.

How do your products help generate additional revenue for landscape and lawn care companies?

Time is money. By giving operators equipment that makes them more efficient, you enable a crew to cut additional properties, generating more revenue. Our slope mowing solutions make mowing hills and slopes dramatically more efficient and our cutting systems help prevent stragglers in tough cutting conditions.

In what other ways do your products make landscape and lawn care companies profitable?

Our three-year, no-hour-limit with a five-year, 175-hour deck warranty covers a landscaper through a typical finance period. This means less service cost over the life of the purchase. Additionally, our PRO Z 972 SD line of products allows a landscaper or municipality to operate on some hills that they may have previously had to push mow or string trim in the past. This results in a better cut quality in far less time.

Cub Cadet®



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PROFITABLE PRODUCT\$



Doosan Infracore North America

Q+A with **Aaron Kleingartner**
Marketing Manager

How do your products save time?

Doosan mini excavators are designed with the strength you need to power through any workday – regardless of the jobsite. They're built strong enough to take on tough projects and small enough to expertly operate in difficult-to-navigate jobsites, thanks to our in-track swing frame design. This allows you to work confidently and quickly, without worrying about nearby obstacles. They're also thoughtfully designed with cylinders sized to match pump capacities. This feature allows Doosan excavators to consistently achieve superior cycle times compared to other machines in their class. So whether you're digging, loading trucks or placing boulders, you get the job done faster.

How do your products save labor?

Doosan mini excavators are perfect for tackling jobs that would otherwise be done by hand. They save you not only time and labor, but money as well. Their attachment versatility means they're made to do more, so you can do more. With attachments designed for your mini excavator's operating weight, you

can tackle diverse projects without the need for additional manpower.

How do your products save materials or fuel?

Doosan mini excavators are built for fuel efficiency. They offer better fuel economy while still providing the power needed to take on your difficult jobs. Doosan's smaller displacement engines boost machine productivity while using less fuel over the course of the workday. Features like auto idle also work to cut down on fuel costs. Auto idle automatically idles your engine when machine functions are not in use. As soon as you move your controls, the excavator returns to your previous throttle setting – conserving your equipment's fuel levels until you need it. Doosan mini excavators are also optimized to provide the ultimate power and productivity for your jobsite, thanks to their Tier 4-compliant engines.

How do your products help generate additional revenue for landscape and lawn care companies?

Doosan mini excavators are designed to save time and money.

They are a powerful, productive and economical option for any jobsite. Built strong to ensure a long and productive life, Doosan mini excavators can be trusted to keep you productive and generating revenue all season long. Easy-maintenance features also make caring for your machine simpler and more cost-effective. An onboard diagnostic system, convenient component access and a trusted Doosan Dealer network set you up for success no matter the job.

In what other ways do your products make landscape and lawn care companies profitable?

Doosan products are durable and reliable machines known for exceeding even the most demanding expectations. With Doosan mini excavators, you can expect high-quality results in a smaller and more versatile package. This allows you to take on new projects and be more productive in areas otherwise out of reach.

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***DOOSAN*®**

PROFITABLE PRODUCT\$



ECHO Q+A with Jason Wilk Product Manager

How do your products save time?

The faster a unit can be started and the easier it is to maintain, the more time and money it will save you. ECHO incorporates quality components such as digital ignition systems, purge type diaphragm carburetors, compression releases, and spring assisted starters which give users the fastest starting products in the industry. When it comes to maintenance, all ECHO products are built around ease of maintenance, from tool-less air filtration systems, to easy-to-access ignition systems, to our non-modular designed engine housings.

How do your products save labor?

For an unmatched experience, the ECHO X Series provides users with products that save on labor. The ECHO X Series is made up of our most powerful, lightweight, and durable products. Our goal with the X Series is to give our professional users strength and performance to get every job done quickly and efficiently.

How do your products save materials or fuel?

From its inception, ECHO has

always been a two-stroke engine manufacturer first. ECHO is the only manufacturer in the small two-stroke industry that has all processes of engine building from scratch in house. ECHO engines hold essential patents in machining and plating processes. These exclusive procedures provide less internal friction, higher power output, and reduced fuel consumption compared to other engine technologies.

Our two-stage air filtration systems protect the engine in harsh, dusty conditions and also allow users to extend their filter maintenance intervals.

For the ultimate in fuel-saving, we have a multi-tool system of pro-grade cordless products as well with a unique brushless motor that enhances tool performance, and an extended run time thanks to the advanced lithium-ion battery technology.

How do your products help generate additional revenue for landscape and lawn care companies?

Our products save users on time and labor thanks to our innovative technologies; if companies are able to get more jobs done in a



shorter amount of time, but still give an exceptional result, they'll be able to book more jobs and clients.

In what other ways do your products make landscape and lawn care companies profitable?

Not only do we provide a wide range of affordable products for nearly every application, we also do our best to give customers a product that requires less maintenance, which will also provide cost-savings in the long run.





**IT'S A WHOLE
NEW BALLGAME.**

#20FOR2020



GAME ON.

**VISIT ECHO AT THE 2019 GIE+EXPO TO SEE OUR NEW LINEUP.
INDOOR BOOTH #5112 // OUTDOOR BOOTH #7451-D**

PROFITABLE PRODUCT\$



ETwater by JAIN

Q+A with **Richard Restuccia**
*Vice President, Water Management
 Solutions, JAIN Irrigation*

Why use ETwater by JAIN smart irrigation controllers?

All weather-based irrigation controllers are not alike. Some systems rely on sensors that will fail within a short time or are only smart enough to stop sprinklers once it starts raining others rely on historical weather to make adjustments. Today you need real-time weather information that evaluates ET and future weather. ETwater harnesses nature for as much FREE water as possible in its calculation of the correct amount for maximizing landscape health, determined daily based on 17 weather variables, including ET, wind, solar, and more.

How does ETwater save time?

It's possible to install and configure a 48-station ETwater controller in less than 10 minutes. After installation, contractors don't need to manually enter a baseline watering schedule, simply enter in the landscape details, and connect to the internet for ETwater to automatically calculate a watering schedule scientifically. The need to routinely tweak schedules goes away, too. Also, ETwater controllers continuously monitor valves and will

send email alerts for malfunctions detected to maintenance staff.

How does ETwater save labor?

ETwater reduces travel and on-site time with remote management accessibility to controllers from any computer, smartphone, or mobile device. You can instantly stop/start station watering, apply/remove suspensions and get an updated watering schedule for a site from anywhere, anytime. With the activation of flow monitoring service, we'll automatically detect leaks and close master valves to prevent flooding.

Is wireless reliable?

Yes, better than WiFi, and ETwater uses multiple network providers to ensure you have the best connection option, avoiding the common WiFi problems of limited range, inconsistent reliability, and exposure to hackers. ETwater runs at a better than 98% connectivity rate.



How does ETwater help generate additional revenue for landscape and lawn care companies?

ETwater has a unique product called the HermitCrab controller that retrofits most "clocks" made by the major controller companies to do weather-based irrigation, with all the advantages of our system. Can you imagine having a dozen different models of lawnmowers and effectively training your landscape team how to use each? With a HermitCrab plugged in the landscape maintenance staff have a single interface to manage many different makes of controllers across multiple sites, which means being able to add more clients effectively. Our partners tell us they've seen 30% plus growth in new accounts and service enhancements for existing customers, as well as reduction of warranty for mismanaged landscape from 5% to less than 1%.



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GIE+EXPO booth #24081



"With over 400 controllers I can't imagine not having the ETwater system to manage so many controllers at once. Being able to make universal changes to thousands of stations with a few mouse clicks is an invaluable tool for actively managing our large system."

Rebecca Pollon
Landscape Manager
Rossmoor Walnut Creek

Today your landscape needs real-time weather information that evaluates ET and future weather. ETwater by JAIN is the preferred weather-based irrigation controller of landscape managers. It saves labor, time and the most water for your customer. ETwater is easy to use and you can make a variety of instant on-site irrigation system actions remotely from anywhere, anytime.

Visit us at [GIE+EXPO Booth #24081](#) or online at www.jainsusa.com for more info on ETwater *smartest* irrigation and discover why along with renown drip and water-efficient products JAIN is the complete system solution for you.

World Leader in Irrigation Technology



PROFITABLE PRODUCT\$



Exmark

Q+A with **Jamie Briggs** *Director of Marketing*

How does your latest mower save time?

By mowing a full eight feet per pass, Exmark's new 96-inch Lazer Z X-Series zero-turn mower cuts more with each pass. Plus, with cutting speeds of up to 10.5mph, the 96-inch Lazer Z X-Series is capable of mowing up to 9 acres per hour in real world cutting conditions.

How does the machine save labor?

The 96-inch Lazer Z X-Series mower enables each worker to mow more properties in less time, resulting in fewer workers needed to finish jobs quickly and efficiently. We have customers reporting our 96-inch Lazer Z models can often replace 2-3 60-inch mowers.

How does the new machine save fuel?

Cutting edge Kohler Command Pro EFI twin cylinder engines use electronic governors, which respond much more quickly than traditional mechanical governors. When paired with Exmark's patented RED Technology, this

heightened responsiveness enables the engine to operate in a lower, more fuel-efficient RPM range without compromises to power or cut quality. The combination of EFI, an electronic governor and RED Technology can be a significant fuel saver.

How do your products help generate additional revenue for landscape and lawn care companies?

The increased productivity of the 96-inch Lazer Z X-Series mower enables landscape pros to cut more grass, more quickly. As a result, they're capable of completing more jobs each day – a critical factor to increasing revenue. Landscape companies can decide whether to reassign staff to additional jobs and further grow revenue, or 'run lean' and do the same amount of work with less labor.



In what other ways do your products make landscape and lawn care companies profitable?

The increased fuel efficiency of the EFI, E-Governor and RED Technology combination allows Lazer Z X-Series users to do more work with each gallon of fuel. The 96-inch UltraCut flex-wing cutting deck cuts more grass with each pass, so our customers can complete jobs more quickly, with less workers, both of which help increase profitability.



WHEN UNMATCHED
PRODUCTIVITY
MEETS LEGENDARY PERFORMANCE.



INTRODUCING
96-INCH GAS-POWERED LAZER Z®

For 2020, Exmark raises the bar again with the introduction of the gas-powered 96-inch Lazer Z X-Series zero-turn mower. Powered by a Kohler® Command PRO® EFI air-cooled engine and equipped with Exmark's patented RED Technology, the new machine features a durable UltraCut™ Flex Wing cutting deck. With a 48-inch center deck and two 24-inch wing decks, the 96-inch Lazer Z X-Series is the right tool to make quick work of the largest, toughest jobs, while delivering Exmark's signature cut quality. By cutting more grass, on more properties, with fewer operators, the 96-inch Lazer Z X-Series enables customers to reduce labor costs and increase revenue potential. It provides the performance, productivity and unique value today's landscape maintenance operation needs.

EXPERIENCE THE 96-INCH KOHLER EFI LAZER Z X-SERIES IN PERSON.

VISIT US AT BOOTHS 7080 | 7444D at 2019 GIE + EXPO

exmark.com



PROFITABLE PRODUCT\$



FX Luminaire

Q+A with **Ryan Williams** *Director of Marketing*

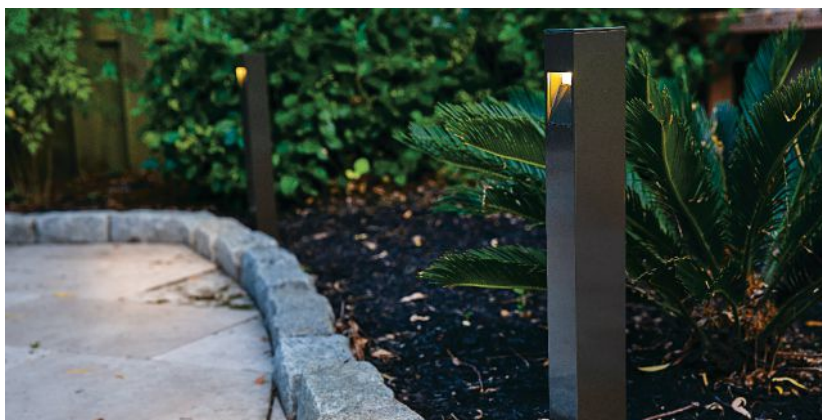
In what ways do your products make your customers profitable?

FX Luminaire has elevated pathways, walkways, and landscapes worldwide with our timeless, traditional path light collection. With today's ultra-modern architecture, landscape lighting deserves equally contemporary style. Our modern path lights family gives customers more choices to expand the boundaries of creative and functional lighting design.

The M-PJ, M-PK, M-PL, and M-PZ modern path lights belong to FX Luminaire's Designer Plus series. The fixtures offer next-generation PowerBoard™ technology, integrated optics, and compatibility with our flagship Luxor® lighting controller for zoning, dimming, and color-changing control with up to 30,000 vibrant colors. Engineered for durability and longevity, our modern path lights are designed to withstand harsh environments and minimize site maintenance.

How do your products save time and labor?

Built with sleek, die-cast aluminum, the tamper-resistant modern path lights have no



visible hardware and are made to conquer the most common problem within the path light category: tilted fixtures. Uneven weight distribution, paired with a weak joint where the base of the fixture meets the ground stake, has historically exacerbated this problem in directional path lights.

To solve this issue, FX Luminaire engineers designed the modern path lights with an innovative 1" conduit stake that extends securely into each fixture. The stake provides continuous, rigid support and eliminates problematic weak spots. Support above and below ground ensures every fixture remains upright, straight, and functional.

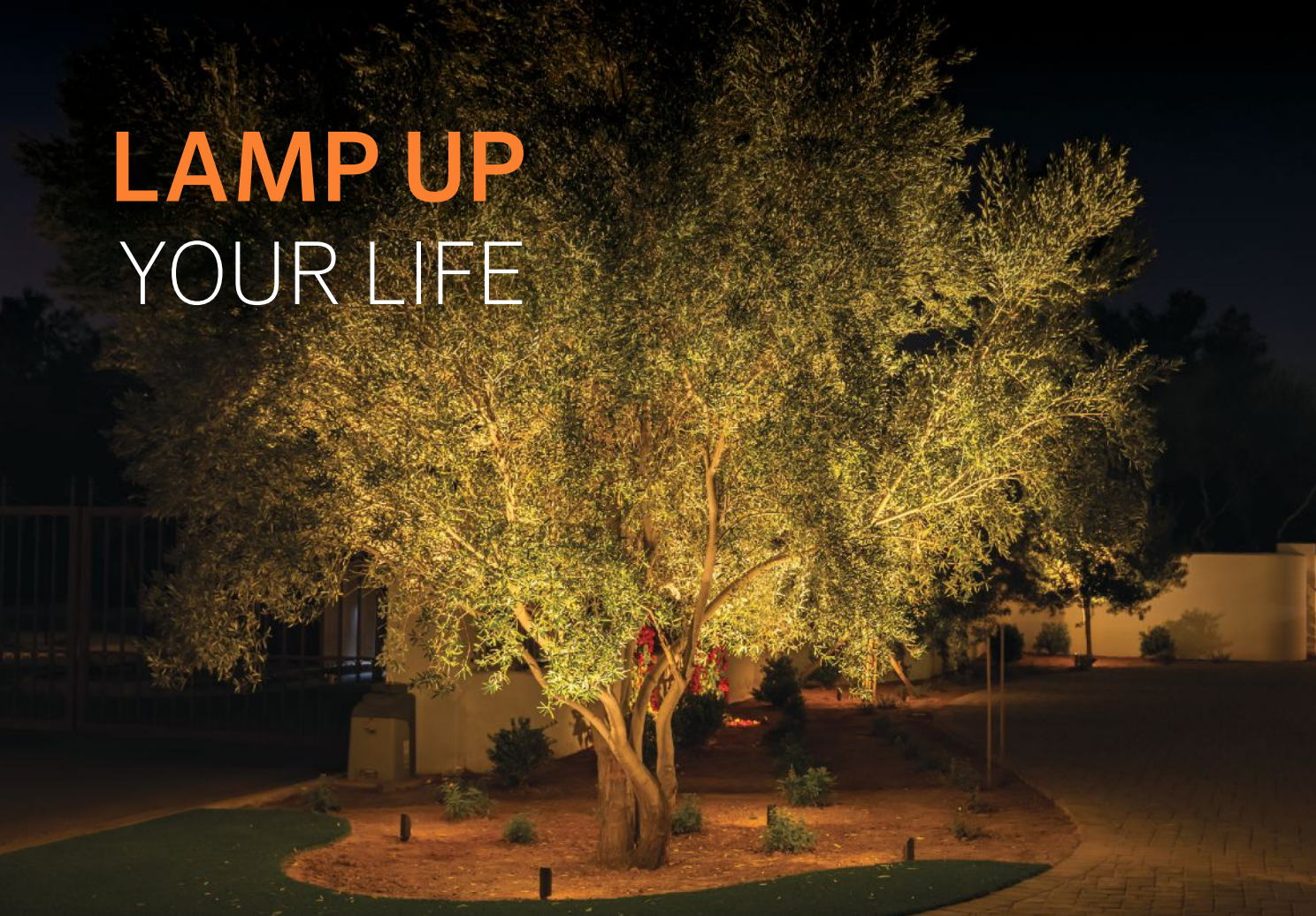
The simple installation of the modern path light fixtures saves time and labor during projects. The tamper-resistant design and sturdy weight distribution allow the fixtures to withstand potential environmental factors and pedestrian foot traffic, which reduces the need for maintenance.

How do your products help generate additional revenue for your customers?

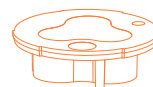
At FX Luminaire, it is our mission to provide our customers with innovative solutions that expand the boundaries of creative and functional lighting design. We are dedicated to creating robust and elegant fixtures in a wide range of classic and contemporary styles to ensure you have the best choices for any lighting design, regardless of scope or budget.

FXLuminaire

LAMP UP YOUR LIFE



Expand your lighting design possibilities with energy-efficient MR-16 LED lamps from FX Luminaire. The lamps are available in three intensities, three beam angle options, and two color temperatures, and they are compatible with any lighting fixture with an MR-16 base. Their fully potted design makes them the most robust, best performing lamps on the market.



PROFITABLE PRODUCT\$



Go iLawn Q+A with Mike Rorie CEO



How do your products save time?

Go iLawn software gives users the ability to find, view and measure any property in the US or Canada in seconds. Landscape contractors save countless hours of time by not having to walk the property to evaluate and measure it. Plus, Go iLawn is cloud-based and mobile-friendly so contractors can access it from any internet-enabled device anytime, anywhere.

How do your products save labor?

Go iLawn generates significant labor savings for landscape companies because it eliminates unnecessary site visits. And our high-resolution aerial imagery and contractor specific tools can be used to easily create labor efficiency site maps. These maps visually communicate the job instructions and scope so crews can work far more efficiently.

How do your products save materials and fuel?

Go iLawn reduces fuel consumption by eliminating the need to drive to a property to measure it. Go iLawn also lets you specify material depths to calculate the exact amount of

material needed to avoid waste. And our new “Instant Estimator” feature lets users see how their measurements, time, occurrences and materials are connected by service to gain even more material efficiencies and savings.

How do your products help generate additional revenue for landscape and lawn care companies?

Go iLawn is also a powerful marketing and sales tool. Landscape companies use it to strategically target prospects by identifying the property parcels clustered around their key customers. They quickly measure these properties to make sales contact that impresses the prospect and helps win more profitable work.

Go iLawn customers also retain all their measured projects so they can revisit and update them. They use this “Property Intelligence” to identify upsell opportunities

and enhancement work for their existing customers. This additional work almost sells itself, because the customer can quickly “see” on their property sitemap exactly where the additional work adds value.

In what other ways do your products make landscape and lawn care companies profitable?

Using Go iLawn technology gives landscape companies a competitive advantage because they can be more efficient. For example, our tool makes it easy for an admin or even a college intern to precision measure property. This lets landscape companies focus their higher-paid sales team’s time on producing profitable sales instead of measuring.

And the new Go iLawn Instant Estimator lets landscape companies estimate as they measure properties. It gives them a complete understanding of their key job numbers so they can produce smarter proposals that make more sales and maximize profits.



It's More than Measurements

It's Property Intelligence™



Start a chain
reaction of growth
in your business.



Get Your Free Trial Today.
www.GoiLawn.com

PROFITABLE PRODUCT\$



Graham Spray Equipment

Q+A with **Dave Arnett**
Sales Manager



How do your products save time?

Time-saving starts with high-quality components. All our spray units and rigs are built using only a few select components that have proven themselves to be both the best in dependability and easy to use and maintain, reducing the time lawn care providers spend keeping their equipment in working order.

Then we get into the nitty-gritty of operation details. We learn, for example, where our customer operates, what services they offer and how their routes are organized. Once we understand the customer's business and needs, we're able to recommend the equipment and customizations that maximize efficiency. For one company, it might be a larger rig with a dual pumping station, allowing them to service an entire route in one trip. For another, it could be a smaller rig equipped with drop tanks or an up-sized split tank. Whatever the final product, it's always designed for maximal efficiency.

How do your products save labor?

If you look at the layout of any Graham rig, you'll notice that tanks, pumps, hose reels — the equipment

that's used all day long — are easily accessible. One of our newest rigs, the Maverick, is a great example. We launched this as an improvement over the traditional pickup truck equipped with a spray unit. The open layout of the Maverick makes it so much easier to access the spray equipment. Plus, it has better storage capacity, reducing the labor involved in loading/offloading equipment and chemicals. These two concepts are common to all our rigs.

How do your products save materials or fuel?

The high-quality components we use reduce material loss due to leaks in tanks and spray hoses. Designing rigs for optimal efficiency in servicing routes reduces the number of miles driven.

How do your products help generate additional revenue?

We try to cover all the bases here. The Maverick, for example, not only reduces labor and increases capacity but also costs less than a pickup truck plus spray unit, yielding a faster return on investment. Another one of our latest rigs, the LawnScaper, really changes the game for companies that want to provide both

landscaping and lawn care. This one rig accommodates equipment for both services, opening up two revenue streams for them. Then there's our Enclosed Unit and box trucks, which provide ample advertising space for our customers. We like to think of them as mobile billboards that help our customers get new accounts.

In what other ways do your products make companies profitable?

The short answer is very little downtime and long lifespan. Graham spray units and rigs have a well-earned reputation for being among the most dependable and longest-lasting on the market. And we wouldn't have it any other way. A guy's rig is his livelihood — how he provides for himself and his family. It's a point of pride for us to offer equipment he knows he can trust.



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GIE+EXPO booth #594

What's better than a pickup truck + spray unit?

OUR NEW MAVERICK RIGS.

MAVERICK 1

Costs less than a pickup and spray unit, making it the better choice for new and growing lawn care businesses.



Superior handling, greater cargo capacity, easier access to equipment – and more – at a very nice price.

MAVERICK 2

Dual pumping stations and a ramped carrier for a ride-on mower or sprayer mean more versatility and safety for lawn care pros and landscapers.



PUTTING YOU FIRST IS WHY
WE'RE SECOND TO NONE

GIE+EXPO
Visit us at booth #594
and see which Maverick
is better for you.

(770) 942-1617



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GrahamSE.com

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PROFITABLE PRODUCT\$



Grasshopper 337G5 EFI

Q+A with **Brian Schoenthaler**
Marketing Specialist

How do your products save time?

The Model 337G5 EFI saves time through a combination of engineering and zero-radius maneuverability with ample torque to power through heavier grass in record time. Design-matched transmissions transfer more power to the cutting deck. Extra deep decks discharge clippings while delivering a carpet-like cut.

How do your products save labor?

Zero-turn efficiency reduces mowing. Grasshopper's steering design enables precise maneuvering of the 993cc V-twin EFI-powered mower while staying comfortably in control at faster mowing speeds. Maintenance is simplified with only 5 grease points and easy access to belts and other items. The use of commercial-grade components extends the service life of the mower.

The ergonomic design of every Grasshopper reduces operator fatigue. Every control is within easy reach. Seats and footrests are iso-mounted to reduce vibrations. Steering levers adjust to fit nearly every arm length. The standard Premier Suspension (Grammer)

seat on the 337G5 EFI provides additional comfort with adjustable armrests, lumbar support and backrests. It also moves fore and aft and adjusts to the operator's weight. This attention to comfort helps retain employees, reduce turnover and decrease the cost of finding and training new employees.

How do your products save materials or fuel?

The Vanguard Big Block EFI engine uses less fuel than comparably-sized gasoline engines with no fuel injection. Grasshopper's proprietary CoolTemp Hydro-Max™ hydrostatic fluid decreases oil usage thanks to extended oil change intervals.

How do your products help generate additional revenue for landscape and lawn care companies?

With abundant power and torque, mowing jobs are finished faster providing the opportunity to add more accounts to the weekly schedule. In a wetter-than-normal



year such as 2019, this advantage provided Grasshopper operators with the ability to stay on schedule and power through the heavier, lush grass that many regions experienced.

In what other ways do your products make landscape and lawn care companies profitable?

Grasshopper offers four MaxTorque™ Diesel models that burn on average 35 percent less fuel than comparable gasoline- or propane-powered mowers. Averaging 1.0 GPH, our diesel-powered mowers can save 650 gallons over the course of a 1,000-hour mowing season per mower. With abundant power and torque, these diesel mowers finish jobs faster without sacrificing cut quality.



Committed to the Cut.®

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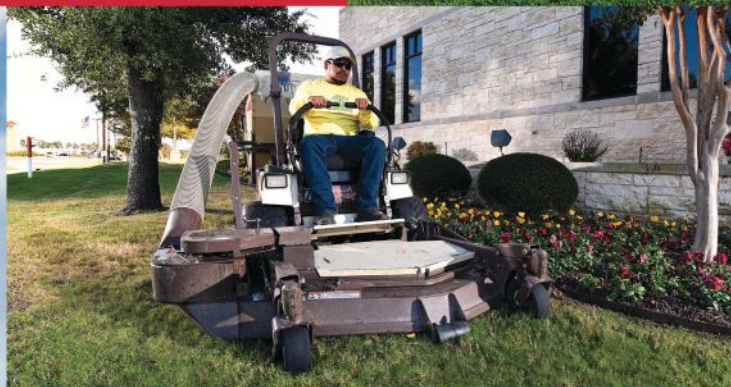


YOU DON'T COMPROMISE.

NEITHER SHOULD YOUR MOWER.

When your cut is your calling card, you can't compromise. Neither should your mower. With Grasshopper, you get top quality, comfort and durability. And a cut on which you want to put your name.

GRASSHOPPERMOWER.COM



Committed to the Cut.®

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PROFITABLE PRODUCT\$



Greene County Fertilizer Company

Q+A with **John Perry**
President/Founder and CEO

How do your products save time?

The advantages of liquid fertility are well-known. The utilization of GCFC products into a lawn care program allows for a single mix of fertilizer, micronutrients and soil amendments, to be quickly dropped into a spray tank without having to add multiple components. We've taken the guess work out of complicated mixes and provide a simple to follow program that has proven effective across all turf types and soils.

How do your products save labor?

Having confident technicians is one of the most valuable pieces of a successful lawn care company and with that, minimizing call-backs is tantamount to confidence. With our products in a lawn care program, the results and customer satisfaction are at the forefront. Lawns with GCFC products respond quickly, generate a beautiful color, reduce the need for mechanical dethatching and

aeration, and correct many of the micronutrient deficiencies that are present in many lawn programs. Bottom line, consistent results equal fewer call backs and increase profitability.

How do your products save materials or fuel?

The addition of the GCFC line into your program will have many compounding results over time. Less chemical controls will be needed as soils improve. Less time and money will be spent chasing problems that are caused by common fertility practices. Balance the soil, feed the plant what it needs and the use of costly controls will drop.

How do your products help generate additional revenue for landscape and lawn care companies?

If a fertilization program is not part of your lawn care model, it should be considered and we help companies enter this market every day. For those that are in the fertilization game already, the

options available for "Soil Building" are becoming an incredible revenue stream for those using GCFC products. This add on is one of the most profitable and simple upsells in the market place.

In what other ways do your products make landscape and lawn care companies profitable?

Simply by providing superior results vs. the competition at a price point that is affordable. Lawns speak for themselves and the pride of your work will show. When you love the results and simplify the program, the desire to grow and expand your business becomes front and center. Neighbors will notice the changes on your lawns and your density will increase. Less travel, more profit.



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GIE+EXPO booth #11189

MAXIMIZE YOUR FERTILIZER PROGRAM'S POTENTIAL

Take your Lawns to the **N-Ext** Level

"What I value most about the products, especially the N-Ext RGS product, is that they are easy to use and easy to integrate into your current system...and the results are fantastic!"

— Jesse Smith, President, Royal Greens, Frederick, MD



MOVING FERTILITY FORWARD™

GIE+EXPO
THE GREEN INDUSTRY & EQUIPMENT EXPO

Booth #11189

Come and see the new
Starter Fertilizer

16-21-2
GreenePOP

High Performance Plant Nutrients • Fertilizers • Bio-Stimulants • Soil Amendments
1.855.606.3378 GreeneCountyFert.com Field/Tech Support Buy Direct & Save/Ship Direct/Pick-up

Our bio-based fertilizers & specialty fertility products are blended to feed plants, improve soil fertility and build topsoil. • Greensboro, GA • Orlando, FL • Salt Lake City, UT



PROFITABLE PRODUCT\$



Horizon Distributors

Q+A with **Nick diLorenzo**
Landscape Product Manager

How do your products save time and labor?

TurfGro Plus 23-0-4 contains Nutralene slow release fertilizer which delivers a 16-week product. This reduces the number of applications you are putting down each year. It also slows turf growth, which means fewer mows, clean up, trips to the dump, etc. Plus, fewer applications and less unplanned mowing means less wear and tear on your equipment, reducing downtime and expenses around repair and maintenance.

How do your products save materials or fuel?

23-0-4 Complete Soil Care includes Sanctuary Organic Protein Meals

and Aquatrol's Synergy wetting agent. By adding organic matter, soil health improves so turf is more tolerant to stress factors such as disease, insects and weeds, reducing the need for expensive pesticide applications. And the moisture management that comes with a wetting agent improves water efficiency and decreases the amount of water applied on the turf.

How do your products help generate additional revenue for landscape and lawn care companies?

TurfGro Plus is a premium product that doesn't just green up your client's turf, it improves its health. It will lower their water bill. The slow release fertilizer reduces run-off. Those are all features for which your client would be willing to pay a little more. On top of that, the green, healthy turf your client will see will make them a customer for life!



In what other ways do your products make landscape and lawn care companies profitable?

Fewer fertilizer applications means your crew is freed up to handle other tasks and visit more properties each day. It also means they have the time to offer enhanced services, like weed control or new plantings.



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People. Knowledge. Relationships.

Keeping our promises since 1963.



irrigation | outdoor living | landscape | equipment

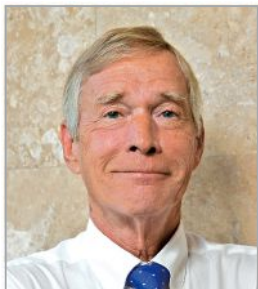
Offering the industry's most comprehensive selection of landscape and irrigation supplies, Horizon is the one stop shop for over 27,000 green industry professionals. We carry professional-grade products in irrigation & drainage, landscape, safety, lighting, outdoor living, outdoor power equipment and equipment parts & service.

**COME SEE US AT
GIE-BOOTH H1321**



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PROFITABLE PRODUCT\$



Hunter Industries



with **Dave Shoup**

*Senior Central Controllers
Product Manager*

How do your products save time?

Two-wire installations save time during and especially after installation. A single pair of wires is much easier to work with than larger multi-strand cables. After the landscape is established, expand or relocate valves by splicing into the existing two-wire path. There is no need to run expensive spares or run new wire back to the controller. The EZ-DM Output Module requires no tools for installation. Simply snap it into an expansion slot and turn the locking lever. It can even co-exist with conventional output modules to make a hybrid system!

How do your products save labor?

Color-coded EZ Decoders use the same connectors and splicing techniques you use on your solenoid connections. Programmable EZ Decoders accept regular station numbers, saving the time of lengthy serial number entry and backup procedures. A

built-in waterproof LED shows the decoder status, so operations and troubleshooting are intuitive and quick. EZ Decoders can even be retrofitted to pre-existing conventional wire bundles with field wiring troubles. If there is a pair of working wires between each valve box, abandon the degraded wiring and convert to EZ Decoder!

How do your products save materials or fuel?

Two wires instead of (up to) 54 is easy math! EZ Decoder systems do not require a separate copper wire for each valve, nor do they require expensive surge arrestors and earth-grounding hardware. EZ Decoders do not require special cabling. Any direct-burial wire will work.

How do your products help generate additional revenue for landscape and lawn care companies?

EZ Decoders turn commodity wire sales into profitable electronic module sales. Simple installation with flexible wire gets jobs up and running with unprecedented ease. The ability to expand the project after initial installation is conducive to enlarging landscaped areas.



In what other ways do your products make landscape and lawn care companies profitable?

EZ Decoders deliver super-reliable, flexible control installations with minimal investment. Operating from a powerful but economical controller, these low-cost two-wire modules reduce field wiring troubleshooting headaches, and don't require in-line surge protection and grounding. The high value of the ICC2 or HCC controllers, together with the inherently cost-effective decoders, means a very competitive bid for medium-sized (18-54 zones) projects. Add climate sensors and web-based smartphone control systems to maximize profits!

Hunter®

THE MOST COMPLETE WI-FI IRRIGATION SYSTEM



World-class solutions that minimize water and energy use

Hunter Industries is committed to designing top-quality irrigation products that minimize water and energy use. From next-generation Wi-Fi irrigation controllers to best-in-class MP Rotator nozzles, our family of products is backed by comprehensive training and outstanding customer support.

PROFITABLE PRODUCT\$



Hustler Turf Equipment



with **Brad Unruh**

Director of New Product Development

How do your products save time?

In terms of productivity, our Super 88, new this fall, and Super 104 are built with larger deck sizes to cover more ground yet are still nimble enough to maneuver tight spaces. These models allow for properties to be mowed quicker, freeing up time for landscapers to complete other lawn care tasks or mow more lawns.

How do your products save labor?

A Super 88 or Super 104 could easily turn a day-long commercial job into one that takes only a few hours to complete, ultimately allowing additional properties to be mowed in the same day. The speeds at which our mowers operate - upwards of 11 miles per hour - can turn a three-person job into a two-person job or allow for the extra individual move on to trimming, edging or spraying weeds.

How do your products help generate additional revenue for landscape and lawn care companies?

It's simple: By giving crews the ability to get more work done in a day with products like the Super 88 and Super 104, more bottom-line revenue is generated. For example, if a landscaping or lawn care team can get through more jobs in a day, it snowballs into a week, a month and so on. More jobs equal more revenue. These models save on the time it takes to get a job done and reduce the amount of labor needed to complete them.

In what other ways do your products make landscape and lawn care companies profitable?

The unique builds of the Super 88 and Super 104 allow companies to take on additional and/or larger properties without having to buy extra equipment. These models provide results that would otherwise only be obtained with



more mowers, effectively saving companies thousands of dollars in purchases. The added jobs in an 8-hour day instantly become profitable for the company.

Additionally, either model can reduce the amount of machinery needed on a job site. A Super 88 could easily supplement two larger mowers, while adding room for other outdoor tools or smaller pieces of equipment. With a reduction of large equipment and required labor, companies can explore the possibility of expanding their outdoor services and offerings, such as power washing, fertilizing and more.



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GIE+EXPO booth #5042



THE NEW
SUPER 88



www.hustlerturf.com

PROFITABLE PRODUCT\$

Isuzu Commercial Truck of America

Q+A

Today's landscape companies are searching for ways to save time and money. Like a lot of businesses, they're looking for ways to be more efficient while increasing profits and maintaining a high level of customer satisfaction.

Whether they are mowing, cleaning up debris or spraying fertilizers, professional services have to be delivered to their customers' doorsteps in a professional package. The truck is the first thing customers notice upon arrival, and is one of the many reasons Isuzu trucks are so popular. However, there are also a number of ways that an Isuzu truck saves time, maximizes labor and generates additional revenue.

How does an Isuzu truck save time?

Ask anyone who has driven an Isuzu truck with its low cab forward design and the first thing they will talk about is its great



maneuverability and visibility. The turning radius and visibility is the best in its class. Whether you're parking or making a tight turn, those time-consuming, three-point turns are less frequent. The maneuverability and visibility not only saves time but also lessens the chance of bumping into unforeseen objects.

How does an Isuzu truck maximize labor?

First, our quality is among the best in the industry. Isuzu trucks are known for maximizing the uptime of our drivers; keeping them on the job and out of the repair shop. One breakdown can cost a business a minimum of two to three hours of a crew's time and missed appointments. Secondly, our trucks are more capable than traditional trucks. Whether you are hauling equipment or trees to the job site, our payload and body designs

maximize the truck's capability. This keeps your crew from making multiple trips and pulling trailers that are an added expense.

How does an Isuzu truck generate revenue and add to profitability?

A professional appearance enhances your brand and loyalty among your customers while attracting new ones. Isuzu trucks are known for their professional appearance and with a customized body, show they are built strictly for use by professionals. Isuzu trucks are also well known for their low cost of ownership and residual value. Great fuel efficiency, superb quality, a robust warranty, a Preventative Service Maintenance Plan and special financing keep operating expenses low and fixed. Knowing your monthly costs allows you to plan accordingly and save over the long term.



ISUZU
TRUCK

MANEUVER YOUR WAY INTO AN ISUZU TRUCK



Three Finance Options to Fit Your Needs

1. Isuzu iLease®

A clear choice before and after: Low monthly payments, pay only for the use of the truck, flexibility at lease-end (return, refinance, or purchase).

2. Isuzu TRAC Lease

Ideal for high mileage or heavy use vocations, no mileage limits, no wear and tear, flexibility at lease end (purchase, replace, trade, refinance, or turn in*).

3. Isuzu Loan

Competitive fixed rates, flexible financing for new and used trucks, various payment options.

Visit your local Isuzu dealer and take advantage of these finance options and low interest rates before year's end.

ISUZU
FINANCE

WWW.ISUZUCV.COM or WWW.ISUZUFIN.COM

Vehicles shown with optional equipment; some equipment is dealer installed. Finance terms are limited. Participating dealers only. Credit approval required. Please see your authorized Isuzu dealer for qualifying information and additional details. *Customer responsible for residual at lease end. © 2019 ISUZU COMMERCIAL TRUCK OF AMERICA, INC.

PROFITABLE PRODUCT\$



Jobber

Q+A with Adam Sylvester

CEO, Charlottesville Lawn Care,
a Jobber Customer

When did you start using Jobber's home services management software?

I started using Jobber two years ago and it's become the command center for my business, Charlottesville Lawn Care. Jobber can be accessed in the field from a tablet or smartphone and in the office through a desktop. The software is tailored to meet the needs of our industry. It simplifies daily operations, automates repetitive tasks and eliminates duplicate entries. The best part is that it's very user-friendly, making it quick to learn no matter how tech savvy you are. I've tried many apps on the market, and I am a tried and true fan of Jobber.

How has Jobber changed how you run your business?

Using Jobber saves me at least 60 hours per month on paperwork. Before Jobber, I used pen-and-paper methods for everything from quoting customers, to tracking jobs and sending invoices. It was a painstaking and time-consuming process that wasn't always accurate.

With Jobber, I've reorganized my business, which has allowed it to scale and roughly triple in revenue. Jobber helped me go from being fully in the field to

a true manager. Now, I oversee nine employees who use the app daily for all aspects of their work. From managing our services in lawn maintenance and care to gutter cleaning, I can easily oversee each job using Jobber. My business would not have grown this much without it.

What are some of your favorite features?

It's hard to choose just a few, as Jobber has all the capabilities you need in a lawn care software. The core features of invoicing and payments, scheduling and dispatching, and customer management give me a bird's-eye view of my business. It helps us stay on schedule and get paid faster.

Each job entered into Jobber can be tracked from start to finish in real-time from job sites. We can take before and after photos for our customers and attach it to their invoice so they can see the work we've done.

Even scheduling is less of a headache. Before Jobber, I had to manually route jobs for the day.



Now, Jobber gives us the optimal route along with GPS directions to the next job. This saves critical time spent traveling to each location; it's mapped out precisely for us. Scheduling and routing are easy for recurring jobs and new customers alike.

Our customer service and communication have also improved leaps and bounds. When customers share any special requests with us, we can easily upload these into Jobber's Client Manager, our customer relationship management system, to ensure the job gets done right. This means that regardless of what crew is deployed to that customer, we are delivering consistent, high-quality service.

Do you recommend Jobber?

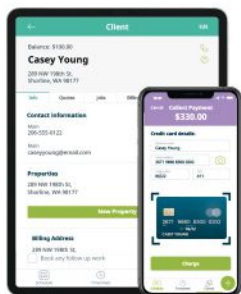
Absolutely! Jobber has transformed my business. We now manage 150 lawns a week and have nearly 1,000 customers in the Charlottesville area. Jobber truly values customer feedback and is a great partner.





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***WITH PROFESSIONAL CARE AND EXPERTISE.**



You're an expert in mulch, moisture monitoring, and pH. Give your clients the same level of attention that you give to the soil you're working with.

Your customers expect a top-tier experience from start to finish, and Jobber is the tool you need to provide end-to-end professionalism. Email clients quotes that they can approve instantly. Send automated text notifications so that they know when you'll be there. Take credit card payments on site or online. Because your job isn't really about plants, rocks, and soil, it's about giving your customers the best experience you can offer.

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PROFITABLE PRODUCT\$



Kawasaki



with **JJ Zeilstra**

*R&D Manager, New Development,
Government Relations*

How do your products save time?

Our EFI engines include Integrated Electronic Throttle Control, meaning we can maintain engine speed, ground speed, and blade-tip speed in all conditions, regardless of load. Going up a hill? No problem. Going through heavy, wet grass? You got this. The Integrated Electronic Throttle Control keeps engine speed up, producing more usable power through challenging conditions.

How can your products help reduce labor?

Maintaining engine speed can lead to a cleaner, more efficient cut on the first pass since there's no need to slow down in tough conditions. It could also eliminate the need to

double cut, resulting in a finished job without delay—all while leaving the professional finish your clients expect. This is also true for our conventional carbureted engines. It's all about building trust with our customers and promising that the power on the label is the power they can rely on to get the job done right.

How can do your products help conserve resources?

When you're finishing the job on time, you won't run your engine more than expected. And that saves on both on labor and fuel.

How do your products positively impact daily productivity for landscape companies?

Since most landscapers are paid by the job and not the hour, finishing a job faster means more available time. Our products provide the power, speed, and efficiency landscapers need to streamline their performance.



In what other ways can your products help contribute to the success of landscape companies?

Customers depend on our engines to start every day so they can get out there and grow their business, and we take that responsibility very seriously. Our customers know they can trust our engines to give them the performance they need to keep their business going strong and in the right direction.

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THE TRUSTED ONE



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— ENGINES —
THE TRUSTED ONE

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RELATIONSHIP
IS TRUST.**

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PROFITABLE PRODUCT\$



Lebanon Turf

Q+A with **Jeremy Bigler** Landscape Channel Manager

It is hard enough gaining new business; don't jeopardize it because you are running short on man hours to get all of the work done. ProScape® combination products, from LebanonTurf, take time savings to the next level so you can be successful in maintaining all of your properties and continue to grow even with labor challenges.

Why should I use a combination product?

By applying a fertilizer and one or more pesticides in one application you are reducing labor costs compared to individual applications. This reduction in application time allows you to do more with the time that you do have.

What exactly should I be looking for in a combination product?

First you want to make sure the pesticide(s) in the product match your application requirements. Timing is important for products that have more than one active



ingredient, make sure you know when to apply. You also want to make sure that the fertilizer is high quality and matches the active ingredients so you don't need to apply fertilizer four weeks later.

My customers expect to see me every six weeks, how do these products help me?

Every visit does not need to involve a fertilizer or pesticide application. Follow up visits can be used to spot treat troubled areas, apply a

micro nutrient product or used for an add-on tree and shrub program.

What specialty combination products are available today?

- ProScape Pre and Post Emergent + Fertilizer — for pre and post emergent weed control.
- ProScape Acelepryn and Dimension + Fertilizer — for insect and pre emergent weed control.
- ProScape Starter Fertilizer with Mesotrione — a starter fertilizer with pre emergent weed control to use while seeding cool season grasses.

Where can I find more information about these products?

You can find more information at lebanonturf.com/combination or call us at 800-233-0628.



FERTILIZING SEEDLINGS IS GOOD.

FERTILIZING WITH WEED CONTROL



AT THE SAME TIME IS BETTER.

ProScape®

Do more in less time with ProScape Starter Fertilizer with Mesotrione. Apply both fertilizer and weed control that is effective when establishing new turf. Your grass gets off to a great start, freeing up time for other jobs and customers. For more information, visit LebanonTurf.com or call **1-800-233-0628**.



Best of all Worlds®



PROFITABLE PRODUCT\$



Mid-Atlantic Nursery Trade Show

Q+A with **Vanessa A. Finney**
Executive Vice President

How does MANTS support the Landscape Industry?

MANTS was created to facilitate commerce between green industry businesses, and that's exactly what we do. Our show is 100% focused on creating a space where businesses can meet with clients they don't often get to see, debut new and exciting products, and write orders for the upcoming season. Companies exhibit and industry members attend because they know that MANTS means business!

How diverse are the products shown at MANTS?

MANTS is one of the largest private trade shows serving the Horticulture Industry and the premier green industry marketplace for finding plants and nursery stock, landscape and garden items, heavy and light duty equipment, tools, furniture and hundreds of other allied industry products.

This is the show's 50th anniversary, how has it grown and changed over the years?

MANTS has grown from a show of 64 exhibitors in 1971, to close to 1,000 green industry businesses



covering over 300,000 square feet of exhibit space in 2020. Each year, exhibitors and attendees from across the United States, and around the world, make the trip to join us in Maryland. Last year, we welcomed over 11,600 registrants who knew that MANTS is the place to buy, shop, meet, see, be and be seen every January.

Do attendees and exhibitors tend to return to the show year after year?

MANTS is lucky to have an incredibly dedicated base of businesses who return to the show

floor each year. Six exhibitors have been with us since year one, many more return each year and new companies are always reaching out to display their products. The show's timing is just right, bringing people together right after the New Year to get excited about, and plan for, the upcoming season. We've got a great mix of returning clients and old friends, as well as new businesses for exhibitors to meet.

How can people attend MANTS?

MANTS 2020 is taking place on January 8 - 10 at the Baltimore Convention Center in Baltimore, MD. Anyone interested in attending or exhibiting can visit MANTS.com to learn more. Registration begins mid-September and goes through January 10th.



THE MASTERPIECE OF TRADE SHOWS™
MANTS®



50TH ANNIVERSARY

1971

JANUARY 8-10

2020

BALTIMORE CONVENTION CENTER

**50TH ANNIVERSARY
DRAWING!**

**REGISTERED EXHIBITORS AND ATTENDEES ARE ELIGIBLE TO
WIN ONE OF OVER 80 VALUABLE PRIZES,
PROVIDED BY MANTS AND OUR EXHIBITORS.**

For the past half century, it's been all business at MANTS. So we are celebrating the 50th Anniversary in a big way – with fantastic Grand Prize Drawings, plus a raffle with great prizes given away every 15 minutes during show hours. And the best part is that the lucky raffle winners get to choose the prize they want from a list of items provided by MANTS and our exhibitors.*

On-line Registration is available 24/7 beginning October 1.

*Visit mants.com for complete information and rules.

MANTS⁵⁰
www.mants.com

P.O. Box 818 • Brooklandville, MD 21022
410-296-6959 • fax 410-296-8288



@mantsbaltimore #mants2020

PROFITABLE PRODUCT\$



Mulch Mate

Q+A with **Nick Carlson**
CEO + Creator

How do your products save time?

Mulch Mate can unload mulch, stone, sand or topsoil directly into a wheelbarrow, container or loader bucket in three seconds with the press of a joystick. To hand shovel 10 yards of mulch from your truck can take two people 45 minutes. Using the Mulch Mate, this job can be done in 10 minutes or less without putting two guys in the truck. This can save you 30% to 50% or more, getting the entire crew finished and on to the next job faster. Since Mulch Mate is all-electric and self-contained, your crew can pull up to the job and be laying mulch in literally seconds. Mulch Mate is ultra-quiet, allowing your crew to start early and finish later in the day without disturbing the neighbors in the community.

How do your products save labor?

With Mulch Mate you no longer have two guys standing around in the truck shoveling. You can do the same job with less people or put those guys on the ground getting the job done even faster. You now need less people to do the same job. Material is dispensed directly into the wheelbarrow with a lot

less mess, saving you valuable clean up time.

How do your products save materials or fuel?

Mulch Mate can save in both manners. Since the twin augers fluff and aerate the mulch, you will get 20% better coverage out of your material. Ten yards of mulch will spread like 12 yards, directly saving you money on each job. Mulch Mate is all-electric, so there is no gas, no oil and very low maintenance. Mulch Mate runs on two self-contained 12-volt batteries that can be recharged right from your truck while driving.

How do your products help generate additional revenue for landscapers and lawn care companies?

Mulch Mate helps save money by allowing you to reduce labor costs and by giving you better coverage using less material on the



job. The biggest way Mulch Mate helps generate additional revenue is by allowing your company to finish your contract mulching jobs weeks sooner. This will give you multiple weeks more time to do more profitable jobs sooner in the season. Companies that use Mulch Mate on stone and dirt jobs see huge time savings as well. Shoveling stone is a miserable job, but with Mulch Mate you simply press the joystick and fill your wheelbarrow in seconds.

In what other ways do your products make landscape and lawn care companies profitable?

Our customers tell us that they have been able to retain their quality employees as well as hire better employees because they have made the job of moving mulch much easier with fewer injuries. You no longer have people jumping in and out of the truck all day. Since most injuries come from jumping out of trucks, Mulch Mate could help save on workmen's comp claims as well.



LABOR SAVER




MULCH MATÉ®

Lack of dependable labor is one of the biggest issues the landscape community faces every year. By adding a Mulch Mate, cut labor costs by 30-50%, retain your best employees and attract other great crew members. Automate the toughest jobs and take your company to the next level.



PROFITABLE PRODUCT\$



Natural Alternative

Q+A with **Victoria Mack**
Customer Support Specialist

Why Natural Alternative Ice Melt?

Looking for an environmentally friendly product that's safer for pets and not harmful to hardscapes and vegetation? Natural Alternative Ice Melt proudly offers it all! Natural Alternative was formed through their sister company, NaturaLawn of America—the leader in organic-based lawn care, focused on raising the bar for safety standards.

How is Natural Alternative Ice Melt different from other ice melt products?

Other ice melts can be very damaging to soil, vegetation and waterways. Traditional ice melts can heat up to 175° due to the high concentrations of salt, which can cause severe burns to pets and lawns. Natural Alternative Ice melt doesn't contain high concentrations of salt, won't get slippery when wet and doesn't leave white residue on floors. Natural Alternative Ice Melt is effective but gentle on concrete and other hardscapes, and is biodegradable and non-toxic to fish and pets. Natural Alternative is the safer choice when considering the environment.

How does Natural Alternative Ice Melt save companies time and money?

Apply Natural Alternative Ice Melt prior to an ice or snow storm—as soon as it comes in contact with moisture, it creates a brine! The brine resists re-freezing, preventing ice sheets from forming under the snow. This brine also lowers the freezing point of the ground, saving you time from needing to reapply more ice melt. Natural Alternative is a powerful blend designed to cover more surface area and provide maximum performance results. Our ice melt requires two thirds less product compared to rock salt. Yes, one of our bags is equivalent to three bags of rock salt.

How does Natural Alternative Ice Melt help generate additional revenue for landscape and lawn care companies?

Using Natural Alternative Ice Melt means more storage space and happy crew members! By using less product with faster melting power, there will be less bags to haul and safer driveways and sidewalks. It's time for less repairs to lawns and



hardscapes—Natural Alternative Ice Melt is the safer alternative.

When your customers use Natural Alternative Ice Melt, you're helping to protect the work you've completed, AND the environment. With the demand for products like our safer ice melt, you will generate revenue during the off-season while saving on repair costs come spring. A winter-long increase in revenue that provides your customers with a safer winter sounds like a win to us!



SNOW PROS

Depend on Natural Alternative®
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Ice Melt

- Melts Ice Fast
- Works to -16° F
- Resists Thawing & Re-Freezing
- Non-Toxic



100% CMA

- LEED Compliant
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PROFITABLE PRODUCT\$



Nearmap

Q+A with **Mike St. Louis**
Director of Marketing

How do your products or services save landscape or lawn care pros time?

Lawn care and landscaping professionals spend considerable amounts of time traveling to job sites. They do this at various stages of business — from prospecting and canvassing neighborhoods, to estimating and quoting, installation, service and ongoing maintenance. Nearmap's high-resolution aerial maps provide crystal-clear images of job sites from either top-down or oblique view angles, so landscapers can target new business, create estimates, and bid accurately and quickly all from the office. Less time on-site means more time finding new business.

How do your products or services save landscape or lawn care pros labor?

With Nearmap's MapBrowser, landscapers can search and view HD aerial maps for addresses or areas of interest on-demand from a standard web browser. However, in contrast to free satellite maps, Nearmap's imagery is updated often and several times sharper, allowing you to inspect details

about the site without visiting it in person. More importantly, MapBrowser includes powerful tools that allow users to make precise measurements directly on top of the imagery. By doing so, landscaping businesses save time and labor by keeping crews focused on critical work. Being able to see the complete property address from all four cardinal directions allows a landscaper to see all access points, hazards, etc., and measure for area, height and width, as well as annotate all on top of the property image.

How do your products or services save materials or fuel?

By using Nearmap's MapBrowser, landscape professionals can accurately quote, within inches, for the proper amount of materials, and be able to determine any objects that may add time or effort. This can all be done from the comfort of your office — saving on fuel and travel time to current

and prospective jobsites. For example, if an average field worker earns \$14/hour and makes four site visits a day with vehicle running costs of \$0.56 per mile, in a year's time this would equal almost 1,000 site visits and close to \$15,000 in expenses. If you were to trim off a third of those in-person site visits and replace them with virtual site visits using Nearmap's high-res imagery in MapBrowser, you will have saved around \$7,000. It adds up very quickly.

How do your products or services help generate additional revenue for landscape companies?

Using Nearmap, landscapers can scan entire neighborhoods to identify new business opportunities in minutes. All locations captured by Nearmap are geo-indexed, meaning users can drop a pin and quickly pull-up address details, coordinates, and even the time and date the image was captured. It's a much more efficient way to prospect than traditional canvassing. A landscaper can then target those addresses directly and provide up-to-date imagery of prospect properties for clear and concise quoting.



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IMAGERY WITH THE TOOLS TO PLAN
AND BEAT THE COMPETITION.



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26 August 2019

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PROFITABLE PRODUCT\$



Nufarm

Q+A with Rick Fletcher

*Technical Service Manager,
Turf & Ornamentals*

How does your product save time?

Sure Power Selective Herbicide is a new standard for the post emergence control of difficult weeds. Sure Power helps lawn and landscape professionals quickly “get clean” or “stay clean” for the season. It’s one solution that lessens the need to purchase, mix and apply multiple products. Also, applicators and their customers can expect visible results within 2-3 days.

How does your product save labor?

Sure Power offers proven efficacy on more than 250 broadleaf weeds. It is proven to control tough challenges, including excellent control of ground ivy and wild violet. Sure Power’s four-way formulation also offers two different modes of action (group 4 and 14) to support a strong resistance management approach by targeting two different pathways in the selective control of weeds. This reduces callbacks due to weed persistence.

How does your product save materials or fuel?

One element that Sure Power adds is flexibility due to rapid penetration, leaf uptake and translocation in the plant. Not only is it designed for rapid entry into even the most waxy leaf surfaces, it is rainfast after one hour and mowing can occur within a day of the application.

How do your products help generate additional revenue for landscape and lawn companies?

We understand that a product that works is key to adding value to lawn and landscape operations. This means a product that is easy to use, highly efficacious, and supports a strong weed resistance program with an improved solution for grass, broadleaf and sedge weed issues. Sure Power checks all the boxes to support your bottom line.



SAMPLE PRODUCT IMAGE
See label for specific product information

In what other ways does your product make landscape and lawn companies profitable?

Sure Power™ is showing its power in ongoing trials, rapidly controlling wild violet, ground ivy and other weeds better than the competition. Nufarm encourages lawn and landscape customers to learn more about Sure Power at Nufarm.com/USTurf/SurePower, and to take advantage of significant early order savings on Sure Power and more than 39 additional proven Nufarm products at NufarmRewards.com.

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NUFARM BOOTH 22110

CONTROL THE UNCONTROLLABLE



CONTROL WILD VIOLET



CONTROL GROUND IVY

NEW
SurePower®
SELECTIVE HERBICIDE

NEW SURE POWER® SELECTIVE HERBICIDE

provides swift control to strike down more than 250 broadleaf weeds. In fact, broad-spectrum Sure Power delivers excellent control of ground ivy and wild violet.

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PROFITABLE PRODUCT\$



Oregon Professional Series



with **Josh Huffman**

*Business Segment Director,
Outdoor Power Equipment*

How do your products save landscape pros time?

Everything we did in developing the Oregon Professional Series was an attempt to finally deliver on the promise that battery powered tools CAN replace gas powered, professional equipment. Saving time, labor and money is part of that equation. With performance that exceeds gas by up to 15%, it means that the job gets done faster and more efficiently. Our large grab-and-go batteries with extended run times mean no mixing fuel, no stopping to fuel up, and no coordination of smaller, brick-style packs. The tools have also been designed to simplify maintenance.

How do your products save landscape pros labor?

With improved productivity, you can do more with less. The Oregon Professional Series delivers on a promise of real power and performance, so that you get more productivity. With the low noise of our tools, pros have more flexibility in when they get their work done.



How do your products save materials or fuel?

High-quality, large-capacity, weather resistant lithium-ion batteries are expensive, but we're trying to change the game when it comes to battery costs. At \$859 MSRP, for a 972Wh, fully UL-certified, IP56 professional quality battery – you won't find a better value. With all battery products, you need to purchase your "fuel" on the front end, but you never need to buy gasoline and two-cycle mix again. It depends on use patterns, but a professional can easily save \$10-\$20 per week in fuel cost, delivering shorter payback and higher ROI – in addition to all the advantages of batteries.

How do your products or services help companies generate additional revenue?

Behind the obvious labor issues going on in the industry, professionals say offering low noise solutions to their customer base is a top concern. With our tools, the professional can confidently quote low noise via use of battery powered equipment when seeking new contracts and retaining existing contracts. Further, in certain pockets, reduced emissions are a major focal



point. Battery powered equipment is an obvious winner in that area, but now, with the Oregon Professional Series equipment, you don't have to sacrifice performance and productivity.

In what other ways do your products or services make companies profitable?

When you step back and look at the whole picture, our products offer a lower total cost of ownership – reduced fuel and maintenance costs and expanded working hours. But there are also advantages around employee satisfaction. Our products eliminate some of the things employees don't want to deal with such as noise, fumes, pull cords, vibration – all unfortunate realities of gas equipment.

See product videos, learn more and request a demo at Oregon120V.com.



OREGON®

REAL POWER

Oregon® 120V Professional Series

Finally —
Battery Technology with Real Power

Our advanced battery technology offers no compromises when it comes to power, and it's free of the inconveniences of gas tools, including fuel mix, spills, emissions, gas maintenance and of course, noise.

Blower BL120VX
String Trimmer ST120VX
Hedge Trimmer EHT120VX
Edger EG120VX



Visit Oregon120V.com to request a demo

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PROFITABLE PRODUCT\$



PERC

Q+A

with **Jeremy Wishart**

*Director of Off-Road
Business Development*

How do propane mowers save time?

Propane offers proven, flexible refueling options delivered right to a contractor's door, which removes downtime spent at gasoline stations. Whether operators refuel empty cylinders from a bulk propane tank at the end of a shift or swap them for full cylinders from a storage cage, both options ensure that crews leave each morning equipped with fuel for a full day.

How does using propane mowers save labor?

Because propane mowers use either two 33.5-pound cylinders in tandem or a 43.5-pound cylinder, operators can often get through seven to as many as 10 hours of mowing before needing more fuel, so crews get more done each day. Additional full cylinders can even be loaded onto trailers to swap out with empty cylinders during the day, eliminating the need to stop

at neighborhood refueling stations.

How does propane save materials or fuel?

On average, contractors using propane mowers will pay 30 to 50 percent less in fuel costs compared to gasoline or diesel. For contractors looking to reduce their carbon footprint, propane mowers reduce emissions compared to gasoline and diesel equipment.

How can propane mowers help generate additional revenue for landscape contractors?

Over the life of a propane mower, savings from lower fuel costs, improved maintenance, and increased daily productivity all add up to a lower total cost of operation and free up dollars to be used elsewhere.

Propane mowers also meet — and often exceed — emissions standards in municipalities or regions affected by “ozone action days” that otherwise limit use of equipment with



internal combustion engines. For customers, this means no delay in services, and for contractors, there are no work stoppages during the summer months.

How else can landscape and lawn care companies profit by using propane?

Contractors can reach a growing market of green-minded customers by calling out propane's environmentally-friendly attributes. Propane's non-toxic profile and clean emissions may appeal to parents and schools in keeping children safe on greenspaces, or for homeowners with pets. In commercial settings, business owners can call out that they work with contractors using clean equipment as they, too, seek to reach eco-conscious consumers.





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PROPANE CAN DO THAT™



More than 90 percent of propane comes from the U.S. And when you have propane mowers in your fleet, you can promote your use of American-made fuel to help your business stand out. Learn how else clean, cost-efficient propane can move your business forward at GIE in Booth 7094, October 16-18.

ENTER TO WIN ▶

You could win a trailer and propane-powered mower for your fleet. Stop by the booth to learn how.



GIE+EXPO
BOOTH 7094

PROFITABLE PRODUCT\$



PRO Landscape by Drafix Software

Q+A with **David Sloan**
Sales + Marketing Manager

Why would a landscape contractor choose PRO Landscape for their design needs?

PRO Landscape contains tools for just about every landscape design project. Photo imaging gives the designer the ability to create quick visual designs that represent what a finished product might look like. It also contains the more traditional CAD design capabilities giving the designer the ability to create accurate, scaled drawings at any size or any scale. More importantly, PRO Landscape is extremely easy-to-learn and easy-to-use.

How does PRO Landscape help a designer save time?

PRO Landscape can dramatically shorten design time from start to finish versus hand drawing. Designs can be started quickly from the property measurements, from an existing CAD or PDF file, or even a physical survey or plot plan. PRO Landscape counts all the plants and intelligently calculates materials as you draw. For example, if you draw mulch you can set the depth and it will calculate the volume of mulch needed.

How does PRO Landscape help generate additional revenue for landscape and lawn care companies?

PRO Landscape can help increase revenue in several different ways. Those providing maintenance will find PRO Landscape an outstanding tool to assist in turning a maintenance customer into a design/build customer (thereby reaping additional revenue from that same customer). PRO Landscape can also be a great tool for upselling by suggesting other design elements. For example; maybe brick edging around a border instead of plain plastic or metal edging or maybe a simple addition of light fixtures around a plant grouping not indicated on the original drawing. Adding elements and showing them to customers can almost always be a direct route to additional design revenue.

In what other ways can PRO Landscape make designs more profitable for landscape contractors?

PRO Landscape also contains an estimating component. This allows



the user to enter their own material costs and pricing including both labor and tax rates. Using this tool keeps the designer aware of costs and pricing as the drawing is created. With PRO Landscape the contractor can make sure they are within the required profit margins on every design.

What other things should contractors know about PRO Landscape Design Software?

PRO Landscape includes step-by-step tutorials and a user manual to help designers get started. PRO Landscape also offers lifetime free support (no monthly or yearly fees) and a 60-day, money-back guarantee.

PRO Landscape
DESIGN SOFTWARE

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[illegible]

PRO
Landscape[®]
DESIGN SOFTWARE

PROFITABLE PRODUCT\$



Quali-Pro Q+A with **Nicholas Strain** Business Director

How do your products or services save landscape or lawn care pros time?

The Quali-Pro portfolio makes it simple for lawn and landscape professionals. Our platform for innovation is branded “combination chemistry” which is intended to save you time and take the guess work out of mixing chemistry and loading sprayers.

How do your products or services save landscape or lawn care pros labor?

Quali-Pro solutions save labor by reducing the chance of errors. Our labels are simple and in a lot of cases our products contain multiple active ingredients allowing them to control a broad spectrum of weeds, diseases, or insects.

How do your products or services save landscape or lawn care materials or fuel?

Superior Efficacy. Quali-Pro products are tested and proven to perform each and every time. Lawn and Landscape professionals will save on materials and fuel when their product performance-related

customer call-backs are eliminated.

How do your products or services help generate additional revenue for landscape and lawn care companies?

When you are using products that work, you trust them. When your customers see the results, they trust you. When your customer trusts you with their lawn or landscape, they will also trust you to solve other problems on their property. Cross-selling is grounded in trust and with Quali-Pro products you are set up for success.

In what other ways do your products or services make landscape and lawn care companies profitable?

Quali-Pro offers excellent products to control pests (from insects, weeds and unwanted fungi)



along with offering a competitive price. Quali-Pro products will lower your overhead by offering a more competitive price on your basic chemical needs. Along with offering your basic chemical needs, Quali-Pro is developing innovative chemical combinations (Negate and 2DQ). We are continuously working to develop new solutions that save you time, money and increase your bottom line. Come check out our portfolio today!

QUALI-PRO

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September 2nd thru December 6th, 2019

WHO QUALIFIES

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TERMS

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3
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PROFITABLE PRODUCT\$



Quartix Q+A with **Joshua Rivera** Senior Sales Executive

How do your products save time and labor?

With a good vehicle tracking system, you'll spend less time on paperwork. Administration is a cost to your business; you either have to pay someone to do it or spend valuable time on it yourself. Having vehicle tracking tools, you'll be free to focus on the job, not on endless paperwork.

Tracking data can show you how long certain tasks typically take, making it easier to accurately quote customers, determine whether to accept new work, and deploy your team to get the most jobs done.

How do your products save materials and fuel?

The best way to see savings is to cut out reckless behaviors which cost you in terms of fuel and vehicle damage. Quartix reports help you see how your employees are driving and where you can make changes to reduce your overheads.

Speeding, harsh braking and acceleration all add to your

expenses. Do you know how much unnecessary idling costs your company in fuel? It may be a lot more than you think! When every dime matters, you need to know.

An added bonus is that some insurance companies will lower premiums if vehicle tracking is installed. This isn't always the case and you should check with your insurance provider, but it's worth asking!

How do your products help generate additional revenue for landscape and lawn care companies?

It's all about the balance between costs and revenue and we want to help you maximize your profits! The same data which can help you cut unnecessary expenditures caused by reckless driving can benefit your bottom line.

With vehicle tracking, you can see where your crews are at any



time. If your team could tackle one more job per day, how much of a difference would it make to your company? When an emergency job comes in, or employees are sick and extra help is needed, you'll know exactly where your staff are and can reallocate as needed.

In what other ways do your products make landscape and lawn care companies profitable?

At the end of the day, your company's success relies on your customer service. Vehicle tracking helps you provide more accurate arrival-time estimates to your clients and assists with precise billing and handling invoice disputes.

The goal is to help you manage your crews out on the road, allowing you to focus on the job.

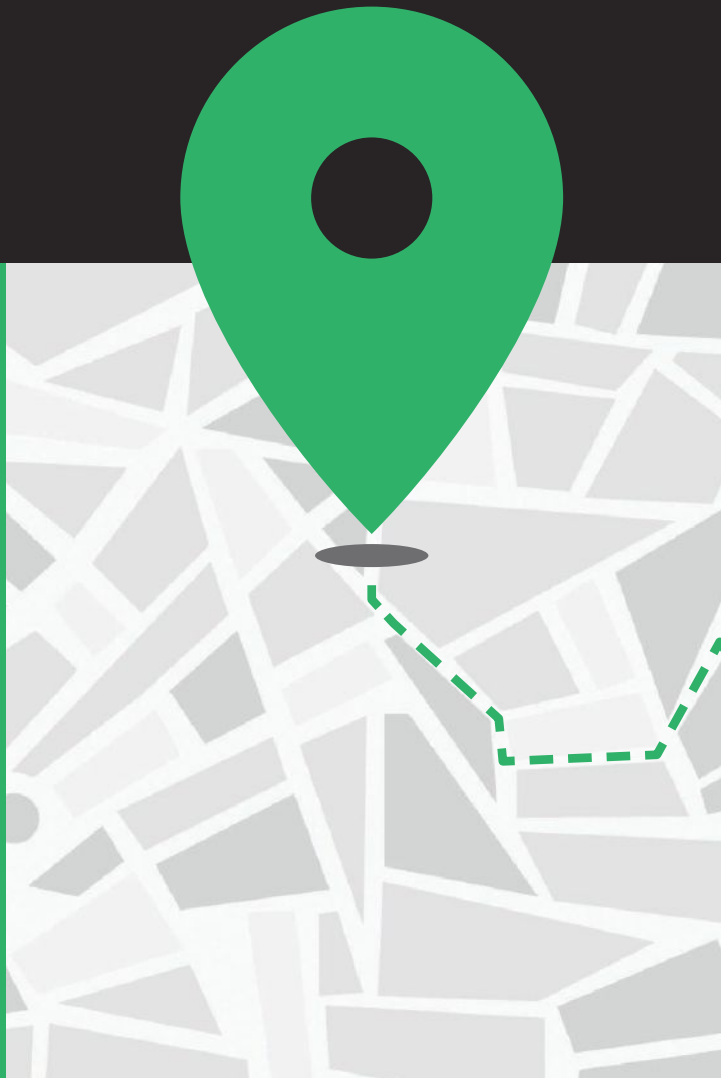
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PROFITABLE PRODUCT\$



SingleOps Q+A with Sean McCormick CEO

How does SingleOps help landscape and lawn care companies generate additional revenue and profit?

In an industry where 80% of jobs go to the first bidder, a fast and effective bidding process is essential to a company's growth. Through SingleOps, landscape and lawn care companies are able to build and quickly send custom digital proposals on any device, whether that's in the field on a mobile device or back in the office using data gathered with a mobile device in the field (such as photos of the job site).

After a company wins that new business, they need to retain that client and grow the relationship over time. Through SingleOps, landscape and lawn care companies can effectively communicate with their clients through batch emailing and texting, proactively suggesting new services and letting them know that their needs are always a priority.

Does SingleOps also help those companies save time?

Absolutely. One of the most rewarding aspects of our work at SingleOps is hearing how our customers save time and enjoy a better quality of life thanks to running their business more effectively and efficiently. A customer told me recently that he "sent more proposals last month than in the entire year before that". Yes, that's real.

So, how do our customers save all that time? By adopting a centralized client database, eliminating tedious paperwork, using drag and drop scheduling, having optimal routes for their crews, and sending easy to build custom digital proposals before they leave a client's driveway.

Lastly, how is SingleOps helping companies save labor, fuel, and materials?

The SingleOps My Day feature ensures that green industry companies are getting the most out of their crew each day. My



Day allows the crew leader to see exactly what his team's schedule will look like that day, and know the necessary equipment and personnel for that day's jobs. Thanks to My Day and route optimization in SingleOps, crew ultimately complete more jobs each day.

Job costing in SingleOps allows companies to track every labor and material expense and easily determine the profitability of any job. This limits waste and increases profitability. Route optimization in SingleOps ensures that each crew or truck is following the most efficient route possible to prevent unnecessary use of fuel.



I couldn't imagine operating without SingleOps!

This program has changed the way our business internally operates. We have become much more efficient and communication between sales reps and the office staff could not be better. No more missing invoices or forgetting to bill a customer!

Jordan Upcavage



★ Trustpilot

Amazing from the start.

Our implementation was seamless thanks to their training and support. The system is easy to use, customizable, and makes it easy to connect with your customers. It's helped our whole team stay organized and put our best foot forward.

Kaylen King, Cherokee Tree Care



★ Trustpilot

awesome!!!!!!

SingleOps has transformed our business! I can not begin to express in how many ways it has. It saves so much time and allows us to provide our customers with an awesome amount of customer service.

Bill Harwood



★ Trustpilot

Green industry businesses love SingleOps, and their customers love them because of it.



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PROFITABLE PRODUCT\$



SiteOne Landscape Supply



with **Steve Counter**

Vice President of Category Management

How do your products save time?

SiteOne® Landscape Supply offers a wide range of Pro-Trade® Lighting products to achieve any landscape lighting goal. Pro-Trade products are high-quality professional grade, and offered at an incredible value that can help contractors expand their business offering.

From stylish brass compact flood lights to durable PAR36 well light fixtures, accessories to customize operation hours, connectors, and transformers, a contractor can order online (SiteOne.com) or in a branch for same-day pick-up. Everything you need is ready to go when you are.

How do your products save labor?

Pro-Trade products are durable and built to last. Every fixture, transformer, and LED lamp is backed by an industry leading warranty (transformers and brass

fixtures have a lifetime warranty, ledge lights and in-ground fixtures have a 10-year warranty, and LED lamps and aluminum fixtures are covered for five years), meaning you won't have to spend time reinstalling replacement lights every couple of years.

How do your products help generate additional revenue for contractors?

Pro-Trade Lighting is easy for nearly any landscape contractor to install, even without electrical experience. When executed correctly, landscape lighting can be one of the highest profit services that a contractor can offer.

How can companies add lighting as a service?

Ask your local SiteOne branch for help getting started. They will point you in the right direction by providing you with the resources and knowledge you need to quickly become a lighting expert.



In what other ways do your products make landscape and lawn care companies profitable?

Pro-Trade Lighting products, combined with the technical expertise and solutions from SiteOne Landscape Supply, provide our customers an unrivaled level of partnership. We help our customers not only grow healthy landscapes, but also profitable businesses through educational opportunities, customer reward programs and business efficiency tools.

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• THE PROS OF BEING A PRO •

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PROFITABLE PRODUCT\$



Steel Green Manufacturing

Q+A with **Matt Smith**
Sales Manager

How do Steel Green Manufacturing sprayer/spreaders save time and labor?

Steel Green machines cut your labor hours in half because they spread granular and spray liquid product simultaneously. Our machines are some of the most powerful and productive ride-on sprayer/spreaders on the market today. The SG52 can treat up to 4 acres per fill. Even our smallest model (the SG36) has a 30-gallon tank capacity and holds 220 pounds of granular product—reducing fill times and keeping technicians on the property without the need for so many trips back to the truck. The zero-turn platform allows Steel Green machines to maneuver around obstacles with ease and save time on smaller properties too.

How do Steel Green machines generate additional revenue for LCOs?

Steel Green attachments give LCOs even more revenue opportunities. High-volume applications are made possible on a Steel Green machine with the roller pump. No more dragging the hose! And for even

more liquid capacity (up to 95 gallons on the SG52), you can replace the granular spreader with an additional 35-gallon tank to create an all-liquid sprayer. Our new dual boom option has two rows of nozzles with the capacity to spray high-volume and low-volume applications simultaneously. Independent tanks can be added to the Steel Green machine to carry additional products for perimeter pest control or tree and shrub applications.

In what other ways do Steel Green machines make LCOs more profitable?

Steel Green offers powerful and productive equipment with less downtime. Our equipment is built to last, easy to maintain, and accessible for maintenance and repairs. Our parts team is helpful and responsive — offering next-day deliveries on many parts. Quality, customer service,



integrity, and innovation are the core values that inspired us to build this business. With over 100 years of combined experience in the landscape equipment industry, our team understands the needs of LCOs, and we're proud to build equipment with them in mind. At the GIE+EXPO we are revealing some new features and announcing our early order program. Stay tuned for those details, and order early to get the best discounts on 2020 models, beat the spring rush, and take advantage of possible tax incentives.



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Looking for something smaller? The SG36 has all the power of our larger models but is compact enough to fit through a 36-inch gate.

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PROFITABLE PRODUCT\$



Takeuchi-US

Q+A with Lee Padgett Product Manager

How do your products save time?

Takeuchi products are designed to be efficient, performance minded machines. They have a variety of features that improve uptime and performance. These include smooth, efficient hydraulics, powerful engines, multiple working modes, the ability to set-up multiple attachments and flow rates from the cabin, telematics to keep you informed of machine health, performance, location, and help with scheduling downtime for routine maintenance.

How do your products save labor?

From our smallest machines to our largest machines, Takeuchi machines help complete jobs on time and under budget. Their steady production and uptime help to control costs. Attachments, such as, thumbs are a valuable addition to an excavator and allow the operator to pick and place items

much quicker and efficiently than multiple laborers.

How do your products save materials or fuel?

All Takeuchi engines are Tier Four Final and achieve greater fuel efficiency by offering multiple working modes that match engine performance to the job at hand.

How do your products help generate additional revenue for landscape and lawn care companies?

Not only do Takeuchi machines excel in grading and dirt work applications, but they can be used for building and back filling retaining walls, mulching, carrying pallets of sod, and can operate a wide variety of hydraulic attachments. This opens up many different off-season job opportunities.

In what other ways do your products make landscape and lawn care companies profitable?

Compact track loaders are offered in both standard and high flow



models allowing operators to use a variety of hydraulic attachments like Harley Rakes, grapples, augers. This cuts down on the amount of labor required saving both time and money. While other more job specific attachments like tree spades, mulching heads, and mowers open additional opportunities outside of the normal landscaping applications.

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PROFITABLE PRODUCT\$



Target Specialty Products



with **Mark Jull**

Turf Fuel Products Division Manager

What products do you offer landscape companies?

We offer Turf Fuel Nutritional and Specialty Products. The Turf Fuel Adjuvants in particular offer landscape companies some very substantial advantages in terms of revenue generation and cost control.

What is an adjuvant?

Adjuvants include any substance added to the spray tank that modifies the pesticide performance, physical properties, and spray mixture. The right Turf Fuel adjuvant may reduce or eliminate spray application problems, thereby improving overall pesticide efficacy.

How do your products save time?

Turf Fuel Tank pHix improves the tank mix compatibility of various materials. When using Tank pHix landscape companies are able to mix multiple products in one application, resulting in massive time savings.

How do your products save labor, material and fuel?

Labor, material and fuel costs add up when product re-application

is required. Factors such as water pH, drift, wash-off, and deposition can all result in product failures. Product failures require return visits. The fuel associated with returning to the customer's location and the materials required to re-apply can quickly erode all profit generated from the job. Turf Fuel adjuvants ensure that materials and fuel are only purchased once per job.

Labor is very valuable, and any re-applications will result in labor cost. Further, the use of labor for re-application can prevent the landscape company from using labor to do other work. Re-application visits prevent the ability to grow the business and serve the needs of existing customers.

How do your products help generate additional revenue for landscape and lawn care companies?

Turf Fuel Adjuvants help the products used work to their highest potential resulting in superior results. The quality results drive word of mouth business and



positive reviews on social media and online forums such as Google.

In what other ways do your products make landscape and lawn care companies profitable?

Landscape customers are becoming more and more sensitive to environmental impact. There is much concern with pesticides drifting into sensitive environmental areas and running off into waterways. Turf Fuel Helix, Stickum and The Works reduce drift and increase rain fastness. Landscape companies can promote the fact that they are using products to minimize the environmental impact with Turf Fuel Adjuvants.





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PROFITABLE PRODUCT\$



Unilock

Q+A with Ray Rodenburgh

Director of Trade Strategy

In what ways can your new product make landscape and lawn care companies profitable?

Design opportunities. There are incredible design opportunities available with U-Cara when it comes to panel colors, textures and placement. U-Cara allows you to design unique landscape projects simply not possible with other wall products. With this unleashed creativity, you can charge more for your work.

U-Cara is an engineered wall system which means that you can build almost anything including high walls, up to 12 feet high and beyond. Because Unilock offers full design support for U-Cara, you can confidently take on larger and more profitable wall projects.

How do your products save labor?

The U-Grip Base Unit saves time and labor when it comes to preparing the first course. With up to a 30% reduction in leveling time, you will automatically save on labor. The labor saved can now be diverted into other aspects of the project.

Because U-Cara is a two-component system, the components are easier to handle resulting in reduced installer fatigue and better productivity.

How do your products save materials or fuel?

With a backer-block/fascia panel system you do not have to bury any of the decorative fascia panels below grade.

New for 2020 is the U-Cara SureTrack Component System, a modular aluminum frame system to build complete grill islands in minutes, not days. These frames are light and easy to ship.

How do your products help generate additional revenue for landscape and lawn care companies?

The U-Cara System is very easy to learn simply watching the installation tutorials online. This means that your new hardscape employees or the staff on your maintenance crew, will get up to



speed quickly allowing you to take on more projects and get them done faster.

Can your products save landscape companies time?

Planning a project is easy with U-Cara because of the precise panel sizes. The convenient online U-Cara wall calculator makes it quick and easy to calculate walls, planters, pillars and more.

U-Cara will save you many man-hours. U-Cara's U-Grip Base Unit can save up to 30% of your time when it comes to block leveling and alignment.

You can easily save up to 50 % (or more) of actual cutting time on a project by strategically gapping the backer blocks. These gaps get covered by the fascia panels.

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PROFITABLE PRODUCT\$



Z-Turf Equipment

Q+A with Jonathan Guarneri Product Manager

How does your Z-Spray Lean-to-Steer spreader sprayer save time?

It saves time in a number of ways. First, the lean-to-steer design enables operators to control machine speed and direction with one hand, which frees the other hand to operate spread or spray controls, or perform spot spraying on the fly with the easy to reach spray wand. The machine also offers the ability to spread granular fertilizer while spraying, so only one pass is needed to perform both operations. In addition, the new electronic spread and spray controls are quicker and easier to operate. Finally, the stand-on design ensures consistent production from each operator over the course of the day.

How does the machine save labor?

By offering the ability to simultaneously apply granular and liquid materials, the Z-Spray Lean-to-Steer spreader sprayer enables each operator to accomplish more, in less time.



How does the new machine save materials?

The Z-Spray Lean-to-Steer spreader sprayer provides constant agitation of liquids, so application rates are consistent, even with wettable, or dry-flowable powders. Because of this, material usage is more predictable and consistent. Operators aren't under- or over-applying materials due to inconsistent mixtures. Additionally, the Z-Spray Lean-to-Steer spreader sprayer features two spray widths- narrow and wide - giving the operator the ability to choose the right spray width to achieve the desired coverage.

How do your products help generate additional revenue for landscape and lawn care companies?

The ability to apply both granular and liquid materials in one pass means lawn care companies can perform two paying services with each pass of the machine. Operators finish each property faster, enabling them to service a greater number of clients each day, boosting revenue.



In what other ways do your products make landscape and lawn care companies profitable?

The stand-on design of the Z-Spray Lean-to-Steer spreader sprayer provides increased comfort, resulting in a decrease in operator fatigue and an increase in productivity. This helps lawn care companies minimize costs and maximize profitability. And again, the ability to simultaneously apply granular and liquid materials enables operators to perform two tasks at the same time, increasing profitability.



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Z Turf Equipment is part of the Exmark® family of products and is built with the durability and reliability you've come to expect. It's time to see how the Z-Spray line-up can be a wise investment for your business.

zturfequipment.com



PROFITABLE PRODUCT\$



Vermeer Corp.

Q+A with **Brett Newendorp**
Landscape Market Manager

How do your products save landscape pros time?

Equipment from Vermeer, like the CTX100 mini skid steer, can help a landscape pro save time by offering a more efficient method to install landscape features like hardscaping or to prep a landscape bed for seeding or future planting. When combining a Vermeer mini skid steer with one of over 40 attachment offerings, contractors gain time because the machine can work more quickly than work done by hand. Transporting loads of rock, mulch, compost, or other materials throughout a jobsite are also aided by the 4.4 mph top transport speed of the CTX100. In comparison to equipment where the operator would need to climb in or out of a cab to operate, the stand-on platform of Vermeer mini skids steers offers the ability for an operator to go from helping the crew to back operating the machine faster.

How do your products save labor?

Vermeer mini skids steers, like the S925TX, are built to do tasks that used to be hard on laborers and required more people to get the job done. A mini skid steer from Vermeer is capable of lifting up to 1035 lbs in

the ISO-rated operating capacity and transporting that load throughout a worksite. In addition, trenches for irrigation or augured holes for tree and shrub planting are accomplished in far less time in comparison to hand-digging. Vermeer equipment helps landscape pros labor work more efficiently and effectively on the jobsite.

How do your products save materials or fuel?

Using a Vermeer mini skid steer can save landscape professionals in fuel costs in a variety of ways. First, Vermeer models are either gas or diesel powered. In addition, the CTX100 and various attachments weigh less than most loaders of larger size that contractors are more accustomed to running. With a reduced load on the trailer or truck, crews can expect to use less fuel in the towing vehicle as well.



How do your products generate additional revenue for companies?

Vermeer equipment products aid contractors with productive solutions that generate increased profit. A mini skid steer from Vermeer can add the ability to plant and move trees into a new landscape install more efficiently or carry pavers into a tighter area than a larger loader could for a hardscape project. These could be new revenue streams for a maintenance business looking to expand an offering to their clients through landscape enhancements or even new design/build projects.

In what other ways do your products make companies profitable?

Vermeer and our dealer network are focused on helping our clients' businesses grow by providing reliable parts, service and education to arborists throughout the U.S.



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BY KEVIN KEHOE

The author is managing partner of The Aspire Software Co. Reach him at kevin.kehoe@youraspire.com.

If they can put a man on the moon ...

In advance of GIE+EXPO, I'm going to depart from my normal column crammed with tables, charts and formulas to share a few thoughts on leadership and responsibility to our people and industry. If you live long enough, you get to see everything all over again. What I mean is that in business, there are predictable patterns that shape the future. As some say, "The more things change, the more they stay the same."

The challenge and the opportunity for leaders today is to "see" the patterns, know what to do and do it. It's human to lose sight of these patterns when immediate needs are so pressing. This is why leadership is all the more critical right now. Someone must watch, or opportunities are missed and problems fester.

Thirty years ago, I attended my first GIE. In some ways, it was different, and in many ways, it's still the same — except the big wheel has turned ahead three decades and the predictable patterns are taking root.

“Software will and must make people and machines better.”

Back then, labor *was* more available. Today it is not. But this fact shouldn't be surprising given the pattern that affects every industry. We are experiencing now what manufacturers did 50-plus years ago. Back then, labor shortages demanded new thinking and investment in machines to replace and enable a smaller workforce. Ultimately, those machines were replaced and enabled by robots and software. It's the same in every industry: Labor gives way to machines, machines give way to robots and software running all of it and making it better. You can visit factories today where you barely bump into a human being, and they are far more productive than they were 50 years ago.

Leaders who saw this then and made the necessary changes in the simple pursuit of survival are still here and better than ever. And the companies without those leaders? Gone. In the auto industry, that list is sadly very long.

This same thing is happening in our industry — slowly but inexorably — for the last 30 years. That we must change is a *given*. How leaders respond is a *choice*. Fifty years ago, we landed men on the moon. Those people made that happen using less software than you have today on your phone — way less. But the software they did have made the near impossible possible. It enabled people and their machines to be better and more capable. That little computer on board enabled Neil Armstrong to land the lunar excursion module just as it ran out of fuel after he overshot the original landing zone.

It's no different today. Software will and must make people and machines better, if only for us all to survive in a competitive industry. And while software is essential, alone it's not enough to produce great achievements. That's still the view of people who are daring and who have vision like those that put men on the moon.

What's my point? The talent drought is not a short-term problem caused by politics, although that certainly exacerbates it. It's a long-term trend. We have seen it before, and we see it today. When politicians raised the minimum wage to a so-called "living wage," fast-food companies replaced and enabled a smaller workforce with kiosks. Change is not fun, but it's what leaders do for their people and the industry.

Enough said. See you in Louisville. 📍



CHECKING OFF SAFETY

A few reasons to adopt a standard checklist for safety training

As the year is winding down, it's a good time to reevaluate how your company keeps track of its safety training.

Training checklists can be a supervisor's best friend. This is where knowledge moves from theory to practice under the guidance of management.


The nice thing about checklists is they help ensure supervisors and new employees don't miss anything.

Supervisors also can use checklists to keep a hard-copy record of who has completed

training on a particular piece of equipment or task.

Once checklists become standard operating procedure for a company, management knows that everyone has had the same training and knows how to do things the right way.

Ultimately, this is what a supervisor wants: a team that's on the same page, understands

procedure and respects safe work. 

MORE ONLINE

See more about safety checklists at LandscapeManagement.net.



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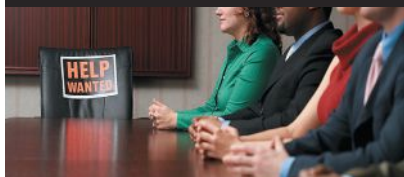
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GROW WITH GRUNDER

BY MARTY GRUNDER

The author is president and CEO of Grunder Landscaping Co. and The Grow Group, based in Dayton, Ohio. Reach him at marty@growgroupinc.com.



Are you getting better or sitting still?

It's often said — and often said by me — that what gets measured gets improved. These words of wisdom came originally from the late great management guru Peter Drucker, and they continue to hold true, including and especially when it comes to efficiency. You can tell your team over and over again how important it is to work productively and profitably, but if you aren't also tracking how often you're coming in under and over your budget and sharing the results with your crews, your words have no teeth. By measuring your efficiency regularly and repeatedly, you create a clear scorecard where everyone can see how well they're doing and be motivated to get better.

In my experience, many landscaping companies get the measurement right, and industry software has made it relatively easy to capture useful metrics. Where companies go wrong is in failing to do anything meaningful with the numbers. Many owners are so busy trying to keep their crews staffed, their clients happy and their bills paid

“Where companies go wrong is in failing to do anything meaningful with the numbers.”

that they believe they don't have time to take a step back, really dig into the numbers and make strategic improvements based on their findings. But in my experience, you don't have time *not* to do this.

One tactic that has really helped us to continually improve our efficiency at Grunder Landscaping are the biweekly estimation and standardization meetings we implemented about four years ago. Held every other Wednesday for 30 minutes or more — depending on how much we have to get through — this meeting brings together all of our designers and group leaders to review and discuss jobs that came in under or over their budget by 15 percent or more.

Before the meeting, we run reports detailing the hours, plants and materials bid and how we did for each job that's up for review, and we put the reports up on our conference room screen where we can all see them. If it's a job we're going to do again the next year, like a spring or fall cleanup, we require the assigned group leader to write up a narrative as well. As we discuss each job, we try to maintain a HOT (honest, open,

transparent) environment, where people can speak as freely about problems as they can about successes. We may disagree with each other, but we do it respectfully, with no yelling, no insults and no profanities. The goal is to learn from our wins and to be accountable for our losses, to listen to each other and to get better *as a team*.

We enter the notes from this meeting into our software, enabling us to adjust bids up or down for repeat work and helping us to avoid making the same mistakes twice. We can handle a job going wrong. What we can't handle is not learning from it. Close yourself off to that and you'll never become more efficient — or more profitable.

I knew this message was getting through to our crews a few weeks ago when I was out at one of our properties shooting a quick team-building video on my phone. We panned the camera around to show the patio we were installing, and I asked the team leader if we were going to come in on budget. He looked at me and said, “No, unfortunately, we're going to go a little over, but we've learned a lot of lessons.” To me, that's what matters most — building a team who knows the score, recognizes how we can get better and has the attitude to ensure we will.

See you next month! 

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