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A full-page photograph of a hiker with a backpack ascending a steep, grassy hill. In the lower right foreground, an orange tent is pitched on a patch of bare ground. The hillside is covered in dense, dry grass and shrubs. The sky is clear and blue.

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ON THE COVER: PHOTO BY CHRIS HIGDON, KRIECH-HIGDONPHOTO.COM; ILLUSTRATION: GREYJ/ISTOCK / GETTY IMAGES PLUS/GETTY IMAGES

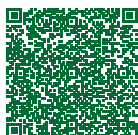


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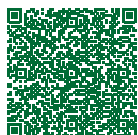
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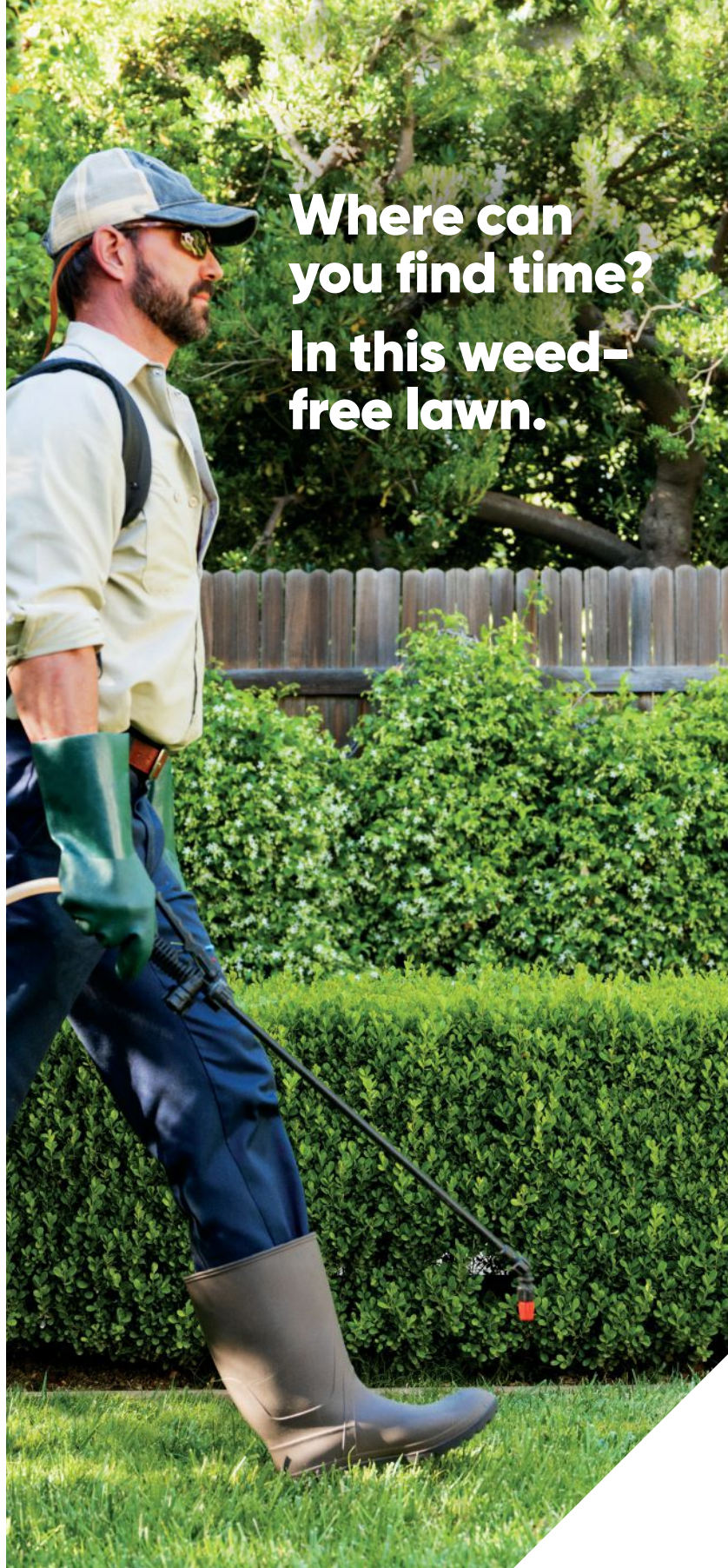


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## Sources wanted!

Does your operation have a noteworthy irrigation installation project? Does your operation offer control solutions for new pests in your area? Or has your operation added battery-powered equipment to its maintenance offerings? If so, let us know! Drop Editor Christina Herrick an email at [cherrick@northcoastmedia.net](mailto:cherrick@northcoastmedia.net) and your company might be featured in an upcoming issue of the magazine.

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EDITOR-IN-CHIEF

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## Amped for more after Elevate

**F**all is here! It's an exciting time of the year, and it's also just an exciting time to be in the industry. We just got home from Elevate and are evaluating how that all went (in short, it was awesome), and now we are gearing up for Equip Expo and the *LM* Growth Summit.

This issue is packed with content, a lot to dive into and sort through, so let me play the part of host and I'll point a few sections out...

- First off, we're getting a head start on covering some of the new tools for the industry in our "Showstoppers!" cover story. We asked exhibitors at the upcoming Equip Expo to show us what they thought would get our readers to stop in their tracks. That feature starts on page 16 and includes 28 products. We'll be there in person at Equip (Oct. 18-21 in Louisville, Ky.), and we'll continue to report on the additional innovations we see ...
- If you would like to brainstorm with our columnists or our consultants in person, we also include in this issue the list of 11 educational seminars that *Landscape Management* is pre-

**“This issue is packed with content, a lot to dive into and sort through, so let me play the part of host and I'll point a few sections out ... ”**

senting at Equip Expo (page 24). For all of these seminars, we are relying on our loyal experts in the industry to share their insights with attendees. It'll be like seeing a real-life interpretation of what we present in the magazine. But be prepared, I haven't had my photo updated in a few years, and let's just say the pandemic may have aged some of us more than others ...

- The middle part of this issue is our annual Profitable Products section where our advertising partners share with you how they see their equipment, software or services making their customers successful. That section includes a whopping 34 different companies that you'll enjoy perusing through, a print version of a candy store for the kid inside every *LM* reader.
- Not to be lost in this giant-sized issue, we have features on controlling grubs (page 30); how some landscape companies are using plant growth regulators on the down-low to save labor (page 34) and predictions on design trends for 2023 (page 45).

I also want to direct you to our website, **LandscapeManagement.net**, where you can see additional content we couldn't fit in the magazine. For example:

- We recap the inaugural Elevate, hosted by the National Association of Landscape Professionals, on page 12. We also have more in-depth original reporting, as well as a few videos from the event, on our website.
- The big industry news that Mariani Landscape acquired seven residential landscape companies — which we broke to the industry in mid-September — is briefed on page 14. We have additional reporting on this exciting industry development, including two videos with Mariani Landscape Chairman Frank Mariani and CEO Bryan Christiansen on the web.
- If you are a subscriber to our *LMDirect!* e-newsletter, you are already the first to know about this exclusive content when it is delivered to your inbox every Thursday morning. If you are not a subscriber, you can remedy that by signing up at our website.

It is an exciting time to be in the industry, and we're amped up. Elevate may have elevated our excitement for what we do because we heard so much positive feedback from readers at our booth, at the pub and even at the big event at Universal Studios' "Wizards of Harry Potter." I had several memorable interactions with readers that certainly motivated me.

Now, we're looking forward to seeing even more of you at Equip Expo. Stop by the booth or stop by our seminars and say hello! 📞



The *LM* team including Publisher Bill Roddy, Jones, Editor Christina Herrick and Associate Publisher Craig MacGregor at Elevate.





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# EDITORIAL ADVISORY BOARD



## MORE ONLINE

See more great advice and complete answers from our Editorial Advisory Board in the online version of this feature at [LandscapeManagement.net](http://LandscapeManagement.net).

## What do you do to make sure you see the most vital information during trade show season?

"I make a quick walk around the trade show floor and then double back to the booths where I want to spend more time."



### 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

Winterberry Landscape  
& Garden Center  
Southington, Conn.

#### Greg Winchel

Winchel Irrigation  
Grandville, Mich.

### Industry Consultants

#### Marty Grunder

The Grow Group  
Dayton, Ohio

#### Phil Harwood

Grow the Bench  
Grand Rapids, Mich.

#### Kevin Kehoe

3PG Consulting  
Laguna, Calif.

#### Jeffrey Scott

Jeffrey Scott Consulting  
New Orleans, La.

"Create a list of all possible events to attend, along with the costs associated (travel, etc.). Then prioritize the best shows and the best people on your team to attend, and make it happen! Have a list of what you want to learn and who you want to meet before you attend and then debrief those who attended after the event to compare the actual outcome to the plan."



"Do your homework. Look for things coming up in your business

or part of your strategic plans for the next 12 to 18 months. You can't do it all. Seek counsel from others in the industry with specific questions you'd like to have answered to help your business grow."



"Decide ahead of time what is most important based on your company's strategic goals."



"Having a company strategic plan with annual and quarterly goals will help you maximize your useful learning. But also spend time learning about new and surprising ideas. Our industry is changing fast, so keep your eyes open."



**OUR MISSION:** *Landscape Management* shares a comprehensive mix of content designed to stimulate growth and take our readers to their next level.



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# LM GALLERY

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

**1 Grow with Grunder, and LM** *Landscape Management* Publisher Bill Roddy (left), Marty Grunder, president and CEO, Grunder Landscaping Co. and the Grow Group, and Kevin Stoltman, president and CEO, North Coast Media, parent company of *LM*, take a moment from the action for a photo during the Elevate trade show.

**2 We know y'all!** Last month the fine folks at Michael Hatcher & Associates, No. 117 on the 2022 *LM*150 list, welcomed us to their office in Olive Branch, Miss., for the Envision conference. A few weeks later? We see the entire Hatcher crew entering the ballroom at Elevate for Joe Theismann's keynote speech.

**3 Deere in Seth's headlights** *LM* Editor-in-Chief Seth Jones waltzed into the John Deere booth to catch up with Chad Carney, go-to market manager for commercial mowing/equipment with John Deere, to learn about the Z930M zero-turn mower. To see the video and get the tour, visit [LandscapeManagement.net](https://LandscapeManagement.net).

**4 Honoring the Kuperus family** NALP recently recognized the Kuperus family for its participation in the Renewal & Remembrance event for many years. Miles Kuperus and NALP CEO Britt Wood catch up at Elevate in Orlando.

**5 A few Fixer-Uppers** The crew visited Universal Studio's "Wizarding World of Harry Potter" during Elevate where they met Brooke Garcia (center), garden director of Magnolia (of HGTV's *Chip and Joanna Gaines* fame). With Garcia, left to right, are Jones, *LM* Associate Publisher Craig MacGregor, Quali-Pro's Vice President of Turf, Allan Fulcher and Roddy.

**6 Meeting Mrs. Presley** It's not every day we run into rock royalty, but that happened recently at the Envision event, hosted by Ken Thomas and Ben Gandy in Memphis. With Priscilla Presley (third from left) are Kathy Richardson, Connie Baldy, Andrew Baldy, Steve Fullenwider and Bob Bagby of Landscape Associates in Birmingham, Ala.







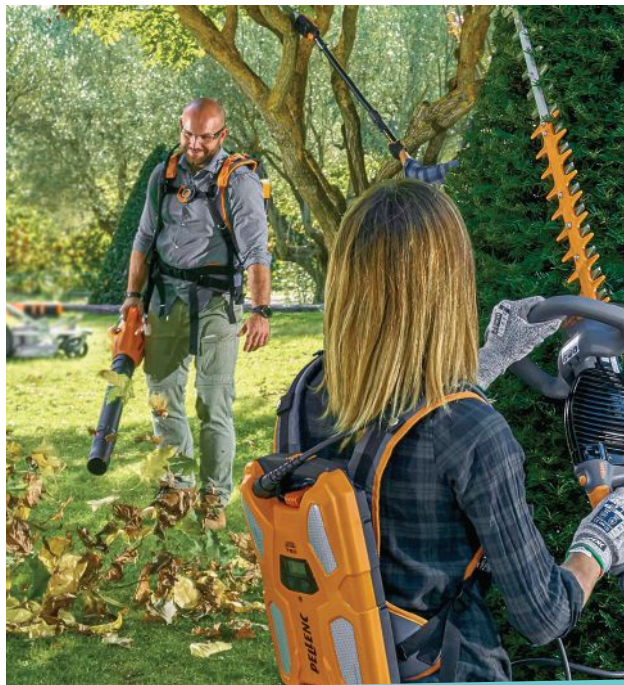
**7 Whole gang's here** Drost team members (back from left) Jim VanAnterwerp, Dale Drier, Jake Bock, Bob Drost, Jason Porkka (front from left) Darlene Matelski, Brent Ward, Jason Zulski, Jenna Lindenberg and David Grossi welcomed attendees into their operation as part of Jeffrey Scott's Summer Growth Summit.

**8 Welcome to Petoskey** Dale Drier, general manager, Jeffrey Scott and Bob Drost, owner, played host to attendees of Scott's Summer Growth Summit at the Drost headquarters in Petoskey, Mich.

**9 LM traversed afar** LM Editor Christina Herrick and Scott are all smiles at Jeffrey Scott's Summer Growth Summit in Traverse City, Mich.



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## NALP's Elevate event impresses with must-see sessions and networking

BY CHRISTINA HERRICK | LM EDITOR

**E**levate 2022 opened with a bang on Sunday, Sept. 18, at the Gaylord Palms Resort & Convention Center in Kissimmee, Fla. More than 1,500 attendees gathered for the kickoff to the National Association of Landscape Professionals' (NALP) inaugural event with a welcome party sponsored by John Deere.

Alex Banayan, author of *The Third Door*, shared his experiences researching his book. While interviewing legendary music producer Quincy Jones, he learned a lesson that would change his perspective on failures in life.

Jones told him, "It's only when you cherish your mistakes can you learn from them."

Banayan said that's when he realized, "Success and failure are not opposites; they're both the results of trying — the opposite of success is not trying."

Following Banayan's keynote, Elevate attendees could choose educational sessions with tracks for specific

interests of landscaping businesses: business excellence, customer experience, operational excellence, sustainability and team member experience.

Elevate's trade show hosted campfire talks on topics such as culture, inclusion, technology and leadership. At the innovation stage on the trade show floor, presentations centered on future-proofing your business, the future of lawn care and more.

### UNIQUE EXPERIENCES

Aside from mainstays such as NALP's Awards of Excellence presentations and Breakfast with Champions, the association hosted two behind-the-scenes tours: Massey Services and the Gaylord Palms Resort.

Another new event at Elevate was Ultimate Green Battle, a fundraiser for the NALP Foundation. Teams from green industry operations went head-to-head in a Family Feud-style game show hosted by Marty Grunder, CEO of Grunder

Landscaping Co. and The Grow Group.

While networking and seeing familiar faces is a key part of any NALP event, private access to a part of Universal's Islands of Adventure was a highlight of Elevate 2022.

Elevate attendees could ride three rides — with no waiting — and get a glimpse into the world of J.K. Rowling's Harry Potter books. It left many attendees wondering how NALP will top that experience next year in Dallas.

### FROM THE GRIDIRON TO THE GREEN INDUSTRY

Former professional football player, author and sports analyst Joe Theismann closed out the event with a wide-ranging talk on life, success and how lessons learned on the gridiron translate to the green industry.

Theismann echoed Banayan's sentiment about failure.

"I never had a failure in my life, only an educational experience that didn't go my way," Theismann said.

Theismann shared how important culture is in the locker room and in business.

"When you create a good culture, you have a chance to win," he says. "Be proud of who you are and the company you represent."

Theismann said NFL Hall of Fame coach Joe Gibbs once told him that when he scouted for championship players, he looked for character, intelligence and ability — in that order.

"Attitudes precede everything you do in your life," Theismann told the crowd.

**Former NFL pro Joe Theismann closed out Elevate's 2022 event in Orlando.**





## 'A TON OF POSITIVE FEEDBACK'

NALP CEO Britt Wood said he's pleased with how the event turned out and was thrilled with the education sessions and must-see entertainment during the event.

"I got a ton of positive feedback from attendees and exhibitors and from most people I talked with," he said. "If you can educate, entertain and inspire people, that's the goal. I couldn't be more proud of my team."

A few Elevate attendees shared their thoughts with us about their experience this year. John McAllister of Visual Scape in Miami said he took home a lot of information about new technology and equipment.

"The classes were very informative and shared best management practices," he said. "I had a great time and met a lot of good people."

Nicholas DiBenedetto, president of ND Landscape Services in Georgetown, Mass., said NALP exceeded

expectations for Elevate, and he can't wait to see what the planning committee has in store for 2023.

"These events have been life-changing for me given the fact that I have met lifelong friends and learned incredible things as well as witnessed the change and maturity of our industry," he said. "I truly believe the NALP staff, planning committee, board members and volunteers knocked it out of the park this year, and I am very confident the conference will continue to get better.

DiBenedetto said attending NALP

events is a chance to learn and to see how the industry evolves and grows, and it was important for him to bring several team members to the event.

"This year, I brought three young up-and-coming team members mainly to open their eyes to the professionalism within our industry," he said. "I am completely confident I was successful in that goal." 🍷

**Sean Clifford (center), director of learning with Massey Services, leads attendees on tour of the company's headquarters in Orlando, Fla.**



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## Jeffrey Scott's Growth Summit highlights how Drost puts metrics in focus

BY CHRISTINA HERRICK | LM EDITOR

It's an understatement to say that Drost Landscape in Petoskey, Mich., puts an emphasis on metrics. The operation tracks its revenue, gross profit margin, man-hours, billable hours, non-billable hours, throughput and key performance indicators (KPIs) of its team members and services.

Metrics was a recurring theme at Jeffrey Scott's Summer Growth Summit in Traverse City, Mich., where attendees got a chance to meet the staff and see Drost's operations up close during a facility tour.

Owner Bob Drost and General Manager Dale Drier welcomed visitors to the operation. Staff representing marketing, design/build, human resources, installation, recruitment, Drost's greenhouse and nursery, landscape services, tree services and more gave visitors the inside scoop on what makes the company successful.

Drost said when Drier stepped into the role of general manager, it allowed him to pursue other avenues and spend more time with his family. Drier said this shift in priorities for Drost — from managing the day-to-day operations to a focus on business development — made an impact on the operation, and it's something he wishes would have happened sooner. Drier advised the owners in the audience who were considering a management change not to wait.

"I couldn't imagine where our company would be right now if we would have made the change when the company was \$3 million or \$4 million (rather than where it is now)," he said. "It would have allowed Bob to be more visionary."

### GROWTH MINDSET


Brandon Jewett, landscape services manager for Drost, said a big focus for the operation is converting more



of its design/build clients into maintenance clients. Jewett said 60 percent of Drost clients have two or more services, but he wants that number to grow. He encourages his team to understand client needs and to align those needs with the services Drost provides.

"We won't get the sale if we don't ask for it," Jewett said.

For landscape services, revenue per man-hour is a major KPI. Jewett said understanding the revenue per man-hour allows his team to shift priorities.

"It allows you to make informed decisions about the services you provide," Jewett said. 

**Jeffrey Scott (center) with Drost GM Dale Drier (left) and Owner Bob Drost (right).**

## Mariani expands countrywide

In an exclusive interview with *LM*, industry icon and Mariani Landscape Chairman Frank Mariani says his company is doing something that many said couldn't be done in the residential landscape market.

Over the last 18 months, Mariani — No. 20 on the 2022 *LM*150 list — has acquired seven family-owned landscape companies. These companies include:

- Berghoff Design Group / BDG Maintenance in Phoenix;
- Designs by Sundown in Littleton, Colo.;
- Hoffman Landscapes in Fairfield, Conn.;
- NatureWorks Landscape Services in Walpole, Mass.;
- Rocco Fiore & Sons in Libertyville, Ill.;
- RP Marzilli in Medway, Mass.; and
- Woodlawns Landscape Company in Chicago.

This new Mariani Landscape family of companies offers what Mariani and new CEO Bryan Christiansen call the "ultimate peer group," a platform service in which leadership teams across companies can draw insights, share experiences and solve problems.

"The larger corporate entity exists to help them become better and leverage the power of coming together to create something," says Christiansen. "We are bringing together investment dollars, and as a team

saying, 'Now that we have the money to spend, where are we going to spend it to make everybody better?'"

Through the company's "ultimate peer group," Mariani Landscape hopes to move the industry as a whole forward with new approaches to HR, training, recruiting, sustainability and more.

"I remember when I was 40, I wasn't thinking about partnering with anybody because I'm Frank Mariani," Mariani says. "Well, guess what, if I could have done this with somebody else and had a Bryan Christiansen along with the Mariani team that we've retained, God knows where we'd be right now."

## SavATree adds three new offices

No. 7 on the 2022 *LM*150 list, SavATree added three new offices in the month of September.

The New York-based company added Central Texas Tree Care in Austin, Texas; Capital City Tree Experts, in Madison, Wis., and Preaus Landscape of Tulsa, Okla., in a trio of moves.

The moves bring SavATree's 2022 merger total to eight, adding offices in Illinois, Kentucky, Massachusetts, Montana, Oklahoma, Utah, Vermont and Wisconsin.





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**Husqvarna 580 Backpack Blower**

**And be blown away by the all-new Husqvarna 580 Backpack Blower!**

Weighing less than 28 pounds, this lightweight blower packs a powerful punch with 1,000 CFM of blowing force and air speeds of up to 220 mph. And you'll stay comfortable all day long with the ergonomic harness and adjustable hip belt.

**Learn more at [Husqvarna.com](https://www.husqvarna.com)**



# SHOWSTOPPERS!

## LM takes the guesswork out of the Equip Expo trade show floor with a roundup of what to see in Kentucky

The loneliest job at Equip Expo headquarters in Louisville, Ky., is that of the person selling exhibitor booth space for the 2022 show. Because, for months now, the show has been sold out of exhibitor space.

Equip Expo 2022 — rebranded from the old GIE+EXPO show — is bursting the Kentucky Exposition Center at the seams with exhibitors, demo areas and new equipment to help improve the efficiency of the lawn care and landscape professionals. As a preview of what attendees will see from Oct. 19 to 21 in Louisville, LM reached out to exhibitors and asked them what “showstopper” equipment they would have on display.

We think the following 28 products will make you put the brakes on when you see them in person.



### STIHL ▲

**Indoor Booth No. 5068**

**Outdoor Booth No. 8000D**

The Stihl 135 professional battery equipment platform is packed with Stihl quality and durability to deliver true commercial-grade power and performance comparable to gasoline-powered tools but with zero exhaust emissions and low noise. The advanced Stihl lithium-Ion battery technology offers users an option to reduce their impact on the environment by eliminating exhaust emissions, lowering noise and providing a powerful alternative to gasoline-powered equipment. Low maintenance and operating cost eliminate hassle and cost of fuel. No battery memory limitation, no gradual drop in power. Equipment in the 135 professional platform runs at full speed until the battery is depleted.

### BILLY GOAT

**Indoor Booth No. 5016**

**Outdoor Booth No. 6480D**

The new Billy Goat high-volume clean-up Leaf Dragon Leaf Loader features a fuel efficient 37 gross hp, EFI Vanguard 933cc engine coupled to a 25-inch shredding impeller with a long span belt and

generates 6,900 cfm of leaf suction. The electric start engine has automotive-style cold weather starting and is up to 25 percent more fuel efficient than carbureted models. Add a 16-inch-by-10-foot curbside intake hose supported with a three-position locking boom providing 45 square feet.

### JOHN DEERE ▼

**Indoor Booth No. 1110**

**Outdoor Booth No. 7834D**

John Deere’s new lineup of G-tier compact loaders offer rugged and reliable solutions with operator comfort, visibility, versatility and ease of servicing. John Deere is excited to reveal the brand new 184 G-tier and redesigned 304 G-tier to customers attending the show. Operators will enjoy many comfort enhancements, including an improved air conditioning system, ergonomic, low-effort controls and storage, seat and steering adjustment capabilities. Operators can connect and disconnect attachments from the seat of the cab by pressing a switch. The third-function controls are located directly on the main hydraulic joystick.







## ASPIRE SOFTWARE ▲

**Indoor Booth No. 1164**

Aspire's business management software was created by contractors for contractors with features specifically designed to serve the unique needs of the landscape industry. Aspire's all-in-one platform equips professionals with real-time data, historical reporting and data analytics to uncover operational inefficiencies and make data-driven decisions. Aspire's integrated platform provides a single source of truth for your teams and eliminates the confusion of disconnected or manual solutions. With instant access to all your company's data and estimating based on real-time job costing, you and your team can know your numbers at a glance — enabling you to course correct immediately and remain profitable.

## TAKEUCHI-US

**Indoor Booth No. 11146**

**Outdoor Booth No. 7734D**

Takeuchi's new TB335R is a compact, short-tail-swing excavator with minimal overhang behind the operator's seat. It also provides stability rarely found in a short tail swing machine, along with smooth, intuitive controls that help operators tackle tough jobs with ease. The TB335R's compact size and short tail swing will help contractors work in smaller urban areas or residential yards with less disturbance to the surrounding area. Because it is very stable for a machine of this type, it also helps contractors do their job more safely and with greater peace of mind.

## POLARIS ►

**Indoor Booth No. 23072**

The Pro XD is built to withstand the toughest worksites without compromising safety or uptime. Engineered from the inside-out for job site compliance, Pro XD



commercial UTVs provide safety, durability and serviceability. The newest addition to the Polaris Ranger UTV family, the Ranger XP Kinetic features an all-electric powertrain, which gives customers a sustainable option for off-road work needs.

## YANMAR COMPACT EQUIPMENT ▼

**Indoor Booth No. 1142**

**Outdoor Booth No. 7766D**

The next-generation ViO17-1E mini excavator offers improved operator comfort, convenience and ease of use. Finding equipment that is both powerful enough for efficient performance and compact enough for tight spaces is often a challenge for operators. The ViO17-1E mini excavator solves this problem with a 14.5-hp Yanmar engine matched with true zero-tail swing technology. The ViO17-1E features a light footprint for minimized damage to soft, delicate surfaces.



## MILWAUKEE TOOL ►

**Indoor Booth No. 20062**

The Milwaukee M18 Fuel 21-inch Self-Propelled Dual Battery Mower delivers cut quality and more max torque than 200cc gas competitors. With a true 21-inch cut capacity and 3-in-1 grass management capability for bagging, mulching and rear side discharge, the mower reduces missed blades of grass and clumps. Throughout the U.S., we are seeing a large focus on reducing noise and emissions. The M18 Fuel 21-inch Self-Propelled Dual Battery Mower delivers the performance that professionals require to get the job done while staying fully compliant with emerging regulations. The mower is compatible with more than 250 solutions on Milwaukee's M18 platform.



## ASV HOLDINGS

**Indoor Booth No. 1142**

**Outdoor Booth No. 7766D**

The Yanmar-powered RT-50 Posi-Track loader offers a 53.8 hp engine, up 8 percent from the previous model. The new RT-50 also offers improved serviceability as well as new comfort, visibility and performance features. Operator fatigue can often impact efficiency, and ASV's new RT-50 offers new comfort features to its compact cab, from extra space and partially adjustable armrests to a single-sided lap bar for easy entry and exit and a pressurized cab.

*Continued on page 18*



Continued from page 17

### PERMAGREEN

**Indoor Booth No. 7018**

**Outdoor Booth No. 7441D**

PermaGreen is the original ride-on spreader-sprayer. Our flagship machine, the PermaGreen Triumph, supercharges performance, production and profitability for any and every lawn care business performing turf applications. The Triumph's patented mechanically-regulated spray/spread system makes sure the product gets put down right the first time. Lawn care professionals get better results, which gets them more customers. With the ability to spread and spray lawns at 3,500 square feet a minute, you can do the work of 1 to 2 applicators.



### VANGUARD

**Indoor Booth No. 5016**

**Outdoor Booth No. 6480D**

Utilizing advanced lithium-Ion technology, the Vanguard 1.5kWh Swapable Battery Pack features a robust battery management system (BMS) that constantly monitors temperature, individual current voltages as well as charge and discharge currents to ensure safe operation and reliable efficiency. The battery can

be easily swapped out between applications to reduce downtime and can be used in tandem with other Vanguard battery packs to meet larger power needs. The compact, modular design of the pack, allows it to easily integrate into multiple applications.

### GRASSHOPPER MOWERS

**Indoor Booth No. 9136**

**Outdoor Booth No. 7542D**

The Grasshopper Stand-On Series is currently available in 52- and 61-inch cutting widths with Grasshopper's patented T-Drive transmission and an adjustable Control Tower. Stand-on mowers take up less space on a trailer, allowing more room for other units and/or other equipment, and some contractors believe stand-on mowers provide better visibility and agility in certain



applications. The Grasshopper Stand-On Series will complement the company's existing lineup of mid-mount and front-mount zero-turn mowers and implements.

### SCYTHE ROBOTICS

**Indoor Booth No. 2088**

**Outdoor Booth No. 6030D**

Scythe Sight — the computer vision technology powering M.52 — enables the autonomous commercial mower to see and safely respond to its surroundings in the same way a human operator would as it navigates around a property. Using Scythe Sight, M.52 can detect an obstacle, identify it and take the proper action — all on its own. It will go around a tree or a pole but stop for a human. Through a revolutionary process commonly called machine learning, M.52 sees more with every mow, meaning its ability to identify and respond to different obstacles continually improves.



### WARMING TRENDS

**Indoor Booth No. 25003**

**Outdoor Booth No. 4308D**

The revolutionary new fitting from Warming Trends, the Waterstop, keeps the gas supply line dry while allowing the Crossfire Brass burners to self-purge any water in the manifold. The patent-pending Waterstop fitting protects electronics and valve systems from water and debris while delivering outstanding flame performance.

### BOSS SOFTWARE

**Indoor Booth No. 24078**

The invoicing feature on Boss is fast, accurate and easy to use. Built into the same platform that tracks employees' hours and material costs, you can invoice the same day the work is completed. Lawn and landscape contractors and snow removal professionals need the ability to produce accurate, detailed invoices and send them to clients in a timely fashion. Without a reliable invoicing system, your company's financial performance is at risk, and your ability



Continued on page 20



# STIHL



## BATTERY POWER. MADE BY STIHL.

### GAME-CHANGING VERSATILITY BUILT FOR PROFESSIONALS

The new battery-powered STIHL KombiMotor delivers truly game-changing professional performance. With one powerhead and 14 attachments, the KMA 135 R delivers the versatility, power and durability pros need to tackle a range of landscaping jobs.



KMA 135 R KOMBISYSTEM

### 14 ATTACHMENTS & ACCESSORIES



Attachments assembled in the USA or sourced internationally.  
Batteries and chargers sourced internationally. ©2022 STIHL



*Continued from page 18*

to plan, manage and grow can be hindered. Boss' approach to invoicing promotes accuracy and speed and makes invoicing easy on you and your clients.



### LEAF BURRITO ▲

**Indoor Booth No. 276**

Leaf Burrito reusable bags efficiently collect and transport landscaping debris and replaces tarps, burlaps and single-use bags. The patented design opens flat for easy loading and is then zipped closed via heavy-duty zippers. Ergonomic handles make lifting and transporting incredibly efficient and safe. Our custom UV-coated mesh is breathable and durable. It will not tear even if it has been cut. Multiple burritos stack neatly or can be zipped together to create a larger catch area or as a cover for trucks and trailers. They provide a safer and more professional way to maintain grounds to protect your crews and your budgets.

### ▲ JACTO

**Indoor Booth No. 1000**

The Jacto DJB-20S is a combination sprayer/doser and utilizes a smartphone app to both set timed doses and map areas that have been sprayed. In the nursery/greenhouse market, the dosing capability means complete consistency in applying fertilizers, etc. In roadside weed abatement, the actual spraying coverage can be logged to prove that the work has been accomplished. Digital record keeping can aid in cases where documentation is vital.



### POOL & HOT TUB ALLIANCE AND GENESIS

**Indoor Booth No. 29064**

The Pool & Hot Tub Alliance and Genesis offer comprehensive certification and education for veteran pool professionals and those interested in getting started. Learn how to build your future customers the world-class pools of their dreams. The Pool & Hot Tub Alliance and Genesis will provide you with engineering, construction,

hydraulics and design.

We've got expert instructors who will get to know you and your challenges through virtual and in-person courses. Best practices for design and building pools are a given, but what we can do for your team and your business is what really matters.



### EXMARK ▼

**Indoor Booth No. 7080**

**Outdoor Booth No. 7444D**

Exmark is introducing its first battery-powered commercial walk-behind mower — the Commercial 21 V-Series. Ideal for landscape contractors operating in zero-emission areas or HOA/quiet zones, the Commercial 21 V-Series delivers Exmark's quality of cut in a battery-powered mower. Designed as a commercial mower first, the Commercial 21 V-Series operates well below the 85dB threshold OSHA uses for hearing protection. The electric power unit virtually eliminates maintenance, with no oil changes, no gas and ease of starting.



### VECTORWORKS ▼

**Indoor Booth No. 3027**

Transform your design, modeling and presentation workflows with Vectorworks Landmark, the landscape-focused BIM software solution made specifically for landscape architects and designers. With intelligent objects, powerful databases and flexible documentation features, Landmark



streamlines integrated 2D and 3D landscape-specific BIM workflows all in one application. With everyday performance

improvements that will speed up your processes and leave you more time to design, Vectorworks Landmark 2023 offers added 3D plant content, expanded file referencing and new tools for site grading and hedgerows.



## EARTH & TURF

**Indoor Booth No. 364**

**Outdoor Booth No. 6241D**

Earth & Turf's first-ever stand-on topdresser spreads faster than standard self-propelled units. Topdressing no longer has to be a walk-behind machine with Earth & Turf's new stand-on model. Operators can spread at 7 mph without wearing out their legs.

## NW QUIK PULL ▶

**Indoor Booth No. 24064**

NW Quik Pull is a lightweight, manual, easy-to-use post-pulling and landscaping tool. It uses mechanical leverage to pull posts, shrubs, stumps, grapevines and more without digging. This tool can go where large equipment can't or shouldn't. It has a small footprint and is a green tool because it's all mechanical with no engine, hydraulics or pneumatics.



## ▶ BRAVO TRAILERS

**Indoor Booth No. 10134**

**Outdoor Booth No. 5110D**

Bravo Trailers features a cable-less aluminum ramp door for



enclosed trailers, which is safer, offers less maintenance and has no corrosion. Bravo Trailers prevents ramp cable failures and crews from tripping over cables and it saves on ramp cable and spring maintenance.

## PORCELAIN DRIVEWAY SYSTEMS BY CERCAN TILE ▶

**Indoor Booth No. 30010**

Porcelain Driveway Systems by Cercan Tile is the only proven system for installing and dry laying 3/4-inch porcelain tiles on driveways.



## TURF TEQ

**Indoor Booth No. 9150**

**Outdoor Booth No. 7443D**

The Turf Teq 1305PR1 Power Rake is the perfect tool for all types of seedbed preparation and turf renovation. The Power Rake has a 36-inch-wide drum with welded teeth and is designed to dig and scuff up the soil. The Power Rake is the perfect size for smaller jobs and is more productive than a hand rake and easier to transport and maneuver than a skid-steer or tractor-mounted rake.

## TORO ▶

**Indoor Booth No. 7148**

**Outdoor Booth No. 7600D**

The new Toro Dingo TX 1300 brings a new combination of power, reach and convenient control to the Toro Dingo lineup. The Dingo TX 1300 features an exclusive Intellescope loader arm with SmartLoad technology, giving the operator an additional 26 inches of reach. A hinge-pin height of 109 inches allows for loads to be lifted over the side of a dumpster or truck.



## STELLAR INDUSTRIES

**Indoor Booth No. 30081**

The Stellar NXT18 Hooklift is an 18,000-pound capacity hoist built for a class four through seven chassis. This strong but lightweight unit is capable of loading, unloading and dumping various truck bodies to make quick work of landscape and hardscape material hauling. The Stellar NXT18 Hooklift features approximately a 7.5-inch lost load height. Stellar provides a lower vertical center of gravity and the ability to accommodate down to 4-inch sub-frame heights.

## PECO ▶

**Indoor Booth No. 384**

The Pro12 DFS (Dump from Seat) is a mounted debris collection system for ZTR mowers with a powerful four-blade steel impeller and aluminum box designed for dumping from the operator's seat. The Pro 12DFS will increase your productivity, whatever your application. Our patented mid-mounted blower has the power to handle today's high-output commercial mower decks. 







# BUILT TO MOW THE DISTANCE



Insist on better. Just like you, your machines are required to do more than their share. Success depends on imposing your will on the landscape 365 days a year, and Mother Nature refuses to meet halfway. That's why Gravely commercial equipment is designed to overcome obstacles nature continues to dish out. Each day we come to work ready to improve on the legendary reliability that's refused to compromise for over a century.

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**7120**



**Landscape Management** partnered with Equip Expo to offer the following educational seminars, relying on our industry experts and columnists as presenters and panelists:

### Tomorrow's tools ... today

With the challenges of a smaller workforce comes a common need: more advanced tools. Connected devices, robotic equipment, wearable safety gear and water management technology ... this panel showcases what the future holds for the tools we depend on, as well as advancements that are becoming available.

Moderated by **Michael Mayberry**, chief technical officer, Level Green Landscaping

#### PANELISTS:

- Ted Rightmire, CEO of Hindsight Software
- Norm Bartlett, president, Creative Sensor Technology
- Billy Otteman, director of marketing with Scythe Robotics
- Chris Vogtman, director of consumer insight and parts for The Toro Co.
- Utkarsh Sharma, CEO of SiteRecon

**Wednesday, Oct. 19, 9-10:30 a.m.**

### Your company, your culture

In a time in America dubbed 'The Great Resignation,' what are you doing to keep employees from seeking greener pastures? It goes beyond hiring the occasional food truck or hosting a killer holiday party. Panelists discuss what they do to make their company a place where employees not only go to work, but want to work.

Moderated by **Seth Jones**, editor-in-chief, *Landscape Management*

#### PANELISTS:

- Larry Ryan, president, Ryan Lawn & Tree
- Brian Brueggeman, Bruce Wilson & Co.
- Ken Thomas, COO, The Greenery
- Peter Dufau, president, Dufau Landscape
- Donna Vignocchi, president, ILT Vignocchi Landscape

**Wednesday, Oct. 19, 12:30-1:30 p.m.**

### 30 in 60: Hacks for help wanted

A common problem throughout the industry is finding — and retaining — quality workers. Our panel of experts come prepared with lists of tips and tricks they've used in their market to overcome the labor shortage and get back to full staff. Come prepared, this rapid-fire panel will offer at least 30 ideas to take back to your company.

Moderated by **Christina Herrick**, editor, *Landscape Management*

#### PANELISTS:

- Taylor Milliken, owner, Milosi
- Ken Thomas, COO, The Greenery
- Fred Haskett, TrueWinds Consulting
- Jim Huston, president, J.R. Huston Consulting

**Wednesday, Oct. 19, 1:45-2:45 p.m.**

### Develop your second in command

Unleash your company's full potential by developing your leaders into COOs, GMs and Division Leaders. Jeffrey Scott's popular seminar includes templates and tools that will supercharge a company's performance. Bring your key leaders so they can learn firsthand what they need to do to help take a company to the next level.

Moderated by **Jeffrey Scott**, president, Jeffrey Scott Consulting

**Wednesday, Oct. 19, 3-4:00 p.m.**

### Promoting a diverse industry

Companies need additional help, and they need it now. It's time to look to different demographics in order to attract top talent that hadn't considered the landscape and lawn care industry, until now. Panelists discuss methods they used to find talented employees in areas they previously were missing out on.

Moderated by **Christina Herrick**, editor, *Landscape Management*

#### PANELISTS:

- Elly Zemetra, senior director of talent, BrightView
- Warren Gorowitz, director of corporate social responsibility, Hunter Industries
- Juan Torres, consultant, NextStep Solutions

- Darius Lane, public relations manager, John Deere Ag and Turf Division

**Thursday, Oct. 20, 9:30-11 a.m.**

*"As a minority employee with John Deere, I have a moral obligation to represent my company's presence in the turf industry with the same enthusiastic commitment to diversity reflected in our own organization."* — **DARIUS LANE, JOHN DEERE**



### Estimating and bidding for landscape contractors

What's the point of doing the job if it just breaks even? Using real-world examples, this seminar shows how to calculate the overhead costs of any job. Lessons include common mistakes to avoid when giving estimates, calculating profit margins and utilizing spreadsheets to create a bid.

Moderated by **Ken Thomas**, COO, The Greenery

**Thursday, Oct. 20, 11:15-12:15 p.m.**

### The state of mergers and acquisitions in the landscape industry

Thinking about selling your company and joining forces with another company? Join this 'Ask me anything' session with leadership from two acquisitive companies and one business broker. We'll discuss their acquisitions, what they look for in potential companies and what it takes to get your company ready for sale and to maximize your return.

Moderated by **Judy Guido**, chairwoman, Guido and Associates

#### PANELISTS:

- Ron Edmonds, president, The Principium Group
- Ed Bates, vice president of corporate development and M&A, BrightView
- Palmer Higgins, CEO, Mainly Grass and partner, Chenmark
- Rob McDonnell, CAO, Heartland

**Thursday, Oct. 20, 1:45-2:45 p.m.**

*"I am excited to take part in the panel to demystify M&A for operators and get them thinking about options for their future."*

— **PALMER HIGGINS, MAINLY GRASS AND CHENMARK**





### Benchmarking for profit

It's time to stop keeping up with the Joneses, and instead, leave them in the rearview mirror. In this interactive seminar, Jeffrey Scott guides attendees on the benefits of setting benchmark goals.

**Jeffrey Scott**, president, Jeffrey Scott Consulting

**Thursday, Oct. 20, 3-4 p.m.**

### The price isn't right

Customers are well aware their grocery bill has gone up, but how do they feel about getting that same price pinch from you? In a time when increasing prices for services is almost a must, there remains a right way — and a wrong way — to do it. Learn practical approaches to raising prices so your customers won't run away because of sticker shock.

Moderated by **Seth Jones**, editor-in-chief, *Landscape Management*

### PANELISTS:

- Sam Gembel, owner, Atlas Outdoor
- Steve Steele, Bruce Wilson & Co.
- Nada Duna, COO, Gothic Landscape
- Barb Stropko, owner, New Desert Gallery

**Friday, Oct. 21, 9:30-10:30 a.m.**

### Selling your business: What every operator needs to know

Most business owners, at some point, consider selling their business. This workshop walks through everything landscape and lawn care operators need to think about and prepare if they want to sell, and what they should expect during the process. From operations and finance to the personal impacts of selling, we walk through the essential steps owners should be taking now to prepare their business.

Moderated by **Judy Guido**, chairwoman, Guido and Associates

### PANELISTS:

- Don Winsett, vice president of national

- business development, Davey Tree
- Ed Bates, vice president of corporate development and M&A, BrightView
- James Huston, president, J.R. Huston Consulting
- Rob McDonnell, CAO, Heartland

**Friday, Oct. 21, 10:45-11:45 a.m.**

### Supply chain hacks

The days of effortlessly getting what you need seem to have passed by. These companies discuss what they're facing on the manufacturing side, how long they expect it to continue and how business owners can best get what they need when they need it.

Moderated by **Beth Berry**, vice president of turf and ornamental sales, Advanced Turf Solutions

**Dan Wurgler**, executive vice president of procurement & operations, Ewing

**George Kinkead**, president, Turfco Manufacturing

**Friday, Oct. 21, 12-1 p.m.**

**CURTIS** PREMIUM AC CAB FOR JOHN DEERE Z994R

Real air conditioning for the John Deere Z994R with 60" or 72" side discharge mower decks offers users the ultimate operator comfort with protection from the sun, heat, rain, dust, and insects.

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## > DID YOU KNOW

# Now's the time for snow mold control

**When it comes to snow mold, an ounce of prevention in the fall equals a pound of cure in the spring** **BY LM STAFF**

**P**revention this fall is the key when it comes to controlling the snow mold pathogen, experts say. There are two types of snow mold — gray and pink — both cause different levels of grass damage.

The pathogen thrives under the cloak of winter, only to reveal itself through patches of dead grass on otherwise healthy lawns in the spring. In addition to being unsightly, the freeze-tolerant fungi can occasionally trigger allergies and asthma attacks.

### AN OUNCE OF PREVENTION

This is the perfect time to start preventive snow mold applications, says Aaron Hathaway, technical services manager at Nufarm.

Hathaway says LCOs should apply a preventative fungicide application for gray or speckled snow mold in the fall or early winter before snowfall accumulation.

“For pink snow mold, which is most problematic in the spring and fall when weather is cool and humid, repeat applications of fungicides may be necessary to prevent damage,” he says.

Gray snow mold, identified by light gray patches, is often found under large snow drifts that take longer to melt compared to surrounding snow. Patches are usually oddly shaped and range from a few inches to a few feet



in diameter. Gray snow mold generally only kills grass surface blades but can destroy roots if left untreated in wet soil.

Pink snow mold targets both blades and roots, resulting in circular dead patches with pinkish edges. It can grow any time grass is wet, and soil temperatures dip below 40 degrees F.

### COST BENEFITS IN PREVENTION

Dan Lyster, founder of DTL Total Turf Care in Downingtown, Pa., says customers often don't understand the issues snow mold could cause on their lawns. He uses successes from previous treatments to help illustrate his point.

“Some people are apprehensive about snow mold prevention, but once they hear and see what else has been going on in their neck of the woods, they're usually pretty receptive to the idea,” Lyster says.

DTL Total Turf Care offers lawn fertilization, weed control, insect control, aeration, overseeding and lawn restorations to a primarily residential client base.

“Snow mold can be tricky year to year, very hit or miss,” he says. “In 2021, we had a long, harsh winter and got a lot of calls. There wasn't much preventive activity going on. Then, in the fall of 2021, that changed. We saw more people taking cultures and other proactive measures.”

Lyster says he touts the cost benefits of snow mold prevention when communicating snow mold problems to new clients.

“We tell them we're going to do two prevention treatments in the fall,” he says. “It's going to eliminate them having to possibly pay a landscaper several hundred dollars to pretty much rake up the snow mold to

allow new growth to come through or leaf blowing it. So, a few hundred dollars on the prevention is going to essentially cut your costs in half in most cases. When people hear that, it makes a lot of sense for them.” 🍷



Aaron Hathaway



Dan Lyster



**NEW**



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**DRIVEN TO OUTPERFORM.™**



**2 REDLINK PLUS™  
INTELLIGENCE**

**1 POWERSTATE™  
BRUSHLESS  
MOTOR**



**3 REDLITHIUM™  
HIGH OUTPUT™  
XC8.0 BATTERY PACKS**



**Dual Battery Blower**

**HIGHEST  
CONSTANT  
POWER**

**FULL THROTTLE  
UNDER  
1 SECOND**

**BEST  
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## WEED AVENGERS

# Scout now to prevent summer foes

**While spring might be the time for preemergent herbicides, early fall is a good time to track weed trouble spots** BY GEORGE KEGODE, PH.D. | CONTRIBUTOR

**A**s summer turns to fall, turf managers turn their attention to scouting for weeds, such as purslane, knotweed, foxtail, plantain and spurge. Turf managers must take steps now to prevent them from being a problem next year.

To help prevent the emergence of these weeds next spring, Eric Reasor, Ph.D., southeast research scientist with PBI-Gordon, and Gil del Rosario, western turf and ornamental district leader and market development specialist with Corteva Agriscience, share some management tips.

## SCOUT NOW

Reasor and del Rosario say the best management strategy for purslane, knotweed, foxtail, plantain and spurge is to observe where infestations are prevalent in the turf in the summer/fall and develop a preemergence-postemergence herbicide treatment program based on that.

“The fall is a great time for LCOs to carefully observe the properties they manage to locate where these weeds are most prevalent,” says del Rosario. “This approach will enable the development of a good spring control program.”

“The fall is a great time for LCOs to carefully observe the properties they manage to locate where these weeds are most prevalent,” says del Rosario. “This approach will enable the development of a good spring control program.”

## GET READY FOR SPRING

“Purslane, knotweed, foxtail and spurge are annual weeds that emerge in the spring and summer months,” del Rosario says. “Even though it is perennial, plantain produces seeds that will emerge in spring.”

Both del Rosario and Reasor say that a preemergent application this fall may not last through the winter to be effective in the spring.

“Fall application of pre-emergence herbicides does not provide sufficient residual to control summer annual weeds or perennial weeds,” says Reasor.

He suggests applying a broad-spectrum preemergence herbicide in the spring as the most effective approach.

Del Rosario agrees, noting that “a preemergence herbicide may not have the expected control of these weeds because residual effects cannot last until spring when these species emerge.”

## BEST PREEMERGENCE HERBICIDES

Reasor says these annual summer weeds start to germinate soon after soil temperatures reach 50 F in the spring. This is the best time to think about a preemergent application.

To achieve the best control, Reasor cautions LCOs to bear in mind that most preemergence products work better on grasses than on broadleaf weeds.

“When the application of pre-emergence herbicides is in early spring, control of escapes is possible if a follow-up application is within 30 to 60 days,” he says.

Reasor suggests herbicides containing dithiopyr, pendimethalin and prodiamine for cool- and warm-season turfgrass. On warm-season turf, he suggests preemergent herbicides containing indaziflam.

Del Rosario suggests a targeted approach to active ingredients for each weed.



Gil del Rosario

“Preemergence herbicides containing isoxaben will provide good control of purslane, knotweed and spurge,” says del Rosario. “Preemergence herbicides

containing dithiopyr will control foxtails as well as crabgrass and small-seeded broadleaf weeds. The residual control of these active ingredients depends on temperature, moisture and soil type.”

Del Rosario reminds LCOs that a full rate of isoxaben or dithiopyr applied in spring should provide enough residual to protect turfgrass into summer.

## FOLLOW-UP TREATMENTS

According to del Rosario, a good management plan for control of purslane, knotweed, plantain, foxtail and spurge should include applying an effective broad-spectrum postemergence herbicide in early summer.

“Postemergence herbicides containing one or more of the following active ingredients — 2,4-D, clopyralid, fluroxypyr meptyl, halauxifen-methyl or triclopyr — will provide good control of these weed species,” he says. “LCOs must pay close attention to the dominant turf type in the area to avoid turfgrass injury.”

Reasor says depending on location, late spring may also be a good time to apply a postemergent herbicide. Other active ingredients to consider include carfentrazone-ethyl, dicamba, dichlorprop, metsulfuron, MCPA, MCPP-p, mecoprop-p, sulfentrazone or triclopyr.

“Many postemergence products contain two or more active ingredients,” he says. “Applicators need to read the label, observe all precautions and follow directions carefully.”

George Kegode, Ph.D., is a consultant and writer specializing in pest and weed management, based in Missouri.



## INSECT ID + CONTROL

# Management tips for common grubs

Experts share how proper pest identification will ensure the best results for control

BY LAUREN DOWDLE | CONTRIBUTOR

Grubs can destroy turfgrass roots, cause the lawn to become spongy and make the turf roll back like a piece of carpet. Before beginning treatment to combat this insect and its damage, lawn care operators (LCOs) need to identify the grub species to ensure the best results.

Properly identifying grubs is important because of the differences in the adult flight, mating, egg laying and hatching periods across species.

That information determines the timing of the insecticide application or the control method used, says Edwin Afful, Ph.D., insecticides product development manager for FMC.

“Understanding the biology and insect life cycle is essential to identifying the life stage of the insects and to help understand how best to start scouting and deciding on the appropriate control option,” Afful says.

## COMMON GRUB SPECIES

Grubs have a C-shaped body with three pairs of legs immediately behind their heads. The entire body measures ¼ to 1 inch in length, depending on the species and development stage, Afful says. Depending on the geographic location, there are close to a dozen different beetle species with larval stages that can feed on turfgrass roots.

The most common grubs that LCOs face include the Japanese beetle (*Popillia japonica*), European chafer (*Amphimallon majale*), masked chafer (*Cyclocephala* spp.) and oriental beetle (*Anomala orientalis*). Others include the May/June beetle, Asiatic garden beetle and black turfgrass ataenius.

While the larval stage of many of these species are nearly indistinguishable from one another, the arrangement of hairs on the tip of the abdomen (raster) can help LCOs better identify them as they mature, says Matt Giese, technical services manager for Syngenta.

“This raster pattern widely varies but is a reliable method to identify mature white grubs,” Giese says. (See the different patterns for each in the images below.)

## HOW TO CONTROL

Common grub management methods include chemical, biological or microbial controls. Treatments that are preventive and target newly hatched or small larvae are the most effective, Giese says.

The application timing for white grub products varies based on their residual lengths and should start before peak adult flight occurs. Operators can check with their local Extension office for information on adult beetle flight occurrences.

“If peak adult flight occurs in early July, for example, treatments should be made prior to this date; potentially up to 45 days before depending on the treatment choice,” Giese says.

Curative treatments usually are applied when grubs are actively feeding and causing damage during the spring or fall.


“If significant lawn damage is taking place or animals are digging in the area where they are active, the grubs may be in their third instar, meaning you’ll need to apply an insecticide that will get to the grub larvae in the soil,” Afful says. “Most of the curative insecticides require watering after the application to maximize their control.”

For biological control of white grubs, insect parasitoid nematodes and heterorhabditis bacteriophora nematodes are good options.

“These nematodes have a short shelf life and need to be applied within the season they are purchased,” Afful says. “The earlier they are applied to the purchase date, the better the control.”

Bacterial and fungal diseases of white grubs present in soils serve as biological control agents, Afful says. Examples include milky spore disease, green fungus and white fungus.

Several treatment options available for grubs will control many of these species as a preventive application.

“So, sequential applications for multiple species are not necessary,” Giese says. 

Dowdle is a freelance writer based in Birmingham, Ala.



**KNOW THE RASTERS** Asiatic garden beetle; European chafer; green June beetle; Japanese beetle; typical masked chafer; oriental beetle; Typical May/June beetle, black turfgrass ataenius





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## FERTILE GROUND

# How to unlock the benefits of humates

## Experts share application tips in order to boost the overall health of the turf

BY LAUREN DOWDLE | CONTRIBUTOR

**W**hether applied in granular or liquid form, humates contain humic and folic acid that can improve turfgrass health, reduce nitrogen usage and enhance other nutrients.

### QUICK RESULTS

Paul Freeman — owner of The Grounds Guys of Evansville, Ind., a Neighborly company — uses humic acid in granular form and says he can see the lawn color improve within days.

“We use it when we gain a new lawn to show the difference in care from their previous vendor. Additionally, we utilize it in starter fertilizer,” Freeman says. “When we aerate and overseed a lawn, our germination rates increase, and the overall lawn is healthier.”

The Grounds Guys of Evansville, Ind., offers lawn care, landscape,

hardscape, pest control, outdoor lighting, snow management, gutter and irrigation services for 73 percent commercial and 27 percent residential clients.

Freeman encourages LCOs looking to incorporate humates into their programs to test them on their own lawns or with a new customer to track the progress. Cost is also a factor to consider when deciding whether to include this.

“Adding humates to your program is another input that must be figured into your price,” Freeman says. “If you are the low-price leader, this program is not for you.”

### HEALTHIER TURF

One of the benefits of using humates is the ability to extend the release curve of nitrogen applied, says John Perry, president of Greene County Fertilizer Co.

“This has been a well-studied benefit of humates, acting as a buffer for nitrogen applications,” Perry says. “This is something that can be either applied as a liquid or as a granular, and the effects of the carbon for the soil are just an added benefit.”

One concern LCOs often have about using humates in a granular form is the dust some of them may leave behind, though this issue has gotten better as more fertilizers have a coating, Perry says. While pros can apply humates throughout the year, he says liquids have better results with the turf’s root mass and overall health during the most active growth periods of the season.

“Applications of humates have shown that the turfgrass will become slightly

darker in color, as well as over time have better water-holding capacity,” Perry says. “In addition, the overall density and the ability for the turfgrass to spread — in some turf varieties — will definitely increase an operator’s chance of success.”

### LOWER NITROGEN USE

Humates allow LCOs to improve soil health and reduce their overall nitrogen rates by a quarter to a third while achieving quality turfgrass results, says Ben Pease, turfgrass agronomist for The Andersons Plant Nutrient Group.

“It’s great for the environment to use less of our nutrient resources,” Pease says. “As supplies become more scarce or expensive, using humates is a great thing LCOs can do to proactively help the situation and differentiate their services from the competition.”

Pros can apply humates in either liquid or granular form, depending on what form of delivery the operator prefers and how much they want to put down. Granular forms can be up to 70 percent humic acid, whereas liquids will contain around 10 to 20 percent, Pease says. Operators can also apply humates in granular form, which leads to better long-term success.

No matter which form they use it in, Pease says it’s important for LCOs to consistently use humates each year to fully realize the benefits. Incorporating them into their fertility program once in the spring and fall will help give them a well-rounded program.

“There is an extra cost to add humates to fertilizers,” Pease says. “But if you’re offsetting that by using less nutrients, you come out about the same in cost — and can then tout the other benefits.”

Dowdle is a freelance writer based in Birmingham, Ala.



PHOTO: THE GROUNDS GUYS





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## TIPSHEET

# PGRs: the industry's best-kept secret



**How tree and shrub plant growth regulators can offer landscape professionals many advantages**

BY CHRISTINA HERRICK | LM EDITOR

**P**lant growth regulator, or PGR, is a catch-all term for many different products that slow the growth of shrubs, turf and trees.

Korey Lofy, Rocky Mountain territory manager for Arborjet, says often landscape professionals keep their PGR program close to the chest.

"Many landscape companies don't like to tell their competition they are using PGRs because of the massive advantage of labor savings and plant appearance," he says.

While some in the green industry might be hesitant to talk about PGRs, Drew Calvert, landscape division manager with Ribeiro Landscape in Las Vegas; Lee Hickman, owner of Charleston Grounds Management in North Charleston, S.C.; Shawn Fitzgerald, regional manager for Phoenix Landscape in Ocean Isle Beach, N.C.; and Kathy Glassey, director of plant health care with Monster Tree Service, share how plant growth regulators give their operations a boost.

## BETTER USE OF LABOR

Fitzgerald says plant growth regulators help keep his workers safe in areas where there might be more risk to workers pruning. Phoenix Landscape offers commercial lawn care, maintenance, enhancements and right-of-way clearing.

In one homeowner association Phoenix Landscape services, Fitzgerald says hedgerows extend for at least two miles on a berm, and the plant material is high, which means crews use ladders to prune the plant material. Instead of pruning

the hedges four or five times, crews apply the shrub growth regulator Trimtect and only prune once or twice a year.

"Right off the bat, you're reducing labor down by 33 percent, if not better than that. And it adds up to thousands of dollars in labor cost savings."

Hickman also says using PGRs helps him cover more ground with his commercial maintenance crews. He says he'll often send crews out in February to deploy the first round of PGR applications with Trimtect on shrubs. Crews will make a second application as summer transitions to fall.

"This year, when everybody else was pruning, our guys were not pruning. We were more focused on getting our mowing and other tasks done," he says.

He estimates his crews used to prune Ligustrum six to eight times a year before he started using plant growth regulators.

"We're pruning that shrub, maybe one time a year as a full prune," he says. "We're probably tip pruning two times a year. We're going from six prunings down to no more than about three."

## LARGE CANOPIES

Calvert deploys Atrimmec for canopy management on commercial properties. He says he favors using PGRs on "labor suckers" such as oleander hedges.

"They could put as much as 6 to 8 inches of growth," he says. "In tandem with Atrimmec, you can reduce at least one pruning cycle."

Crews apply Atrimmec through bark banding, which Calvert says prevents

drift and selectively applies the PGR to the intended plant.

"The tree actually absorbs chemical through the cambium and saves us a lot of time," he says.

## KEYS TO SUCCESS

Fitzgerald says companies that add PGRs should ensure all technicians understand how to apply them. Landscape professionals often blame the product instead of the applicator when issues arise.

"Make sure that you train the people to do it the right way, so you don't have any mishaps," he says.


Monster Tree Service applies Short-stop 2SC as a soil drench and as a foliar spray for shrubs. Glassey says it's important to apply the product after pruning, and it's critical to follow the product label for recommended rates for each plant species. Time of day is important, too.

"We always prefer to treat trees and shrubs before the heat of the day sets in and never apply when temperatures exceed any label recommendations," she says.

Hickman advises being patient. Crews may still need to do more pruning in the first year of applications.

"You really see the ROI that second year," he says. "In that second year, that shrub already has the growth regulator in its system. You're not getting those shoots going crazy; you're just getting a very few selective shapes to where the guys can actually go around just hand snip."

For pricing, especially on shrubs, Lofy suggests landscape professionals take several factors into account.

"The landscape professional needs to consider the product cost, labor savings and competitive advantage of using PGRs," he says. 



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## THE BIG ONE

# Not your average campus

BY CHRISTINA HERRICK | LM EDITOR

**LOCATION** Dallas

**COMPANY** Southern Botanical

**DETAILS** Southern Botanical started managing the campus of Southern Methodist University (SMU) in 2017 when the university noticed the grounds started to show signs of aging maturity. Some trees on the campus were planted as far back as the 1930s, says Mark Slicker, account manager for Southern Botanical.


With football season, homecoming, parents' weekend or even student move-in, several areas of the campus are high-stress areas for the turf.

As these events pop up, the team at Southern Botanical adjusts irrigation and maintenance schedules accordingly. Especially after tailgating, the irrigation manager and technician scout for damaged heads.

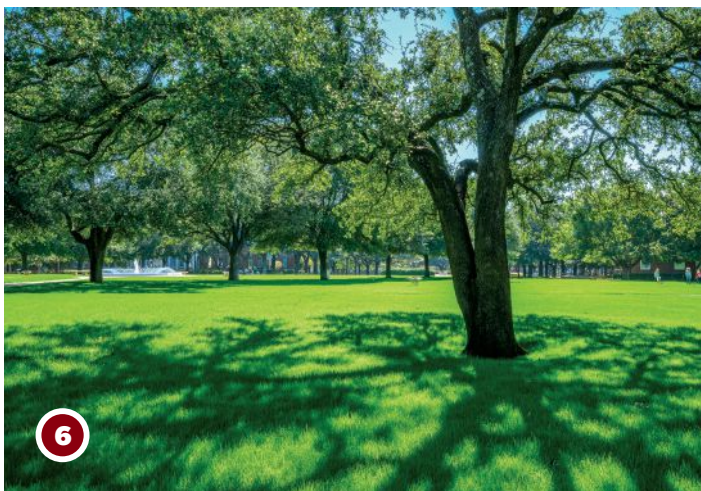
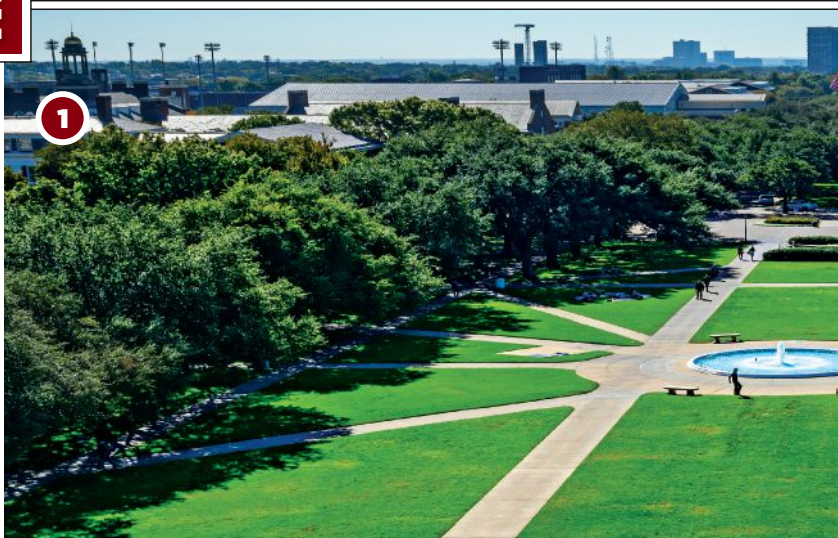
"We'll come in after events and seed again, and if the football team is going to be out of town for a couple weeks (for away games), we do heavy aeration applications, trying to get that soil around the football field back to a good condition prior to the next game," he says.

More than 60,000 seasonal color pots line the campus during the spring and winter with annual flowers. During the changeouts, Southern Botanical puts an emphasis on recycling plant material that is in good condition through transplanting perennials used during summer installations to other parts of the campus.

A major project for Slicker was cataloging more than 2,800 trees on campus, many of which honor the memory of a loved one or SMU alumni. He says the university plans to take his catalog and create an interactive list so visitors can learn more about the person the tree honors.

Southern Botanical won a gold award from the 2021 National Association of Landscape Professionals' Awards of Excellence program for this project. 

See more photos from this project at [LandscapeManagement.net/thebigone](https://LandscapeManagement.net/thebigone).



PHOTOS COURTESY OF SOUTHERN BOTANICAL





**Captions | 1.** Southern Botanical manages, programs and inspects more than 1,500 irrigation zones. The company replaced heads and nozzles with high-efficiency emitters and revised zones to properly hydro-zone the system. Southern Botanical adjusts programs daily in response to those modifications. **2.** Crews use extended hedge trimmers to ensure a clean, rounded trim throughout the pool area. **3.** The team at Southern Botanical plans seasonal color displays for each individual bed. All seasonal plantings follow Southern Methodist University's color scheme of red, blue and white. **4.** Crews mow weekly and avoid mowing around student housing until after 10 a.m. Other buildings on campus do not permit noise after 8 a.m., and some buildings prohibit mowing during class time. **5.** Crews first hand-prune larger branches on the campus' Texas sage and then use hedge trimmers for tight growth of the shrub. **6.** With the high-traffic nature of a college campus, crews maintain trees up to 8 feet and prune the canopy selectively to allow for healthy light penetration. **7.** Crews thin out cast-iron plants on campus quarterly to reduce the presence of mosquitoes and will transplant thicker areas to fill spots where the original plant material may have atrophied due to the mature tree canopy.



## MAINTENANCE SHOP

# Winning winterization strategies

## Experts share best practices to hibernate your mower fleet

BY ROB DIFRANCO  
LM ASSOCIATE EDITOR

**W**inter may be downtime for landscaping businesses in part of the country. That doesn't mean equipment isn't potentially at risk of deteriorating while stored during the offseason.

Mower winterization should be a significant part of a landscape professional's end-of-year checklist to ensure equipment is in working order when springtime comes around. Experts from Exmark and Husqvarna share with *LM* what pros need to keep in mind when winterizing mowers this fall.

### TICKING TIME BOMB

Tom Person, technical support manager with Exmark, says winter provides the perfect storm of conditions to deteriorate mowers.

"It's the time when those machines aren't being used," he says. "It's the optimal time for those batteries to go bad, for fuel to evaporate and to leave a varnish behind that can potentially gum up carburetors, fuel injection and fuel delivery systems."

The same goes for battery-powered mowers, according to Person, who says undercharged batteries are a common pitfall for pros. An undercharged battery is at risk of freezing and a frozen battery is, in most cases, a dead battery.

To make sure a battery isn't weak or does not contain a full charge, Person has two recommendations: a trickle charger or the more straightforward solution of unplugging it.



**STAYING IN FRONT**  
Successful winterization can set a professional up for a seamless transition into the busy season, when the time comes next spring.

"There is always some kind of very small parasitic draw on that system, and over time in storage, that will drain that battery to the point where it's at risk of freezing," he says. "So, if you simply disconnected it, you've removed that parasitic draw."

Person says this doesn't completely erase the chance that the battery won't freeze. But it will, at the very least, lower the chances of that happening.

### TAKE YOUR TIME

Other items on the winterization checklist, according to Stephen Clark, parts and accessories manager for Husqvarna, should include assessing belts, blades, pulleys, idlers and more.

"Often during the winterization process—particularly if done right involving a thorough inspection—one will encounter worn parts," says Clark. "(Professionals) might also run into bigger issues like oil leaks that may require the machine to be serviced at a dealer shop."

As far as the timing of winterization goes, Clark recommends that professionals do it as soon as possible after


the season is over. He says this ensures the mower isn't left in a "contaminated state" and maximizes the time for repair.

"A comprehensive and timely winterization process allows the pro to execute wear part replacements or repairs during the off-season so as to not take the machine out of service during the busy season," he says.

### PROTECT YOUR INVESTMENT

Once a professional has checked off every item on their checklist, what's next? Clark says storing the mower correctly is the crucial last step.

"A lot of people do a decent job of actually winterizing the machine," he says. "But they will store it in a shed or other environment that is not rodent-proof, and they take no steps to prevent rodent infestation in the machine itself."

He says that a mouse or squirrel nest under the fan housing in an air-cooled engine or inside the air filter can lead to a costly bill. He recommends repellents like moth balls around enclosed spaces on the machine, which will discourage unwanted guests from moving in. 



## MAINTAIN YOUR EDGE

# How attachments help pros do more with UTVs

## Shedding light on the wide array of attachments and accessories available for UTVs

BY ROB DIFRANCO | LM ASSOCIATE EDITOR

**U**tility terrain vehicles (UTVs) offer professionals a number of different ways to get their jobs done.

“Utility vehicles are the ideal machines for moving people, tools and much more,” says Derek Holt, senior product specialist at Bobcat. “Professionals can rely on their UTVs for a variety of tasks, like putting down mulch, transferring rock or towing material in a trailer.”

Holt and Andrew Pittard, product marketing specialist with Kubota, share with *LM* what new and improved attachments their companies offer for professionals who utilize UTVs.

### GO ANYWHERE, DO ANYTHING

Much of the allure of a UTV comes from its ability to go where other vehicles can't and, of course, the option to consolidate several machines into one. Holt says Bobcat's UV34 models offer versatility pros need to get jobs done.

“Professionals can make use of the cargo box for hauling shrubbery, dirt and other vegetation,” says Holt. “Given its easy maneuverability, it is also good for hauling water tanks or sprayers around a property; with its turf mode feature, operators can move around the property without damaging the lawn.”

Pittard says Kubota's four-point hitch system allows for quick connection and switching between attachments while on the job.

“A lot of these (attachments) can go on multiple different models,” Pittard says. “We have a four-point hitch system, and that goes along with our K-Connect, which is hydraulically driven. That allows

you to move attachments up and down. All of it is a part of this one system.”

### COMFORTABILITY ACCESSORIES

While some attachments aim to make jobs easier or more efficient, others offer creature comforts.

“Adding accessories to a UTV gives you the ability to make work more enjoyable, comfortable and efficient,” says Holt. “A roof can help keep you out of the sun, while mirrors can offer enhanced visibility and adding a radio can make the workday more entertaining.”

Holt says Bobcat also offers LED lighting options to keep the job site fully lit as the day winds down.

UTVs also can make great people movers on larger properties. Options like Bobcat's UV34XL allow pros to carry up to six people. Users can remove passenger seating in UV34 models, allowing more space to store equipment.

Pittard says all UTVs—or as Kubota

refers to them, rough terrain vehicles (RTVs)—should leave a dealership with the basic amenities.

“I firmly believe that every unit that leaves a dealership should be accessorized with roofs, windshields, winches and lights,” says Pittard. “All of those are accessories a dealer should implement on every single RTV, regardless of the use of it.”



Andrew Pittard

### FOR ALL SEASONS

Another advantage to UTVs is the ability for the machines to run in multiple seasons. Both Bobcat and Kubota offer accessories that make that transition easier on professionals.

“There are accessories that help transition the UTV from season to season, such as roofs, doors and windshields,” Holt says. “Operators can also select the cab and heat model, which allows them to operate more effectively and comfortably in cold weather conditions.”

UTVs can run in all seasons, offering professionals the ability to consolidate many machines into one.





## HARDSCAPE SOLUTIONS

### Total eclipse of the art

BY ROB DIFRANCO | LM ASSOCIATE EDITOR

**LOCATION** Huntleigh, Mo.

**COMPANY** Frisella Nursery

**DETAILS** Tony Frisella, owner and designer for Frisella Nursery, had free rein on the design of this 126,000-square-foot property.

Frisella says he took inspiration from the home's unique architecture and put it into his design, specifically with an arch garden to the left of the house. The homeowners wanted cedar wood boxes for raised gardens.

Frisella instead suggested a different idea after speaking with industry peers. His new vision was four stone planter boxes to match the aesthetic of the home and the arch garden.

"I told (the clients) I came up with the idea for the garden, but it might be a bit over the top," he says. "I wanted to put something on paper in front of them and have them tell me what they thought."


The entryway to the garden is what Frisella calls a "moon gate." He says the idea came from the client's love of art.

The final garden design features the same style of stone used across the property. Frisella Nursery also built wing walls to provide stability for the gate.

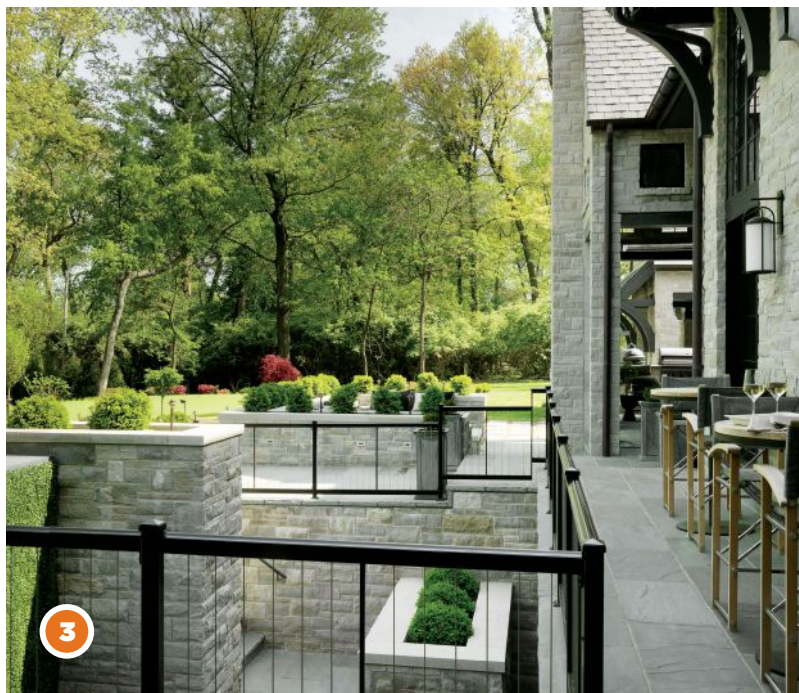
The walkway through the garden features several metal arches covered in wisteria.

Drainage issues, specifically in the garden area, were one challenge Frisella encountered during the project. He says the arch garden was the flattest area on the property.

As a fix, Frisella installed a French drain system that runs underneath the garden and takes water to the back of the property.

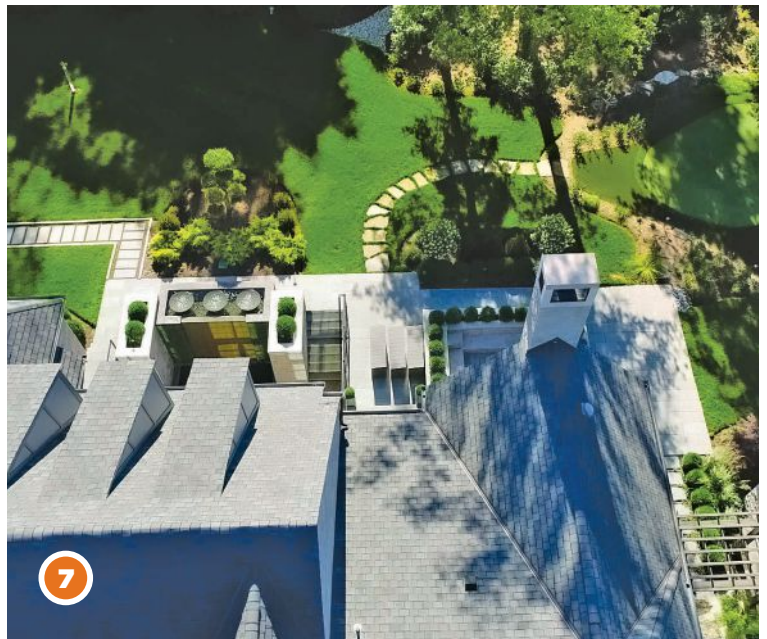
Frisella Nursery won a silver award from the National Association of Landscape Professionals' Awards of Excellence program for this project. 

See more photos from this project at [LandscapeManagement.net/hardscapesolutions](https://LandscapeManagement.net/hardscapesolutions).



**Captions** | **1.** The design of the home features three different architectural styles; according to Frisella, this presented a unique challenge in designing the landscape. **2.** The metal frames covering the garden walkway were originally to have grapevines, but now feature wisteria. **3.** The back patio features stairwells that lead to the Zen garden and a water feature. **4.** According to Frisella, the four stone planters are just above waist height, allowing for easy planting. **5.** A before shot of the front of the home shows the existing landscape as the house was under construction. **6.** The Zen garden was a special request from the clients, who wanted a serene space to relax. **7.** The stone path through the garden leads to the back patio, Zen garden and putting green.







## HOW TO

# Secrets to successful paver installations

**The success of installation jobs often comes down to one simple thing**

BY CHRISTINA HERRICK | LM EDITOR

**T**im Edick, territory manager for Unilock, says successful paver and brick installation comes down to planning and preparation.

"I've seen it time and time again, where a disorganized job site is a very unprofitable job site," he says.

Edick, Jeremy Mutschler, director of marketing and advertising with Nicolock Paving Stones, Retaining Walls & Outdoor Living, and Jason Arseneau, contractor services with Unilock, share their secrets to a great installation.

## BEFORE STARTING THE JOB

Edick says contractors must make sure to place orders and have material on hand before starting an installation job. He says he often sees design/build companies waste time by sending workers to pick up a pallet of material when the contractor could get the material delivered for a nominal fee.

"Oh, I need an extra ton of base. I need an extra half pallet of material. Oh, I didn't realize what this grade was," he says, referring to a disorganized contractor's thought process. "The less organized you are upfront, the more headaches you have down the road."

Mutschler agrees, saying contractors must place orders for materials as soon as the homeowner signs off on a design.

"Inventory changes hourly, and not placing the order in advance or scheduling accordingly could delay the installation significantly," he says.

Arseneau says it's also important for contractors to be realistic about the space at the job site.

"Not all sites are large enough to have all of the material brought at once, including aggregates and pavers," he says. "A well-thought-out plan for each stage of the project and proper staging of materials on-site will help to ensure success."

Proper permitting is another important part of preparation before the project starts, says Edick.

"I've seen that happen numerous times to where they don't have the job scheduled, or they'll go to start the project and they might not have a sign-off on a permit," he says.

## ALL ABOUT THAT BASE

"A good paver installation starts from the ground up," Edick says, referring to having a suitable subgrade for the job. "Sometimes you run into situations where you actually uncovered some really bad soil," he says. "Instead of just saying, 'I'll just gravel over top of it,' you need proper subgrade, you need proper compaction with your base material."

Another issue that could pop up is the improper excavation of the base to the right depth, says Arseneau.

"Compaction of the native soil and then compacting the aggregate in lifts is key to building a strong foundation to support the installation of the pavers," he says.

## IN THE ACT

A major issue that could arise during the installation process is improper drainage, says Mutschler. Poor drainage can lead to problems later on with the lifespan of the pavers.

"When a contractor does not take into consideration the amount of water that could accumulate and factor in the proper drainage needed to prevent flooding, the results can be devastating," he says.

Edick says a major pitfall during the installation process is a dirty job site. Crews that walk on installed pavers with dirty boots or cut material and create dust, which puts a film on the pavers.

"By the time they're done with the job, these beautiful pavers or pieces of natural stone look terrible, and then they have to spend time cleaning it," he says. "Many times, we are called onto job sites for paver issues and it ends up being the pavers are just so dirty that they've lost all their color, all their vibrance, everything. It has nothing to do with the paver or the natural stone product. It's just a matter of how it was installed." 📸





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## INSTALLATION IRON

# What's fact or fiction with compact electric equipment?

**Doosan Bobcat's vice president of global innovation and the general manager of Golden Spruce Nurseries dispel misconceptions about adding compact electric equipment**

BY CHRISTINA HERRICK | LM EDITOR

**T**here are many myths landscape professionals cite when discussing the future of electric compact equipment in the green industry. These include that performance and run time lag behind diesel hydraulic equipment.

Joel Honeyman, vice president of global innovation with Doosan Bobcat, says he has heard them all. He and Dave Sept, general manager of Golden Spruce Nurseries in Langley, B.C., Canada, help to separate beliefs about electric equipment into fact or fiction.

### LESS MAINTENANCE

Golden Spruce Nurseries demo'd Volvo's L25 Electric Compact Wheel Loader last fall. Sept says he was impressed with how quiet the L25 was and how it fit into his operation. Golden Spruce Nurseries is awaiting delivery of its L25 this fall.

He estimates about 60 percent of the repair costs for his operation's diesel skid-steers, tractors and wheel loaders involve the emission system.

"It's either a DPF (diesel particulate filter) sensor or whatever the case might be, but it generally seems to have an impact on our operations," he says. "The electric unit doesn't have the same set of problems."

He says while the cost for the electric compact wheel loader is higher than a diesel wheel loader, he sees many benefits to electric equipment.

"There are a lot less moving parts," he says. "So our



maintenance costs are down, our downtime is down, and we get the same productivity out of that product. In the long term, it will be a cost savings."

**↑ FULLY CHARGED**  
Professionals say the idea that electric equipment can't perform the same as diesel is a myth.

### MORE THAN A MYTH


Honeyman says landscape professionals cite a perceived lack of performance as a reason not to adopt electric compact equipment. He says with Bobcat's new T7X electric compact track loader, what seems like more power is responsiveness.

"What we see with electric machines is our ability to provide instantaneous power at all times to that machine," he says. "Electric can be instantaneous. Whereas with a diesel-hydraulic machine you have to idle up the engine and have the hydraulic pressure come up and you've lugged down the engine. It's a cycle, it's a wave, whereas, with electric, it's on with full capability at any RPM."

After taking a spin on the T7X, many pros who cite performance concerns change their tune, Honeyman says.

"I tell people, 'You've got to drive it, don't be a skeptic, go sit in the machine,'" he says. "We've yet to have a customer walk out of that machine saying, 'No, I want my diesel hydraulic machine back.'"

Another myth Honeyman says he's often heard is the lack of runtime with electric compact equipment. While the T7X boasts four hours of runtime, Honeyman says the key takeaway is that it's four hours of continuous operational runtime. Using Bobcat's telematics data, the team at Bobcat knows diesel compact equipment often sits idle for a third of its operational time. Instead, the electric compact equipment won't consume power when it's not in use.

"Most contractors are only actively using a diesel-hydraulic machine maybe only three to four hours a day on a site or two or three hours a day, of which a third of that time is at idle," he says. "So, four hours of continuous time can really equate to an 8-to-10-hour operational day for the customer." 



Dave Sept



## DESIGN TRENDS

# What are the design trends for next year?

**We ask design/build professionals to share their top design leanings heading into the new year**

**BY ROB DIFRANCO**  
**LM ASSOCIATE EDITOR**

**T**he popularity of outdoor living spaces that arose during the COVID-19 pandemic has continued to evolve and lead the way for design trends in 2022, according to experts.

LM spoke with three design professionals to find out what other trends they're seeing make their way to the forefront.

### FINE OUTDOOR LIVING

Phil Kelly, chief operating officer of McHale Landscape in Upper Marlboro, Md., says outdoor kitchens have become increasingly more prominent, with seemingly endless options.

Kelly notes improved cabinetry as one of the more recent upgrades in the outdoor kitchen space.

"There are more and more people fabricating indoor quality cabinets that can hold up outside," he says. "It's evolving with how elaborate they're getting and how many options there are on the market."

Kelly says fire features have also continued to grow in popularity, and as a result, the number of options has skyrocketed.

"The number of fire pits and fire tables that are prefabricated (has grown significantly)," he says. "They're functional, and you can get them in so many

different styles, from super contemporary to very traditional."

### A NEW WAY TO POOL

For Local Roots Landscaping in Pittsburgh, pool installation has been a trending part of its business. Specifically, Managing Partner Kenneth Deemer says clients request plunge pools.

"You have so many people that have a gigantic 60-by-30 pool in their backyard that they get in and just sit there and talk," he says. "It's changing people's minds and trying to get them to reconsider what they use their pool for."

Local Roots serves primarily residential design/build and maintenance clients in southwestern Pennsylvania.

According to Deemer, Local Roots partnered with Soake Pools, a company specializing in space-saving plunge pools. The aim of the plunge pool is to recreate something similar to a Roman bath with a static depth and custom, elegant tile, Deemer says.

"They can be installed flush or out of the ground a little bit," he says. "They're super great for the Northeast because we have grade changes all over the place out here."

### SUSTAINABILITY ON THE RISE

Clients also demand sustainable solutions, according to Deemer and Kelly.

"People want to have bees in their yard instead of getting them out," he says. "They see the benefit and the value of it. Both in plantings and stormwater management, we've seen a huge shift toward sustainability."

Sustainable vegetable gardens and planters are some ways that sustainability has made its way into the landscape

design world.

"We're seeing a lot of (vegetable) gardens," Kelly says. "It's being taken more from

a hobby or someone's passion to more of the client wanting it to be sustainable and to use it for their family. Green is in, and sustainability is in."

Rain gardens and stormwater management also tie into the sustainability push, which Kelly points out as trends he's seen. According to Kelly, McHale Landscape has installed more cisterns on properties to trap water for irrigating plants.

### MODERN-DAY LIGHTING

Jerry McKay, owner of McKay Landscape Lighting in Omaha, Neb., says customers for his mostly residential business have begun to demand more modern light fixtures.

"That's probably the most interesting trend we've seen (in lighting)," he says. "For the last 30 years, we've done a lot of brass and silver. Now people are demanding that the finish be dark to match up to the house. That goes along with the modern stuff."

According to McKay, the modern light fixtures are sleek, angled and usually dark in color—either black or a darkened version of the traditional silver and brass. Despite the rise of modern fixtures, McKay says other types of fixtures, specifically bistro lighting, aren't going away.

"Not a lot has gone by the wayside. On normal residential projects, we're still doing uplighting, downlighting and path lighting," he says. "Café and bistro lighting seem to have some longevity. That's started to grow into residential projects." 

**↑ LIGHT IT UP**  
Jerry McKay, owner of McKay Landscape Lighting, says even though trends have changed, lighting principles have stayed the same.





## PRODUCTS THAT WORK

### Trenchers



#### RTX250 TRENCHER

**COMPANY:** Vermeer

**URL:** Vermeer.com

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pact, powerful machine that provides 25 horsepower (18.6 kW) in a slender profile, allowing the unit to move through narrow gates and navigate an array of residential job sites. The gas-powered, air-cooled engine powers a hydrostatic ground drive system with rubber tracks that help provide strong traction, even in wet, soft or rocky conditions, while a VZ steering system makes operator training more efficient. Regular maintenance is streamlined by no tool access to serviceable components.



#### KWIK-TRENCH

**COMPANY:** Little Beaver

**URL:** LittleBeaver.com

Little Beaver's Kwik-Trench mini-trencher is offered in two models, both capable of trenching up to 30 feet per minute. A compact design paired with durable construction and components allows the Kwik-Trench to tackle many projects. Featuring carbide-tipped teeth and a powerful drive system, this mini-trencher cuts through tough surfaces such as road fill, asphalt and tree roots. The Kwik-Trench boasts an operator-friendly push-forward design that also minimizes backfill and cleanup time by depositing soil neatly along one side of the trench.



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## IRRIGATION TECH

# Ready to install? Get smart with site prep

Experts explain their strategies for preparing a site for a smart controller

BY ROB DIFRANCO | LM ASSOCIATE EDITOR

**S**mart irrigation controllers offer professionals plenty of options. But there are several steps to take before those options can make a difference in the irrigation of a property.

Irrigation experts from Rain Bird, SiteOne Landscape Supply and Horizon Distributors share their strategies for preparing a site for a smart controller.

### BACK TO THE BASICS

Rick Arena, senior training manager for SiteOne Landscape Supply, says a smart controller isn't a silver bullet. The controller itself is only as smart and as effective as the irrigation system it's controlling.

To get the best benefits, Arena recommends a thorough check of the preexisting irrigation system on site — if one already exists.

"The first thing is to physically inspect the system to make sure there aren't any defects out there," says Arena. "(Check for) any leaks, sprinkler heads and if the system is operating at excessive pressure. If you've got an inferior system to begin with, the smart controller isn't going to make the magic happen for you there."

Larry Hall, business development representative for Horizon Distributors, echoes what Arena says.

"The controller is just a piece of the puzzle," he says. "You need to know the irrigation layout.



Larry Hall

What's critical is, in my opinion, microzoning like plant material. A smart controller is going to water to the specific requirement of a plant type."

Hall suggests running zones to see what locations the controller waters and adjust based on those findings.

### GET IN THE WEEDS

Professionals shouldn't be afraid to get granular when they're checking the existing system, according to Arena. He gives the example of a broken sprinkler head.

He says a pro might look at that head and think, "Well I'll just replace that head and straighten it up."

He recommends going further and checking the nozzle in the head, the spacing of the heads in the zone and the operating pressure in that particular case.

Hall explains that with smart irrigation, coverage is extremely important.

"Head-to-head coverage and things of that nature really matter," says Hall. "You have to have a good system in place where water is getting where it needs to go. It has to be efficient that way."

### CONNECTION CONCERNS

When using Wi-Fi-enabled smart controllers, Steve Barendt, product manager for controllers at Rain Bird, says it's common for pros to use their phones to check for Wi-Fi signal strength, but that's not always good enough. He recommends downloading an app that can measure signal strength.

"It's a good troubleshooting step if there seems to be a fluctuating signal or inconsistent communication,"

*Continued on page 48*



Steve Barendt

**IT TAKES TWO**  
A smart controller is only as useful as the irrigation system it controls.





## IRRIGATION TECH

*Continued from page 47*

he says. “I would also consider the proximity to the router and measure the signal strength at the proposed controller location.”

This strategy could change on a commercial site, where a professional might not have access to a Wi-Fi network due to security concerns. In that case, cellular connection is a popular alternative, according to both Barendt and Arena.

“Most likely on a commercial site, the contractor isn’t going to be given direct access to a network, or you might have to jump through some hoops with their IT folks,” says Arena. “(With a cellular-enabled controller) they can still connect to the internet, just like with your cell phone.” 📶

## INSTALLATION FAQs

With any technological upgrade comes a list of questions from the homeowner or property manager. Rick Arena, senior training manager for SiteOne Landscape Supply, suggests preparing with the customer ahead of time to answer some of those questions before they arise.

Questions such as:

1. Is the system watering too little or too much?
2. What happens if the Wi-Fi goes down?
3. Is this really going to save me money?

Arena says it’s important to make sure customers understand how the controller decides when to water and when not to water, especially if you replace an existing system.

“The customer might be used to seeing (the system) run at a certain time,” he says. “Now we’ve got the smart controller that’s saying, ‘It just rained on Sunday, we don’t need to water on Monday.’ To their eyes, it might seem like randomness. But that’s just the technology taking over.”

To answer the second question, Steve Barendt, product manager for controllers at Rain Bird says knowing the ins and outs of the controller installed yourself is crucial. He says pros who need further information should reach out to their manufacturer’s local representative.

Finally, to address the third question, Arena suggests getting the customer’s water bill before the installation and comparing it to their first bill afterward.



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## BUSINESS BOOSTERS

# Tools to make the most of irrigation scheduling

**Software can save headaches and boost productivity for irrigation companies**

BY CHRISTINA HERRICK | LM EDITOR

**W**hen it comes to efficient scheduling of irrigation services, there are a lot of factors contractors must keep in mind, says Mike Carden, a product Manager for Real Green Systems by WorkWave.

“Whether it’s an install or repair, startup, weatherization, backflow, tests ... things (to ask include) do you have access to the home or garage on that day?”

he says. “For installs of new systems, ‘Are the utilities marked?’”

To help irrigation professionals stay on top of these variables, Carden and Amanda Feta, a customer success manager

with ServiceTitan, share tips to help boost the productivity of service scheduling.

### MAXIMIZING THE ROUTE

Route density is the key to an efficient operation. But invariably, something may come up, and a service needs to be rescheduled. Feta says this situation is where scheduling software can provide the customer service representative (CSR) with the most efficient date to add a stop to a route.

“A pitfall is oftentimes the CSR will see an availability on the schedule, and that someone is available, but they’re not paying attention to how far the technician is driving,” she says.

FieldRoutes and Real Green offer the option to re-optimize a route to ensure it is the most efficient.

“You have the ability to route all of those jobs geographically, whether it’s by zones, by technician or however you’d like with the most minimal amount of drive time,” Feta says.

“The CSR will see an availability on the schedule, and that someone is available but they’re not paying attention to how far the technician is driving.”

— AMANDA FETA, SERVICETITAN CUSTOMER SUCCESS MANAGER

### ALL ABOUT COMMUNICATION

Many irrigation companies notify homeowners when a technician will be on the property to get the go-ahead to perform services. Carden says when adding or bumping a service, it’s critical to notify the customer of changes or upcoming service calls. This is especially important for installations because a site without utilities marked wastes time.

“Services may get scheduled and bumped off the schedule after they’ve been promised or confirmed, but the customer was not notified,” he says. “Or, all team members do not have a clear line of sight into each proposal or job.”

Scheduling software, Feta says, can also help notify customers of scheduled

appointments automatically.

A bonus with scheduling software, Feta says, is it can provide information to the CSR that aids in the scheduling of service, including the skill levels of the technicians available, a history of service calls and also additional customer requests,

such as preferring to have the same technician visit every time.


“You never have a mistake of sending the wrong technician to the home,” Feta says.

Real Green and Service Titan also pull in customer information while the CSR is on the phone with the client to schedule a service call.

“You’re able to indicate on the account any special needs for that location, (such as) this location is going to require a specific amount of time,” she says. “All of these notes and information are available for the person booking the call while on the call with the homeowner.”

Carden says Real Green also offers a live map to track the location of technicians. Property diagrams and inventory also aid technicians at a job site to locate heads, nozzles or any other part of the irrigation system.

He says tracking the location of technicians also helps the CSR when an emergency call comes in. Real Green shows all technicians in the area on a map.

“We have a dispatch tool that will allow a user to look at stops or trucks that are in the area of this particular service to be dispatched and then push it out to the crew or technician,” he says. 



Amanda Feta



Mike Carden



## » INSTALLATION SOLUTIONS

# Why vehicle organization is an important step

**When running from service call to service call, an organized truck helps boost efficiency**

BY JESSE KHALIL | CONTRIBUTOR

**O**rganization is essential for irrigation technicians to keep routes running smoothly. However, with the extensive amount of time technicians spend in their vehicles making service calls, it can be difficult to keep equipment in place.

Industry experts discuss the importance of organization and share new ways to keep service vehicles running smoothly.

Russ Jundt, founder and vice president of Conserva Irrigation in Glen Allen, Va., No. 119 on the 2022 *LM150* list, says keeping work vehicles clean and orderly is an essential step to getting the job done.

"While cleanliness is also next to godliness, it is also next to profitability," he says. "The more organized a service tech's truck (is), the more efficient they are in completing their diagnostics and repairs."

### WHY KEEP ORGANIZED?

"Organization is important in all aspects of running a green industry company," says Larry Giroux, residential and commercial segment manager at Ewing Irrigation & Landscape Supply. "Everything has a spot; from shovels to parts and products for the next project. Making sure your back office and accounting are running smoothly is important to bill customers and pay suppliers."

Organization also helps your irrigation business look professional and credible, which keeps customers coming back.

"First impressions are everything," Giroux says. "If a bunch of parts or tools fall out of the van when your tech opens the door, this will erode any confidence your customer has in your company. Topped bins and tools can lead to loss of efficiency, tools and money."

### ORGANIZATION TIPS AND TRICKS

Jundt's organizational tip for irrigation professionals is to give each vehicle a different color within the fleet and label tools within the service vehicle with the same color.

"Every tool in that vehicle should be spray painted with that unique color so that when it comes time to collect tools on a job site with multiple trucks or vans, every tool is returned to its correct home," he says. "There is nothing more frustrating for a tech than when they get to the next job site and they are missing a basic tool, such as a spade."

When organizing work trucks for service calls, Jundt suggests irrigation professionals sketch out the dimensions of the truck or van to create a diagram to help determine where to place the items.

"The most commonly used tools and irrigation components should be easily accessible, and the rarely used items can be stored further away than arm's reach," he says. "Make certain that your organization bins, shelves or drawers are secured in place to withstand hard stops or swerving."

### SERVICE VEHICLE MUST-HAVES

Giroux suggests keeping all personal protective equipment, safety equipment,

**“There is nothing more frustrating for a tech than when they get to the next job site and they are missing a basic tool, such as a spade.”**

—RUSS JUNDT, FOUNDER AND VICE PRESIDENT, CONSERVA IRRIGATION



a first aid kit and a fire extinguisher easily accessible. He also suggests irrigation technicians have a few tools on hand.

"Wire trackers, multimeters, measuring wheels and clean working hand tools are must-have tools," he says. "Repair parts, spare pipe, glue, primer and clamps are also important to have."

Jundt says keeping equipment up to date and of the highest quality is imperative. From construction-grade shovels to excavation tools, each should be solid and never compromised.

Other essentials for work trucks at Conserva include high-quality electronic diagnostic equipment, consisting of a valve actuator, a multimeter and a wire locator.

"This investment will pay off seven-fold and then some," Jundt says. "In order to efficiently and proficiently diagnose wiring issues, a technician needs access to high-quality diagnostic equipment."

Don't forget to leverage technology to ensure professionalism and efficiency.

"A tablet or smartphone is a must-have product in order to access the CRM enterprise system for scheduling, data gathering and invoicing," Jundt says, noting a notebook and pen are always helpful to have on hand as well. 📱

Khalil is currently an intern with *Landscape Management's* parent company, North Coast Media, and will graduate from Kent State University in December 2022.



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## 3M

## Q+A

with **Jason Lunn**

*Application Engineering Specialist*

### Did you know that Noise Induced Hearing Loss (NIHL) is 100% irreversible, but also 100% preventable?

Here's a sobering fact: If you damage your hearing from loud noises, it doesn't come back. That's right: Once you lose your hearing, it's gone. That's why protecting your hearing is so incredibly important. What's tough about hearing damage though, is that you usually don't feel it happening. Permanent damage can happen slowly over time without you ever noticing it until it's too late. It can even happen from a short-duration exposure of only a few minutes from a very loud sound. As a rule of thumb, you should try to protect your hearing from sounds over 85 decibels. In the landscaping industry, lawn mowers, weed trimmers, and leaf blowers commonly get well above 90 decibels. How do you know if something is too loud? If you have to raise your voice to talk to someone who's an arm's length away, then it is too loud.

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# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH# 27096



## Arborgold Software

**Q+A** with **Ed Rockhill**  
Chief Operating Officer



### How do your products save time?

Many of Arborgold's "all included" features are designed to save your salespeople, office teams, production crews, and executives valuable time every day. Estimators are producing accurate bids in record time with Arborgold's auto-price calculator, unlimited remote measurement, integrated landscape design software, e-proposals, automated renewals, and access to popular material supply vendors such as SiteOne and LandscapeHub. Crews manage jobs and track time "on-the-go," office teams schedule individual, multi-day, and successor services in just a couple of clicks, and executives and business owners review critical KPI data reports in real-time through visual business intelligence dashboards.

### How do your products save labor?

Arborgold's job costing features are second-to-none in the industry. Our clients are using Arborgold's powerful scheduling tools to assign jobs to crews by territory and/or service type, they're maximizing crew time with advanced GPS dispatch and routing capabilities, reducing warranty and rework jobs

with service check-lists and progress tracking, and watching over direct and indirect labor costs through mobile app time tracking.

### How do your products save materials or fuel?

The ability to closely manage material and other production inventory has become even more important to every landscape company. Arborgold's full-featured supply chain management module is directly connected with the product's estimating, scheduling, and job management tools so our clients know what and how much material and fuel has been or will be used at any job, on any service, or with any client. With Arborgold, accessing, tracking, and maintaining inventory, including purchase orders, suppliers, and material costs, happens all in one place.

### How does your product help generate additional revenue for landscape companies?

Arborgold is more than just a scheduling or job management software. Without additional marketing expenses, our clients are generating new revenues with existing clients through add-on service estimating features, multi-service bid options, automated renewals, and database marketing. Companies looking to capture more new business are using Arborgold's integration with Angi Home Services to generate opportunities in new territories for existing or new services.

### In what other ways do your products make landscape companies profitable?

As an all-in-one "everything's included" field service software for lawn, landscape, and tree care companies, many of our clients have been able to eliminate a variety of other technology expenses from their tech stack, including CRM systems, time-tracking software, remote lawn measurement subscriptions, project management tools, and more.







All-in-one software for landscape, lawn care, and tree care companies

**FREE ONLINE  
PRODUCT TOUR:**  
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 (800) 933-1955



**TRUSTED BY  
THOUSANDS**  
OF INDUSTRY PROFESSIONALS

Grow your business with next-generation estimating, scheduling, job management, and invoicing tools

## Increase Sales Streamline Operations Reduce Expenses

- Manage leads and contacts
- Create winning quotes & bids
- Schedule and route for capacity
- Manage jobs and projects
- Capture job costs and expenses
- Track job, shop, travel, and other time
- Manage supply vendors, material, and deliveries
- Invoice and get paid online
- Access local material catalogs
- Map client assets and treatment history
- Market via text, email, and voicebroadcast
- Visual business intelligence and analysis tools
- Connect teams through mobile apps

### Arborgold gave us the **FOUNDATION WE NEEDED**



Using Arborgold, Blue Native streamlined its communications between the field and estimating team. Project managers use mobile apps to take progress photos and locate, schedule, and dispatch crews in real-time. Estimators create and modify estimates on the fly.

**"None of one of our business growth would have been possible without Arborgold Software."**

- Carlos Perez, CTO  
Blue Native Landscape & Irrigation



Visit [arborgold.com/tour](http://arborgold.com/tour) to discover how Arborgold software can help you build a better business

# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #1164



## Aspire Software

**Q+A** with **Mark Tipton**  
*Founder and CEO*

### How can Aspire save you time and labor costs?

Few things can impede landscape businesses' success more than disconnected systems and manual processes. The potential for human error with data entry across multiple spreadsheets and solutions breeds a lack of trust in the information you're using to run your business.

Aspire business management software centralizes all data in your business in one location — from estimating and scheduling to job costing and invoicing. Aspire enables you to manage your entire operation on a single solution.

Aspire gives you all the historical data and financial reports you need — in real time. With a powerful business management solution, your teams no longer have to search for data or spend hours compiling reports from various spreadsheets or databases. More efficient workflows and instant access to insights allow your people to focus on the tasks that significantly impact your business.

A single source of truth provides your people with the information they need to do their job better and more efficiently. Your staff can avoid bottlenecks like

waiting for company leaders to obtain reports or weigh in on fundamental decisions. Improved labor management and communication in all areas of your business empower your entire organization with the information and insights to make better data-driven decisions faster.

### How can Aspire help you operate more profitably?

Pricing and estimates in Aspire are informed by your actual job costs, not guesswork or recollections of past jobs. With accurate pricing and estimates based on actual job costing data, estimators can quickly create proposals that hit your target margins. They can generate more proposals based on historical data, giving your company more opportunities to win profitable jobs and improve pipeline.



Aspire users witness the impact of these efficiencies and improvements firsthand. For example, DBL Landscaping reported an 18% increase in gross margin while tripling net profit with Aspire.

Aspire allows you to view data by division, service type, property, manager, crew leader, or work ticket, empowering you to determine if jobs are profitable. Instant visibility into your performance against the estimate helps you identify problems in real time and course-correct immediately.

Accelerate your success by replacing manual or outdated processes and incomplete solutions with software designed to help field service companies improve their bottom line.

**aspire**  
 A ServiceTitan Company

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## Software to power the fastest growing landscape businesses



**Aspire centralizes your data in a single platform, giving you real-time insights and reporting, so you can make the right decisions to grow your landscaping business.**

### **Grow your profits with better estimates**

Hit your profit margins with better estimates based on actual job costs. Plus, property intelligence tools like Go iLawn and LandOne help you build detailed quotes that win clients.



### **Labor management tools to empower your people**

Time tracking and two-way communication between the office and the field helps make your teams more productive—and every job more profitable.



**Scan the code  
to schedule a  
free demo**

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# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #1142 | OUTDOOR BOOTH #7766D



## ASV Q+A with **Buck Storlie** *ASV Holdings Inc. Product Manager*

### How do your products save time?

ASV's Posi-Track® compact track loaders offer industry-low ground pressures so operators can do more work in more places. The light footprint and suspension systems of the innovative machines allow operators to travel on wet or soft ground conditions with a lower risk of getting stuck or damaging turf. This also means less time spent repairing a damaged lawn.

ASV's Posi-Track® compact track loaders are some of the fastest in the industry, which saves time while traveling through a job site. The ability to see more from the cab is another time-saving quality. Our new Yanmar-powered RT-40 and RT-50 feature new frameless front doors that include floor-to-ceiling glass area for visibility similar to the larger MAX-Series™ line. This allows operators to better see their work and attachments. The cab's large side and rear windows provide additional lines of sight.

### How do your products save labor?

Our smallest compact track loaders pack a ton of power for taking on jobs in tight spaces that may have otherwise needed to be completed

by hand. Horsepower ranges from 24.7 with the RT-25 up to 53.8 on the new Yanmar-powered RT-50 — featuring 8% more power than the previous model.

Maintenance is another important point that can save on labor. All ASV Posi-Track loaders include convenient maintenance features for less downtime. We design our loaders with easy access to the grease Zerk, filters and other daily checkpoints, cutting the time spent maintaining the machine and saving on labor.

### How do your products save materials or fuel?

When it comes to saving fuel, it's what is on the inside that counts. Our track loaders and skid steers both minimize waste and improve fuel efficiency with the use of high-capacity cooling systems and large hoses, which also improve overall performance.



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

ASV compact track loaders come in one of the largest size ranges in the industry. This means on top of improving profits by minimizing wasted fuel and material, operators can invest in an ASV machine that's perfectly fit for the job. The smallest compact track loaders allow contractors to complete what otherwise may have been manual work faster. The largest, most powerful, compact track loaders can operate demanding attachments such as mulching heads with ease, improving versatility and opening new job opportunities.





THE ALL-NEW MAX-SERIES COMPACT TRACK LOADERS

WHERE LITTLE DETAILS DON'T GO  
A LONG WAY. THEY GO ALL THE WAY.

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can maximize performance on the job, no matter how big.

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COMPACT TRACK LOADERS

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# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #26046



## Atlantic-OASE

with **Jim Chubb***Director of Product Training and Systems*

### How do your products generate additional revenue?

Water features are high margin add-on sales that homeowners want. The American Society of Landscape Architects has listed Water Features in their Most Wanted by Homeowners survey for the last 10 years. Atlantic-OASE manufactures cutting-edge products, designed specifically for the landscape contractor, that make building illuminated water features easier, faster, profitable, and problem-free, even for first-time installers. Adding the charm of moving water 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 36-inch Fountain Bowl or Basalt Columns; the installation of the matching basin, pump and plumbing kit creates a beautiful water feature in two hours or

less, using only simple hand tools.

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 or choose one of our Basin Kits or Bundles with everything needed to create a Formal Spillway masterpiece. We even have detailed step-by-step install videos for the bundles on our YouTube. 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, usually in half a day or less.

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

Water feature maintenance contracts and servicing is a great add-on for your business. Providing your crew with the right tools, allows them to work efficiently and



effectively, and we have all the right tools for the job. Once maintenance contracts are established with your customers, you can also supply them with the water treatments needed directly which will boost profitability.

For those contractors that feel comfortable with a greater range of projects, Atlantic-OASE also offers Pond-free, Water Garden, Maintenance and Aeration Systems all equally profitable. 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-OASE, we earn your business by helping you earn more.





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*hammered brass*  
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# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #23093



## Attentive

**Q+A** with **Shiva Dhawan**  
Co-founder and CEO

### How does your product save time?

AutoBid automates the internal sales process for landscape maintenance bids. With automated takeoffs, you no longer waste time drawing polygons on property measurement software. AutoBid instantly converts the takeoffs into time, cost, and material estimates using your pre-set production rates. Lastly, it autogenerates ready-to-send proposals featuring high-resolution sitemaps. Thus, AutoBid reduces the bidding time by 90%. You can also automate blueprint takeoffs using our automated takeoff software: AutoMeasure. This way, you can spend the time saved on better production reviews, developing customer relationships, generating leads, upselling enhancements, etc.

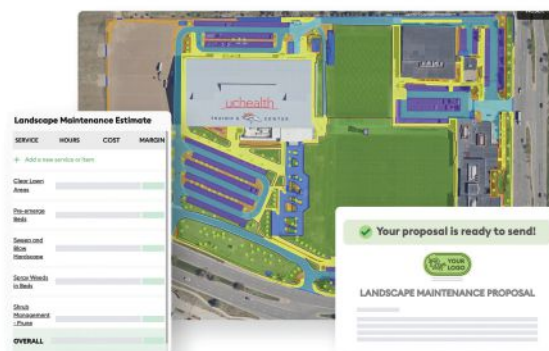
### How does your product save manual labor?

Sales teams typically waste hours, and even days, measuring sites either on property measurement software or in the field measuring commercial properties. Blueprint takeoffs also take up a lot of time. Then, sales teams upload the manually taken data into spreadsheets to create an estimate. Lastly, they prepare a proposal by transferring the

estimates into a proposal document. With AutoBid, you can put these tasks on autopilot. Having multiple tools for measurement, estimates, and proposals hurts sales teams' productivity. AutoBid completely eliminates the hassle of exporting data from one tool to another.

### How has your product made landscape companies send out more proposals?

AutoBid automates the entire measurement process, so if it used to take you a week to measure a 150-acre HOA, you could now do it under 18 hours. With automated estimates and proposals that are generated instantly, you can churn out landscape maintenance bids much faster and in higher volumes. Send out 2-3 times more proposals in the peak season. Prepare winning proposals with the click of a button using customizable templates with HD sitemaps. Auto-



Measure gives you auto-generated takeoffs for multisite portfolios and landscape construction jobs, increasing your throughput on proposals.

### In what ways will your product help landscape and lawn care companies win more bids?

First, AutoBid generates extremely accurate takeoffs utilizing the latest high-resolution imagery. It then creates error free estimates and ready-to-send proposals with sitemaps & service diagrams.

Second, your sales teams can spend more time prospecting, building relationships with purchase enablers, and on production reviews.

Third, the slow bidding process limits the sales pipeline. With AutoBid, your team's proposal output increases along with the accuracy of the takeoffs and the estimates. This way, sales teams can bid more and win more.







# The Breakthrough Your Sales Process Needs





✓ Landscaping Maintenance Proposal

Clear Lawn Areas

Pre-emerge Beds

Spray Weeds

Signature

## AutoBid for Landscape Maintenance



Scan for a demo today!

## AutoMeasure for Blueprint Takeoffs



SAVE TIME



BID MORE



WIN MORE



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# PROFITABLE PRODUCT\$



## ECHO

## Q+A

with **John Powers**

*Director of Product Management*

### How do your products save time?

ECHO products are rooted in innovation; when designing our tools, we focus on durability, power and reliability. Our end user is top of mind when designing our products. Our goal is to have pros work with tools that get the toughest jobs done quickly and efficiently.

### How do your products save labor?

Our X Series models are ECHO's best-in-class products. They are designed with the following three principles in mind: powerful, lightweight, greater productivity. Powerful tools allow the end user to get their jobs done efficiently. Lightweight tools take stress off their bodies when using the equipment and that combination allows end users to get their work done quickly and comfortably. Our X Series models span across the following categories: blowers, brush-cutters, bed redefiners, chain saws, edgers, hedge trimmers, Power Pruners, Pro Attachment Series and string trimmers.

### How do your products generate additional revenue for landscape companies?

ECHO helps landscapers add incremental revenue in a couple ways. First, the performance generates time savings for crews. That in turn can allow for additional jobs to be done in the same amount of time for increased revenue. The old adage is alive and well that "time is money," and ECHO can help with providing a pro more time for more jobs.

Secondly, ECHO continues to bring new product segments to market, which allows landscapers to expand their services. Perhaps a mow and blow landscaper starts offering house, deck and sidewalk cleaning with the help of ECHO's new line up of pressure washers, or they leverage ECHO's recent expanded spreader lineup to add fertilization or snow melt services.

### In what other ways do your products make landscape companies profitable?

First is the performance, which equates to many factors: time savings; best-in-class quality and durable products for less downtime or trips to the service counter;



best-in-class oil and fuel also contributing to less downtime; better ergonomics for health and comfort, reducing the need for medical expenses; sales programs and fleet programs, offering substantial cost savings; and ECHO's unmatched warranty can reduce out of pocket expenses. This all works together in contributing to increased profitability for the professional landscaper.







# Experience ECHO Performance!

Experience ECHO Performance! For over 50 years, professional landscapers and arborists have trusted the ECHO name as "The Professionals' Choice™".

Equip Exposition is all about experiencing the newest equipment and ECHO is pleased to say we've introduced 127 new models since 2017. Stop by our Indoor Booth #5112 to see what's new along with the ECHO eFORCE™ 56V Battery System and our ECHO X Series lineup with equipment that is Powerful, Light Weight, and provides the professional with Greater Productivity. But don't just see them, visit our Outdoor Booth #7451D and experience the performance yourself!



**ECHO X SERIES**



**RED ARMOR® FUEL**



**ECHO eFORCE™**



**ECHO-USA.COM**

# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #7080 | OUTDOOR BOOTH #7444D



## Z Turf Equipment

### Q+A with Jonathan Guarneri Product Manager

#### How do your products save time?

Z Turf Equipment products save time by enabling landscape professionals to do more than one job at a time. For example, our Z-Spray spreader-sprayers offer the ability to spread granular material while spraying, so just one pass is needed to perform both operations. Each Z Turf Equipment machine features intuitive, easy-to-use controls, so less time is spent training new employees on how to operate them safely and efficiently.

#### How do your products save labor?

With the ability to simultaneously apply granular and liquid materials, Z-Spray spreader-sprayers maximize the productivity of each team member. The stand-on design of our Z-Spray and Z-Aerate models also reduces operator fatigue, so it's easier for each employee to produce at a consistently high level throughout the day, every day.

#### How do your products save materials and/or fuel?

By performing two jobs at once, Z-Spray spreader-sprayers accomplish more with fewer passes, so less fuel is used to achieve

the desired results. Z-Spray spreader-sprayers are designed to apply materials more accurately, precisely where it's needed, with minimum waste. A digital speedometer is standard on Z-Spray Max, Mid, and Junior models. This enables operators to easily monitor and maintain a consistent speed to help ensure they don't over- or under-apply materials.

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

Z-Spray spreader-sprayers enable lawn care professionals to perform two revenue-generating services with each pass of the machine. Crews finish jobs faster, which enables them to service more properties,



or perform additional services on properties with increased efficiency. The bottom line is increased revenue generating potential.

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

All Z Turf Equipment machines are designed to be durable, easy to service and simple to maintain. Our focus on minimizing the amount of downtime the machines need for service and maintenance means they're ready and available to work a greater percentage of the time. Less downtime equals increased profit potential for our customers.





# WE ARE ALL GETTING UPGRADED IN 2023

*See all our updates in person at Equip Exposition  
this October in Louisville, KY, booth 7080*



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STYLISH **RADIUS®**  
COMFORTABLE



INNOVATIVE  
ADAPTIVE **LAZER Z®**  
TECHNOLOGY

NEXT LEVEL  
**COMMERCIAL 21**  
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[zturfequipment.com](http://zturfequipment.com)



# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #1164



## FieldRoutes

### Q+A with William Chaney CEO

#### How do your products save time?

FieldRoutes Cloud-based lawn care software automates field service operations. This includes office management, advanced route optimization, payment processing, digital sales, marketing, and customer acquisition solutions that accelerate growth, streamline operations, increase customer retention, and maximize revenue.

#### How do your products save labor?

The FieldRoutes Operations Suite automates tasks such as invoicing, billing and collections, and offers communications and appointment reminders through email, SMS text, and voicemail messages. You can set up automated reminders for past due invoices and automate when appointment reminders are sent before an appointment or when the technician arrives. Once the service is complete, customers will receive an automated follow-up email.

#### How do your products save materials or fuel?

FieldRoutes' *Intelligent Routing* capabilities reduce windshield time and fuel costs by creating the most efficient routes and ensuring

your technicians arrive on time. Features such as *Route by Chemical Capacity* ensure that the route is optimized not just for stops and time but for the amount of chemicals that can be carried by each vehicle. *Same Side of Street* routing keeps hoses from crossing busy streets, *Routing for Hazmat Trucks* avoids roads where hazardous materials are not allowed, and *Routing for Commercial/Heavy Trucks* excludes bridges and roads with weight limits and commercial drivers.

#### How do your products help generate revenue for lawn care companies?

The FieldRoutes Mobile app allows technicians to sell, upsell, and provide superior service to customers. You can create "no knock" zones, assign personnel to multiple territories, and view sales statistics. Technicians save time with the ability to view relevant customer information, including name, address, subscriptions,



pending appointments, and outstanding balances from one screen without having to navigate through multiple tabs.

#### In what other ways does your product make lawn care companies profitable?

The FieldRoutes Marketing Suite helps you get noticed with online marketing strategies, such as a professionally-designed website, search engine optimization (SEO), high-converting landing pages, paid search, and brand and logo creation. The marketing experts at FieldRoutes will work with you to build a plan that meets your marketing growth objectives, target specific geographic areas, and achieve results with the latest trends and best practices in digital marketing. It's fully integrated with the FieldRoutes Operations Suite to save you time and measure your return on investment (ROI).





# ***It's True! The Grass REALLY IS Greener On The Other Side!***



## **Lawn Care Software And Integrated Marketing To Automate And Grow Your Business**

As part of ServiceTitan we help all our customers achieve immense success — with software that automates, not complicates.

**Drop by booth #1164 at Equip Expo and be the first to know about the innovative solutions we're building for your business.**



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972.608.3212 | [FieldRoutes.com](https://FieldRoutes.com)

# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #29080



## FJDynamics

### Q+A with Ville Koivisto

*Country Manager*

#### How does your product save labor?

The autonomous mode allows you to operate multiple mowers, which can save 50 percent of your labor costs. For example, the average labor cost is \$60 per hour. With FJD Vidar's autonomous mode, one man can control two mowers at the same time. If you need to cover 20 acres, you only need one man to control your mowers and work for five and a half hours. The total labor costs will be \$330. Without Vidar, you might need two people to work for five hours, and the total cost will be \$600. Therefore, FJD Vidar saves 50 percent of your labor costs.

#### How does your product improve mowing efficiency?

Thanks to its RTK positioning system, FJD Vidar can achieve centimeter-level positioning accuracy during path planning to boost your cutting efficiency. Besides, the highly precise path planning avoids overlaps and minimizes skips, so that you can save your mowing time.

Most importantly, the removable battery pack will extend your mowing hours, so you can work larger areas at a time. Unlike other mowers that require seven to eight hours

to recharge batteries, it only takes five minutes to replace FJD Vidar's batteries.

#### How does your product save materials or fuel?

FJD Vidar is a wholly electric mower that uses clean energy instead of gas. It has no emissions and produces no pollution. The average energy cost for gasoline mowers is \$16 per acre. With FJD Vidar, it costs only 10 cents per acre. As gasoline prices are increasing rapidly, it will be a major trend to use electric mowers as a cost-efficient solution in the near future.

Equipped with 6.79kWh/141.5Ah batteries, Vidar can cover 6 acres at a time and work nonstop for three hours. It's easy to replace the battery pack, so you can work outdoors continuously without worrying about battery backups.



#### What's your future landscape management solution?

Aside from the FJD Vidar mower, we will also introduce household and commercial ride-on mowers, robotic lawn mowers and so on. For different scenarios, we provide lawn management system to manage your lawn and turf digitally. With our software system and hardware devices, you can manage multiple mowers simultaneously and monitor your field data to achieve better cutting performance. What's more, FJD Vidar's functional attachments, such as mulching kit, snow blower, sweeper, blade, and PCS (Power Conversion System) provide you with additional features.



## FJDynamics



# FJD VIDAR Z42P

SMART LAWN MOWER



Level up your mowing experience with this  
autonomous electric mower.

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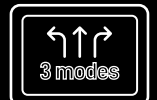
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RESUMPTION



UP TO 6 ACRES PER  
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100%  
ELECTRIC  
CONTROL



AUTO/MANUAL MODE  
& REMOTE CONTROL

For more information about FJD Vidar, visit  
[www.fjdynamics.com/product/lawnmower.html](http://www.fjdynamics.com/product/lawnmower.html)

Media Contact: [mkt.global@fjdynamics.com](mailto:mkt.global@fjdynamics.com)

# PROFITABLE PRODUCT\$



## FX Luminaire



with **Bryce Carnehl**

*Specification Support Manager*

### How does your product save time?

The FX Luminaire Lighting Design Service provides customized low-voltage landscape lighting designs for professional contractors. These high-quality designs eliminate the guesswork in landscape lighting by providing correct product placement parameters, accurate ordering information and finishes, required material quantities, and detailed installation instructions. These deliverables allow contractors to present designs succinctly to their customers, accurately order required products and materials, and quickly install lighting components, maximizing cost and time savings.

### How does your product save labor?

Since the FX Luminaire Lighting Design Service provides complete low-voltage landscape lighting plans, customers can maximize labor savings on both the front and back ends of the project. On the front end, labor is saved by efficiently managing the design process. Landscape professionals can rely on the FX Luminaire Lighting Design Service, freeing up labor-intensive design work. On the back end, the service takes the guesswork out of ordering quantities,

installation methods, and transformer/controller programming, creating efficiencies in installation labor.

### How does your product save materials or fuel?

The FX Luminaire Lighting Design Service provides complete low-voltage lighting design plans, specifications, product lists, cost estimates, and installation details. Delivering this vital information prior to construction allows a contractor to efficiently plan for the full scope of installation, which eliminates the need to take multiple trips to supply warehouses and make return trips to the job site.

### How do your products help generate additional revenue for landscape companies?

Professionally designed low-voltage landscape lighting installations maximize the value of all outdoor living spaces. The FX Luminaire Lighting Design Service allows landscape and lawn care companies to add a valuable opportunity to their offerings. We work with companies as an extension of their business to produce and provide complete



low-voltage landscape lighting plans. These deliverables are available at no cost to customers, who can use this service to upsell and make additional proposals to both new and existing customers.

### In what other ways does your product make landscape companies profitable?

Complete, customized low-voltage landscape lighting design plans are available for free from the FX Luminaire Lighting Design Service. Landscape companies take advantage of the service to grow business through expanded offerings. It provides accurate material lists for easy ordering and communicates clear product locations and installation practices to complete the project. Contractors can also use the plans to engage their customers with beautiful, high-quality presentations. These deliverables allow companies to focus on new business opportunities, expand their existing services, and create new efficiencies with their installation crews — all of which increase profitability.

**FXLuminaire**



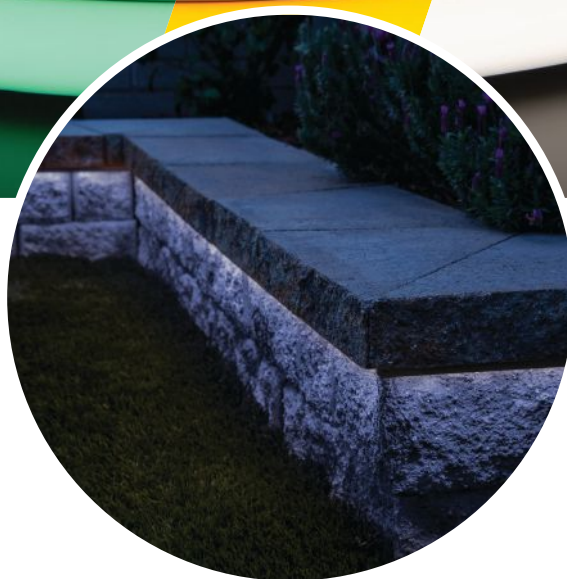
# NOW IT'S EASY

*to Color Between the Lines*

**The vibrant and versatile SRP RGBW Strip Light** makes it easier than ever to illuminate stairs, patios, hardscapes, and more — with elegant colors, no hot spots, and all required accessories included. Install it with the SRP-CC Color Controller and any low-voltage transformer to brighten the night with unmatched color-changing effects. Beautiful.



[fxl.com/SRP](https://fxl.com/SRP)



# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #3182 | OUTDOOR BOOTH #8060D



## Greenworks Commercial

**Q+A** with **Vincent Constantine**  
*Director of Commercial Sales*

### How do your products save time?

Greenworks saves time by reducing the startup process, routine maintenance, and refueling of commercial gas products while simultaneously increasing production capacity by leveraging best-in-class brushless motors and industry leading lithium-ion technology. Our equipment is designed to optimize battery run time without sacrificing the power and performance required for true commercial professionals.

### How do your products save labor?

Greenworks is the only manufacturer offering land care professionals a full trailer solution for rechargeable lawn care. By offering a full category of commercial-grade outdoor power equipment, professionals now can get started earlier and work through the day with less down time. Rechargeable equipment means less time spent at gas stations, quicker startup times, and most importantly, less time spent on shop maintenance and equipment repairs.

### How do your products save materials or fuel?

Greenworks is focused on offering the most comprehensive and techno-

logically advanced rechargeable line up in the industry. With a full trailer solution that consists of ZTRs, UTVs, commercial handheld and robotics, Greenworks has completely eliminated the need to combustion engines, trips to the fuel pump, and routine maintenance. By utilizing best in class lithium-ion cells and pairing them with our innovative Bluetooth and 4G network, Greenworks has optimized efficiency and fleet management while eliminating fuel and oil costs.

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

Greenworks is technologically driven and is leading the charge for a more sustainable industry. By eliminating the need for fuel and combustion engines we have eliminated the loud noise, constant vibrations, and odors often associated with commercial lawn care. This provides a better user experience for not just the user, but for their customers as well. This allows for landscapers to get started earlier and work later into



the evening without interrupting the communities and properties they are maintaining. This allows professionals to expand their customer outreach by offering an eco-friendly and more sustainable solution to lawn care without sacrificing the power and performance of combustion engines.

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

Greenworks is not only electrifying the OPE industry, but we are revolutionizing the technology and capability of lawn care equipment. By using Bluetooth, 4G networks, and specialized software systems our equipment is not just powerful, but intelligent as well. This means battery health and monitoring, GPS tracking, anti-theft device, real time performance feedback, and fleet management available in real time, at the touch of a finger.

**greenworks**  
 COMMERCIAL

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Live demo and test drive at the  
Equip Exposition Oct. 19-21  
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CU400W 82V  
Commercial Work Utility Vehicle

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# BUILT TO HANDLE THE TOUGHEST JOBS

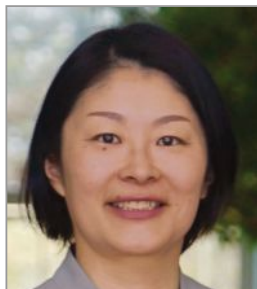
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Check out our full commercial product lineup at [greenworksmcommercial.com](https://greenworksmcommercial.com)

# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #30104



## Honda Fleet Management Service

**Q+A** with **Yuko Furuichi**  
Marketing Manager

Honda Fleet Management Service supports landscaping companies' productivity by visualizing equipment usage rate for smaller hand-held equipment to riding mowers. The app keeps track of equipment utilization and once it hits the pre-determined maintenance interval, the app sends out a notification to your maintenance team.

We expect the data will help our customers understand how to maximize their equipment utilization rate and to determine if fleet size adjustment is needed. With this new service, our customers can find solutions to their equipment management challenges.

### Let us share some benefits based on actual examples:

#### 1. Equipment fleet size adjustment

A customer has been monitoring the usage rate of spare equipment. After a year, they successfully reduced the spare fleet size to half by reallocating the equipment. As a result, they expect to see less repair and maintenance expense, and eventually less equipment replacement expense.

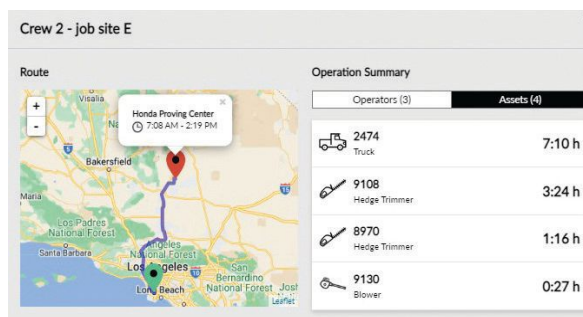
#### 2. Redefine scheduled maintenance interval

When the owner's manual

recommends to replace the consumables every 100 hours, how do you track engine run time, especially with the hand-held equipment that does not have an hour meter? One way is to "guesstimate" that the accumulated engine run time will reach 100 hours after two to three months. But is that really so? We provide engine run time data for you to plan maintenance based on data. No more "guesstimation."

#### 3. Redefine equipment replacement interval

When you decide to replace your handheld equipment after two years, do you know how much you used the equipment? Are you comfortable that you used the equipment fully? One customer used to replace some of their equipment after three years, but now, based on the accumulated engine run time



data, they are able to extend the replacement cycle. They have more equipment that is over three years old but still operates perfectly.

Honda offers a free one- to two-month trial to potential customers. If you are interested in our new pilot project and would like to experience the value we can add to your operations, come see us at Equip Expo at **Booth #30104**. We look forward to seeing you at the booth!

# HONDA





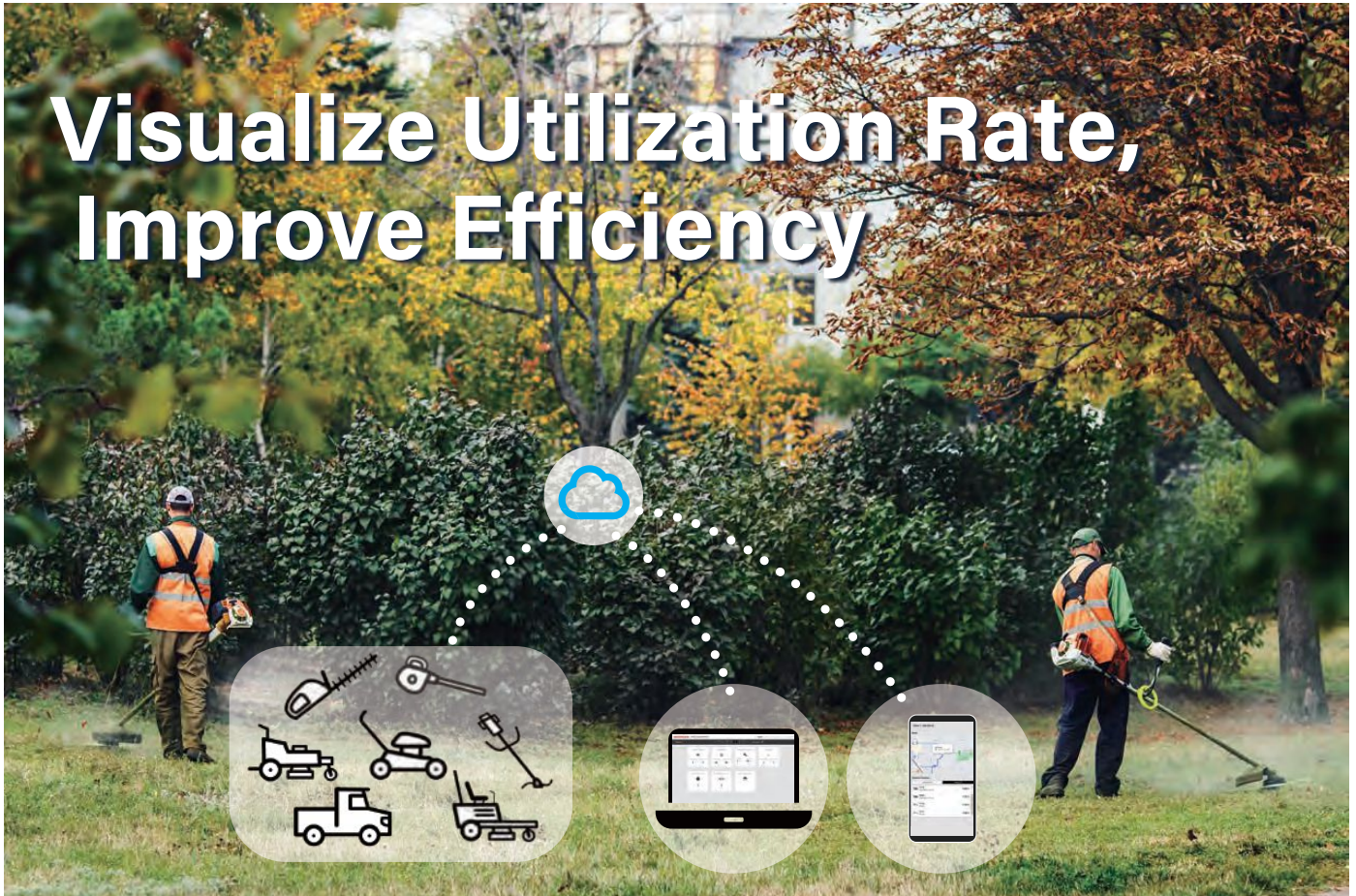
# HONDA

# FLEET MANAGEMENT

- ✓ Streamlines Operations
- ✓ Enhances Productivity

**Join Our Free Trial**

## Visualize Utilization Rate, Improve Efficiency



**For more information**

**Come See Us at Booth #30104**  
**Equip Expo 2022**

**Contact Honda at**  
**support\_fma@na.honda.com or scan the QR code**

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# PROFITABLE PRODUCT\$



## Horizon Distributors

**Q+A** with **Toley McGettigan**  
Product Manager, Power Equipment

Horizon has a complete suite of battery-operated power equipment to meet the changing needs of the landscape professional. We've spent months evaluating the major brands for quality, runtime and power and believe we have the most extensive product selection featuring riding mowers, push mowers, handheld equipment and even ATVs.



### How do battery products save time?

First and foremost, there is no downtime. Battery doesn't require oil, air filter or spark plug changes. Startup is quick and the products are easy to learn how to operate.

### How do battery products save money?

With gas still at high prices, not having to fill up your power equipment every day saves a TON of money. A typical backpack

blower uses about ½ a gallon of fuel per hour. That's about 20 gallons a week per blower, or around \$80 a week. Plus, there is no additional loss from spillage and theft.

### How can battery products generate more revenue?

As we all know, many cities, counties and even states are adapting bans on 2-cycle products. But there are a lot of commercial businesses like schools and

hospitals that are willing to pay a premium for battery-only service. Plus, the noise reduction allows you to extend operating hours in residential neighborhoods. Positioning yourself as the "green alternative" is a great branding concept!

Our Horizon stores have a large selection from Echo, Greenworks and Makita. And we are happy to provide a demo so you can see the advances that have been made with battery equipment.



Irrigation  
Outdoor Living  
Landscape  
Equipment



Want to learn more?

Call 800-PVC-TURF  
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Big Enough to be **Professional**, Small Enough to be **Personal**  
Horizon has the products you need, when you need them—all under one roof.



**IRRIGATION & DRAINAGE** products



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**POWER EQUIPMENT**  
including parts & Service Centers

### OUTDOOR LIVING & LANDSCAPE LIGHTING

Step outside your normal scope of work to grow your business and keep up with the competition.

Low voltage lighting, synthetic turf, outdoor kitchens & hardscaping are all great opportunities for you to improve your profitability and expand your service offering.

And that's just what Horizon's Outdoor Living products can help you do.



## MORE THAN A STORE.

Visit us online, or stop in to your local branch to experience the Horizon difference today.

Irrigation  
Outdoor Living  
Landscape  
Equipment





# PROFITABLE PRODUCT\$



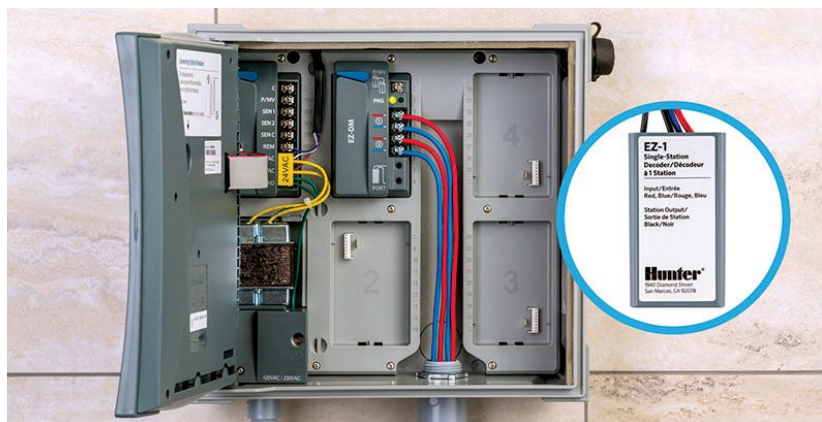
## Hunter Industries

**Q+A** with **Kevin Battistoni**  
Midwest Sales Manager

### How do your products save time?

Let's start with the EZ Decoder System. This innovative product has turned the world of two-wire decoder technology on its head in recent years. We were able to remove all the painful aspects of a traditional two-wire decoder system while maintaining all the benefits. And we did it at a price point that's roughly half the cost of any other decoder system! I live for that jaw-dropping look on a contractor's face when I tell him it's okay to use conventional 18 AWG irrigation wire without grounding the controller or decoders. That, coupled with the EZ-DT Diagnostic Tool, allows for quick and easy programming of decoders before wiring them into the system.

Troubleshooting traditional decoder systems can be a painfully time-consuming process — especially if you lack the tribal knowledge of the wire paths. EZ Decoder Systems are easy to service because they operate just like conventional irrigation systems. They energize the wire path when a station is running with the same 24 V AC power as a traditional system. We added a green light



to each decoder that only flashes when it's running. To check for power in the field, all you need is an AC voltmeter. If you have power at the decoder and it's not flashing green, rip it out and replace it. It's that simple.

EZ Decoder Systems save time because they are retro-compatible. They can be used on Hunter ICC Controllers dating back to 1998 and Hunter Pro-C® Controllers dating back to 2014. This makes it easy to increase the maximum station count to 54 with ICC, ICC2, and HCC Controllers and 32 stations with Pro-C Controllers. Hunter products are built on innovation, so

these controller options pair nicely with our cloud-based Hydrowise® or Centralus™ Irrigation Management Platforms. This becomes a powerful combination, giving you full remote access via Wi-Fi, LAN, or LTE from anywhere in the world. Adding a flow meter boosts management capabilities with real-time notifications that help ensure electrical and hydraulic integrity. It's like having a service tech at the site 24/7. Hydrowise Software adds another layer of savings with customizable automatic adjustments to the irrigation schedule based on local weather data.

All these innovations allow our customers to provide their clients with the highest level of service possible without being on-site, which saves water, time and fuel.

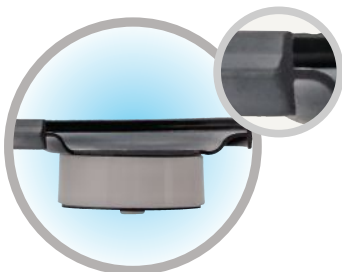
# Hunter®





What's a  
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**We test  
them all.**

**100% Water-Tested.** Keep your irrigation system running smoothly with Hunter PGV Valves. Boasting the lowest pressure loss in the industry, they're built to handle a range of pressures while delivering the strength, reliability, and versatility you need to tackle any project.



**DOUBLE-BEADED DIAPHRAGM**  
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# PROFITABLE PRODUCT\$



## Isuzu



with **Brian Tabel**

*Executive Director of Marketing*

### How do your products save time?

Our trucks offer the ease of storing all the equipment in a locked body for added security. Our commercial vehicles are engineered with two axles to avoid the need for trailers or additional items which could add expenses and time.

### How do your products save labor?

Our trucks allow for easy access to all the equipment by storing them in the body, making it easier for the team.

### How do your products save materials or fuel?

By allowing for all the equipment in one truck without a trailer eliminates additional costs and maintenance. Having gas or diesel options allows the team to decide which option is the best fit for their business.

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

Keeping all the equipment in one place reduces prep or clean up time. The easy-to-drive low cab forward design will help with those tight, hard-to-maneuver locations.

**ISUZU**  
Isuzu Commercial Truck of America, Inc.



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# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #1110 | OUTDOOR BOOTH #7834D



## John Deere

**Q+A** with **Luke Gribble**  
Solutions Marketing Manager

John Deere's lineup of new G-tier compact wheel loaders offers rugged and reliable yet versatile and productive solutions to a broad range of customers, including those in the landscaping industry. The brand new 184 G-tier delivers to the market a simple and compact machine, coming in with a height around 8 feet and a width of 5-foot-9-inches but with the power to take on any number of tasks. The 304 G-tier has been completely redesigned and comes with many productivity enhancing features. The travel speed of this machine has been increased to 18.6 mph, the horsepower has increased to 74 hp, and the machine itself has gotten taller and wider to promote increased visibility and stability on the job site.

There are many features on these machines that allow them to help generate revenue and make landscaping customers profitable. Both machines can be equipped with either a Quik-Tatch, skid-steer-style coupler or a Hook/Euro-style coupler, enabling a wide array of attachments to be used on them for extreme versatility. When switching between attachments, operators can easily connect and disconnect them from the seat of the cab by simply pressing a switch, saving time and



energy throughout the day. And running attachments is a breeze with the third function controls located directly on the main hydraulic joystick.

Depending on geography or budget, the machines can either be equipped with an Open ROPS canopy or fully enclosed cab. If opting for the enclosed cab, operators will enjoy many comfort enhancements that can keep them productive all day long, including an improved air conditioning system, ergonomic, low effort controls all located on the right side and ample storage and seat and

steering adjustment capabilities.

There is a lot happening on a landscaping job, so visibility from the seat is key for operators. John Deere G-tier compact loaders are built with operator visibility in mind from the increased amount of glass in the cab, to the tapered boom design to the rear sloping hood. Additionally, to help save on labor and material, John Deere compact loaders offer enhanced serviceability features and ease of access to daily and preventative maintenance points to ensure those tasks do not significantly cut into working hours. The rear hood lifts easily and stays in place to allow for access to major components and daily maintenance.


**JOHN DEERE**



# FEATURES ARE OPTIONAL. RELIABILITY ISN'T.



## NEVER IDLE

Sometimes you want the latest tech. Sometimes you just want the essentials done exceptionally well. That's why we offer distinct levels of innovation, comfort, and performance so you can get done faster, more efficiently, and on budget.



**G P X**



**JOHN DEERE**

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# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #1164



## LandOne

### Q+A with Joshua Martin

Senior Product Manager

#### How does LandOne save time?

LandOne simplifies project design and estimation by enabling estimators to measure, complete takeoffs, and obtain material quantities faster than manual processes. Because it's cloud-based, you can immediately access and store your material and measurement data, allowing your teams to complete bids quickly from anywhere.

LandOne's integration with Aspire business management software takes estimators from measurement and design to scheduling, purchasing, production, and invoicing within a single solution. LandOne simplifies the process with easy-to-use tools, so you never under or over-bid a job again due to inaccurate measurements or lose a job because of poor estimating.

#### How does LandOne save labor?

Labor is an ongoing concern in the landscape industry, and when you're short on staff, you're always on the hunt for a way to do more with less. We created LandOne out of that need. When I started building and selling the product, I still spent half of my time working with my landscape company. In that

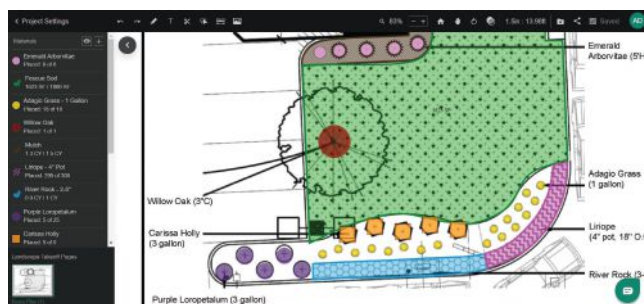
time, I didn't lose a beat in sales, and our company still grew another 20% that year.

With better and more intuitive measurement and estimating tools, estimators can create accurate takeoff plans and communicate clearly with production teams. Detailed handoff packets inform crews precisely what to purchase and where to install plant material and design elements. This eliminates misunderstandings between account managers and production — and costly errors in project execution.

#### How does LandOne save materials and fuel?

Manual measurement processes require walking the property and collecting dimensions on site. LandOne provides the convenience of accurate estimating from anywhere leveraging aerial imagery and drone photos — saving time and fuel.

Precise measurements and ma-



terial counts built into each proposal help you eliminate purchasing waste across all your projects.

#### How does LandOne generate additional revenue and better profitability?

Estimators can progress from takeoff, design, layout, estimate, and proposal simply by drawing a picture in LandOne. Saving time with more streamlined workflows enables you to create accurate quotes more quickly, translating into bidding — and winning — more work overall.

Explore how LandOne can transform your design and takeoff process and help you win projects and serve your clients more effectively. Detailed and professional proposals bring your designs to life and communicate your vision clearly to clients and prospects. Capture future enhancement opportunities, improve your close rates and pipeline, and easily manage your projects in a single location.







## Cloud-based, takeoff and design software

Sell more with less effort.

Bring your enhancement designs to life in minutes.

### Better bids with more accurate measurements

Build more profitable takeoffs at any time, from anywhere. Cloud-based precision measuring tools, high-res aerial imagery, and material calculating features provide accurate material cost estimates instantly as you're measuring.

### Streamlined workflows

Imagine a simpler way to create accurate and profitable estimates. With accurate measuring and mark-up tools, you can quickly calculate accurate takeoffs from anywhere using PDFs or aerial imagery. Markup, edit, and annotate plans for easier handoffs to your production teams.

### Communicate a clear vision to your customers—and win more jobs

Generate detailed, polished enhancement proposals quickly with intuitive and easy-to-use measurement, design, and estimating tools. LandOne enables you to cut down the time it takes to create professional designs your customers can instantly visualize.



Snap • Draw • Done

No commitment  
14 day free trial



# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH# 27096



## Mid-Atlantic Nursery Trade Show

**Q+A** with **Vanessa A. Finney**  
Executive Vice President

### How does MANTS support the landscape industry?

MANTS was created in 1971 to build relationships between green industry businesses, and it's a tradition that we've upheld for over 50 years. Our show is one hundred percent focused on creating a valuable space where companies can meet with clients they rarely see in person, network with potential customers, debut new and exciting products and write orders for the upcoming season.

### Who attends MANTS?

MANTS attracts exhibitors and buyers from the horticulture industry focused on getting business done. Our show is known for its focus on trade show networking, relationship development and sales. Each year MANTS draws well-qualified buyers with high levels of purchasing power. In 2022, more than 86 percent of MANTS attendees identified as either the final decision-makers or those who influence their companies' purchasing decisions. Additionally, more than 76 percent of attendees identified as owners, vice presidents, managers, buyers or sales and marketing professionals.



Our (yearly or annual) demographics repeatedly show that people attend MANTS to see new products, network, make new contacts and make purchases for the coming year.

### How has MANTS 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 worldwide travel to join us in Maryland. Whatever the

circumstances, MANTS brings industry buyers and sellers together. We are looking forward to seeing everyone again in person in 2023. Through it all our commitment to providing a show that is exhibitor-focused, attendee-driven and business-centered has never changed. Companies exhibit and industry members attend because they know MANTS means business.

### How diverse are the products at MANTS?

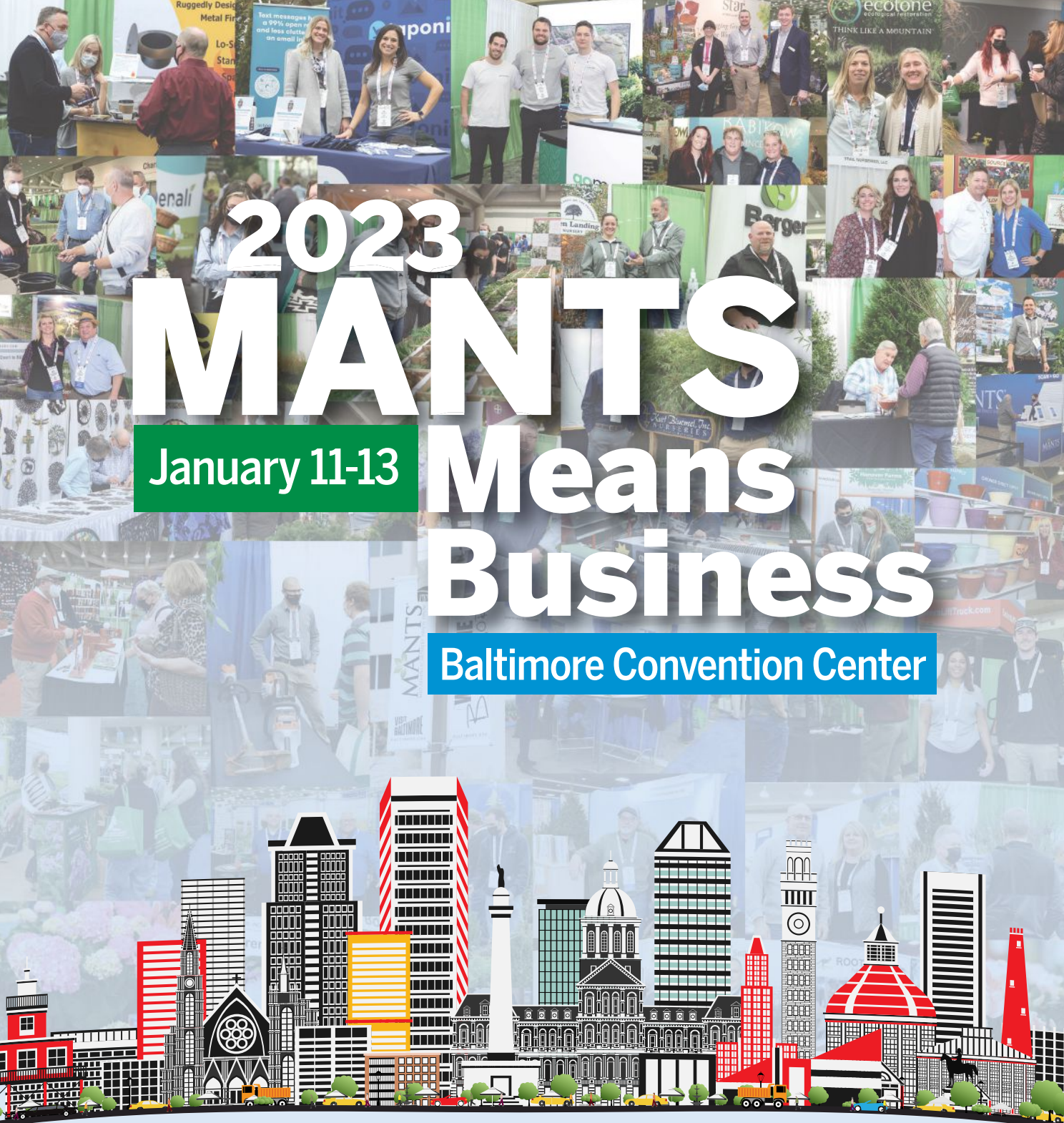
MANTS is one of the largest private trade shows serving the horticulture industry. It is the premier green industry marketplace for finding plants, nursery stock, landscape and garden items, heavy and light duty equipment, tools, outdoor living essentials, and other allied industry products.

### How can people attend MANTS?

MANTS 2023 is taking place on Jan. 11-13 at the Baltimore Convention Center in Baltimore, Md. Anyone interested in attending or exhibiting can visit [MANTS.com](https://MANTS.com) to learn more. Registration is open through Jan. 13, 2023.







# 2023 MANTS January 11-13 Means Business Baltimore Convention Center

**MANTS**  
MID-ATLANTIC NURSERY TRADE SHOW

**mants.com**

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On-line Registration is available 24/7 beginning October 1.

If you are in the horticulture industry, January means one thing – it's time for MANTS. As an exhibitor or attendee, the camaraderie and contacts that you experience will start the new year off on the right foot. Plan for a successful selling season. Plan to attend MANTS.

THE MASTERPIECE OF TRADE SHOWS™

# PROFITABLE PRODUCT\$



## Mulch Mate

**Q+A** with **Nick Carlson**  
CEO

### 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 people in the truck. This can save you 50 percent to 80 percent 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 ultraquiet, 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 people standing around in the truck shoveling. You can do the same job with fewer people or put those people 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 actually get 20 percent 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 by 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 workers' comp claims as well.







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www.MulchMateUSA.com



**DMT TRAILER**



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**DISPENSE MATERIAL 3X FASTER - MULCH - STONE - COMPOST**  
Increase production without hiring. Speed up deliveries by 200%. Mounts on any landscape truck, DMT Trailer and Switch-N-Go or Hooklift container.





# 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 developed through its sister company, NaturaLawn of America — the leader in organic-based lawn care, that's 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 degrees F 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 nontoxic 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 refreezing, 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 fewer bags to haul and safer driveways and sidewalks. It's time for fewer 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® for  
Ice Melt & LEED compliancy



maximize your  
**melt** with  
pet-friendly products

## IceMelt

- Melts Ice Fast to -16° F
- Safer for Pets, Paws & Fish
- Resists Thawing & Re-Freezing
- Non-Toxic & Biodegradable

**100% CMAA IceMelt**



- LEED Compliant & Chloride-Free
- Less Corrosive Than Tap Water
- No Pitting or Spalling



**Be ready for winter weather!**



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for a free quote!**

[IceMelter.com](http://IceMelter.com)

**[info@natural-alternative.com](mailto:info@natural-alternative.com)**

# PROFITABLE PRODUCT\$



## Nufarm Americas

**Q+A** with **Jamie Heydinger**  
Lawn Care Segment Lead

### How do your products save time?

Nufarm's advanced broadleaf weed herbicide technology offers a broader spectrum of control in premium products like Escalade 2<sup>®</sup>, Cool Power<sup>®</sup>, Horsepower<sup>®</sup>, 4-Speed<sup>®</sup> XT and Change Up<sup>®</sup>. When applied correctly, these products provide applicators the confidence they are saving time by doing it right the first time.

### How do your products save labor?

Preventing unnecessary callbacks saves labor and maximizes productivity. Alternative low-cost herbicide products with unreliable performance result in higher labor costs for re-treatment. Nufarm's premium solutions provide more effective first-time treatment and prevent unnecessary callbacks that take you back to a client's treated property, taking time away from other untreated clients.

### How do your products save materials or fuel?

Nufarm's Q-Ball<sup>®</sup>, Celero<sup>®</sup>, Certainty<sup>®</sup> and Prosedge<sup>®</sup> 2 selective herbicides control specific weeds allowing operators to more effectively target weeds the first time, saving materials and fuel. Mixing SureGuard<sup>®</sup> SC and Cheetah Pro<sup>®</sup> as pre- or post-emergent herbicide provides an effective, long-lasting all-in-one landscape bed weed control solution.

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

Landscape and lawn care companies that use Nufarm products will see fewer callbacks when applied correctly, allowing them to service efficiently, retain customers and grow their business through word of mouth.



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

Nufarm offers unparalleled personal technical support and product resources for your herbicide, insecticide and fungicide solutions along with product resources and education to maximize the effectiveness of Nufarm products for your business's customers.



# Nufarm *EDGE* 2023



## BOOST PROFITS >>> SAVE BIG

### WITH EARLY ORDER REWARDS

- 1) STRAIGHT-UP INDIVIDUAL PRODUCT REBATES
- 2) MAXIMIZE REBATES WITH ORDERS IN PERIOD 1
- 3) EXTRA VOLUME REBATES

Purchase two or more eligible Nufarm brands totaling our **LOW MINIMUM OF \$2,500** and maximize profits with valuable distributor credit rebates.

### VOLUME BONUS SAVINGS

**GROW YOUR EDGE** above and beyond EOP 1 rebates with Volume Bonus Offers on select products. Hurry, offers are only available through October 31, 2022.

**3336® F // SAVE \$40 PER JUG**  
**MILLENNIUM ULTRA® 2 // SAVE \$50 PER JUG**  
**ALOFT® LC SC // SAVE \$50 PER JUG**



#### PERIOD 1

Sep. 12 – Oct. 31, 2022



#### PERIOD 2

Nov. 1 – Dec. 9, 2022

Distributor credit available  
after June 30, 2023

**REGISTER ONLINE TO QUALIFY**

**NUFARMREWARDS.COM**

Must register between September 12 and December 9, 2022.  
Previous registrants do not need to re-register for 2023.  
Valid e-mail address required for eligibility.

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**Grow a better tomorrow**

# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #3012



## Portable Winch Co.

**Q+A** with **Pierre Roy**  
President

The 600MH is the cable-laying machine manufactured in Canada by Portable Winch Co., a well-established company since 2003.

### How does your product save time and labor?

The cable-laying machine 600MH was originally designed to optimize the work of robot mower installers more than five years ago and has been improved over time to adapt to more workers' needs. It offers the ruggedness, durability and portability necessary to professionals. It can bury up to 2,000 feet of wire per hour. What used to take days of hard work can now be achieved by one worker in a single day! Indeed, the 600MH is meant to be carried around and operated by one person. The ergonomic anti-vibration handle folds down to go from action to transport to storage. The team at Portable Winch Co. has thought about everything to make its cable-laying machine as efficient and versatile as possible, like the optional wire twinning device that allows it to quickly go around islands and bury both wires in the same trench without having to do it manually. Some other add-ons are also available to ease the installation work of more types of wires.

### What can it bury exactly?

It is possible to use it for burying wire for invisible fences, outdoor lighting systems, portal motorization, videophones, surveillance cameras, high-speed Internet or for cable TV connections. These are only a few examples, as the optional installation kit allows the laying of wire up to 10 mm in diameter, which corresponds to 393.7 mils. Coaxial cable, low voltage wire, Cat6 Ethernet wire or irrigation valve wire are among other types of wires the 600MH can lay.

### How does your product help generate additional revenue for landscape companies?

As mentioned, installs can be done quicker, therefore more installations per week, and done by a single person, which results in consequent savings on labor costs. The 600MH also gives its owners more possibilities than ever to broaden their business offer considering all the accessories available in the product line.



### What differentiates the 600MH from other cable layers on the market?

Besides the fact that the machine benefits from great after-sale support, its main feature is its vertical shaft blade actuator. It makes the 600MH the machine with the lowest turning radius, giving access to every corner, in addition to providing a precise and clean install.







**equip**

**EXPOSITION**

Visit us in  
Louisville, KY  
October 18-21  
Booth #3012

# **CABLE LAYING MACHINE**

## **BURY WIRE UP TO 10 MM IN DIAMETER**

**MORE  
INFORMATION**



POWERED by  
**HONDA**

**80/82 VOLT**  
82V MAX LITHIUM-ION

**600MH.COM**



# PROFITABLE PRODUCT\$



## Prime Source, A Division of Albaugh

**Q+A** with **Justin Watts**  
National Accounts Manager

### What makes new Quintessential™ powered by H-Value™ Technology different from other herbicide products on the market?

Quintessential is a quinclorac-based herbicide, but it separates itself from other quinclorac products through our proprietary H-Value Technology. This technology helps enhance absorption of the product into the plant, providing faster activity and a higher rate load in the targeted weed. It also provides improved performance under stressful conditions and with untimely rains or irrigation that may limit absorption into the plant.

### How does Quintessential perform on mid-tiller crabgrass?

Prime Source worked with turf professionals and turf grass researchers to identify the limitations of quinclorac and look for ways to improve the performance of the active ingredient. Quinclorac-based products have always presented an unusual challenge for turf managers. They are great on seedling crabgrass and on large “pie-platter” size crabgrass, but they ar-

en't as strong on the mid-tiller stage and often require a second application to get good control. Quintessential, with its improved absorption and higher rate load, delivers improved control of crabgrass at all growth stages, including that problematic 3-5 tiller stage. In university research trials, even at 34 DAT, Quintessential maintained a level of control that was comparable to what they saw in other quinclorac herbicides at the 7 DAT mark.

### How does Quintessential help landscape companies save time and money?

It comes down to performance. The proprietary performance additive in Quintessential – H-Value Technology – increases efficacy for improved control of crabgrass, even at those tough mid-tiller stages when quinclorac tends to fail. We also know that quinclorac herbicides have historically required



about 12 hours to achieve rainfastness. Twelve hours can sometimes be hard to get in the spring and early summer, especially under irrigation. In research trials, the H-Value Technology in Quintessential showed efficacy at two hours and beyond. In both situations, Quintessential serves as a valuable addition to your weed-control program. It delivers a high degree of performance for your customers, reducing non-performance complaints and eliminating the time and expense of additional applications, adding to your bottom line.



**PRIME SOURCE**  
A DIVISION OF ALBAUGH, LLC



# LESS IS MORE.

LESS HASSLE. MORE REWARDS.

What a concept. Prime Rewards uses a simple points-to-dollars system to help make earning your rewards quick and easy. Just choose from any of our 18 most popular products — plus newly registered Sublime™, Quintessential® and Surmise® SpeedPro XT herbicides and AzoxyBio™ fungicide — then redeem your rewards online and you'll get gift cards that you can spend anywhere, any way you want. It's Time to Prime.



**PRIME SOURCE**  
A DIVISION OF ALBAUGH, LLC

**SIMPLICITY**  
**THE SOURCE**  
**MATTERS**

**PROGRAM DATES: SEPTEMBER 1 – DECEMBER 2, 2022 • MORE INFO: [THESOURCEMATTERS.US](https://thesourcematters.us)**

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# PROFITABLE PRODUCT\$



## Quali-Pro Q+A with **Allan Fulcher** Vice President, Sales

### How do your products save 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 time and take the guess work out of mixing chemistry and loading sprayers.

### How do your products save 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 save 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 help generate additional revenue for 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 make lawn care companies profitable?

Quali-Pro offers excellent products to control insects, weeds and disease at a competitive price. Quali-Pro products will lower your overhead by offering a more competitive price on your basic chemical needs. In addition to offering basic chemical needs, Quali-Pro is continuously working to develop new solutions that save time, money and increase your bottom line. Come check out our portfolio today!



# QUALI-PRO





**AMPLIFY YOUR SAVINGS!**

# PLAN AHEAD AND SAVE WITH QUALI-PRO

Quali-Pro is offering special incentives now through November 30th. Take advantage of the SGT early order program by October 31st for the biggest rebates.

Redeem online at  
**[simplygrowtogether.com](https://simplygrowtogether.com)**



# PROFITABLE PRODUCT\$



## SmartGate Conveyors

**Q+A** with **Jonathan Snyder**  
CEO

### How do your units save time and labor?

Since 2016, SmartGate Conveyors has been eliminating the hand labor to unload landscape materials from off the truck and into a wheelbarrow, cart, container or spreader. It can dispense material out either side and along a blacktop edge or curbside at the press of a button, resulting in ease of spreading and peak efficiency. With the SmartGate Conveyor unloading at a rate of nearly 1 cubic yard per minute, it raises the bar and has set a new pace for placing landscape products. In the time it takes to grab the shovel to start handling the product, your wheelbarrow can be full. Our unit speeds up the loading process by three times or more and will totally eliminate the need for climbing onto the truck, reducing the risk of injury and fatigue. This efficiency will free up hardworking team members you already have and allow you to place them in other needed positions of your company and get the job done much quicker.

### How do your units make landscape and lawn care companies more profitable?

Transportation to and from the job for the crew and their tools is one of

the more costly investments a landscape maintenance company has. Small- to medium-sized dump trucks have been the tool of choice and serve a major role in this industry. SmartGate Conveyors developed its low-maintenance units to utilize the existing benefits of a dump truck without hindering its original use. It replaces your dump truck tailgate and is only slightly thicker, allowing for normal trailer towing or bulk dump off. Take mulch out in the morning and bring debris back to dump off in the evening. Since the product is gravity fed into the unit by raising the dump, there are no high-maintenance tarp or web floor issues, and it sells at a fraction of the cost of those options. With river rock and other decorative stones becoming in high demand in low-maintenance landscape solutions, our units give an economical alternative to transporting expensive, specialized



equipment to the job site to handle these products, saving travel time and fuel on the road.

With our units capable of handling sand, aggregate, river rock, decorative stone, compost, topsoil and all types of wood and bark mulch, your return on investment can be felt all season long. But, in the event you need to remove the unit, our quick-connect couplers, simple tailgate pivot point and chain pocket system will detach in minutes!

"We expanded our company services," "experienced huge time savings," "we became more profitable," and "the unit paid for itself already this year" are just a few of the phrases we hear from our satisfied users. SmartGate Conveyors continues to step into the future with a commitment to develop new, time-saving products and build for a better tomorrow today!





## Cross Conveyor



- **COMPACT DESIGN**

- **ECONOMIC VERSATILITY**

- **ENGINEERED IN INDUSTRY EXPERIENCE**



- **Mulch**
- **Sand**
- **Stone**
- **Topsoil**
- **Compost**

## Dump Trailer



## Rear Discharge



# SmartGate

Press to load...shovel the savings



[www.SmartGateConveyors.com](http://www.SmartGateConveyors.com)





# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #597



## Spring-Green

**Q+A** with **Brad Johnson**  
Vice President of Operations

### How does Spring-Green help its franchise owners profitably plan for growth within their business?

Each fall our franchise owners participate in business and marketing planning sessions. These sessions are designed to help each franchise owner in setting both annual and long-term goals, as well as the plan to achieve them. With the help of their dedicated franchise business consultant, they finalize their plan by determining the marketing investment needed to achieve their growth and profitability goals and then go to work on executing the plan.

### How does Spring-Green guide its franchise owners down the path of profitability?

Increasing revenue is just one part of the equation when adding a Spring-Green franchise to work in conjunction with an existing green industry business. Developing and sustaining healthy margins is the fuel that drives profitability. We help boost their margins by managing material costs and selling additional services, as well as by finding the balance of in-field productivity and appropriate compensation for

their staff. With the right margins in place, the franchise owner can focus on maximizing their customer retention by identifying a pricing strategy for their market and providing a superior customer experience for those customers.

### What are some additional ways that Spring-Green helps franchise owners maintain a healthy margin?

There are several contributing factors that help drive profitable margins at Spring-Green.

- Low overhead – Our franchise owners have no concern for high rent associated with a brick and mortar franchise. This allows them to operate with lower rent or shared expenses.
- National pricing – We have established national buying programs with key distributors. By working



with our vendors directly, we can pass along the savings to our franchise owners.

- Cost-saving equipment – We have equipment that regulates material usage and allows for the treatment of only the needed areas.
- Our workforce – Our service attracts a skilled labor force that allows us to operate with one employee per truck.
- Software – Our industry-leading business software assists with efficient scheduling, routing and billing.
- Pre-paid service – We offer our customers an incentive for prepaying for services, which provides the needed cash flow during those nonpeak periods.
- Operational focus – Utilizing our industry-leading business and marketing intelligence allows our franchise owners to keep their focus on the operations of the business and high customer renewal rates.

**SpringGreen**  
LAWN · PEST · TREE





**EXPAND  
YOUR BUSINESS.  
REDUCE YOUR RISK.**

## **GROWING FASTER TOGETHER**

The demand for residential lawn fertilization & weed control, pest control, and tree care continues to be on the rise and yields strong margins. By adding a Spring Green business, to run in conjunction with your existing business, Green Industry owners can diversify their portfolio and accelerate their growth while adding recession resistant, recurring revenue streams.

### **DIVERSIFY WITH THE SPRING GREEN INDUSTRY ASSOCIATES PROGRAM**

#### **Benefits Include:**

- ✓ **NO INITIAL FEES TO JOIN**
- ✓ **\$30K MARKETING LOAN<sup>1</sup>**  
*WITH UP TO 50% LOAN FORGIVENESS*
- ✓ **EQUIPMENT FINANCING**
- ✓ **NO CONVERSION REQUIRED**

**WANT TO FIND  
OUT MORE?**



To learn more about the Spring Green Industry Associates Program and the benefits of owning a Spring Green business call 1-800-777-8608 or visit [www.springgreenfranchise.com](http://www.springgreenfranchise.com).

<sup>1</sup> See 2022 FDD for specific details.

This information is not intended as an offer to sell, or solicitation of an offer to buy, a franchise. It is for informational purposes only. Currently, the following states regulate the offer and sale of a franchise: CA, HI, IL, IN, MD, NY, ND, OR, RI, SD, VA, WA and WI. If you are a resident of one of these states, we will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your jurisdiction.

# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #9208 | OUTDOOR BOOTH #7434D



## Steel Green Manufacturing

**Q+A** with **Kodi Quinlisk**  
*Manufacturer Representative*

### How do your products save time?

Steel Green spreader/sprayer machines are natural multitaskers, allowing lawn care operators to apply liquid and granular products at the same time. Steel Green also makes operators more efficient with the customization options we offer. The 12-foot boom option for the SG46 and SG52 saves our customers 20-50 percent more time on larger properties while still providing the option to spray at eight feet on smaller properties. Other time-saving machine options include a dual pump system, a dual nozzle boom and a seven-gallon independent chemical tank.

### How do your products save labor?

With our dual pump system, customers who previously walked lawns to achieve their desired results can now use a ride-on machine to spray up to two gallons per 1,000 square feet and cover more properties in a day without sacrificing results. That level of efficiency saves labor hours in addition to employee fatigue and burnout.

### How do your products save materials or fuel?

Steel Green machines are designed with calibration in mind. Granular calibration has never been easier than it is with our quickly removable spinner and new calibration chart to help. Quick, precise calibrations save materials, time, and money. With accessories like dual booms and independent tanks, our customers can save materials by keeping their products separated and only applying what they need rather than mixing multiple products.

### How do your products help generate additional revenue for landscape companies?

Our hydraulic attachment kit makes your Steel Green spreader/sprayer a profitable product year-round. In addition to the SG Snowplow, we've added the SG Rake this year to make dethatching and seeding projects more efficient. Now you



can use your Steel Green to rake, dethatch, and overseed lawns in the spring and fall. In the winter, use it to plow snow, spread salt, and spray deicer. Now more than ever, the Steel Green spreader/sprayer is a machine built for every season.

### In what other ways do your products make landscape companies profitable?

Not all lawn care companies operate the same way. That's why we work directly with our end-users to custom-build machines for their specific needs. Machine customization helps lawn care operations maximize their efficiency and profitability.





# OUR LARGEST MACHINE YET



**MANEUVERABILITY. VERSATILITY. EFFICIENCY.**



- Ideal for commercial properties and large residential lawns
- 120-gallon liquid capacity
- 14-foot breakaway boom
- Optional 350-pound hopper

**STEELGREENMFG.COM**

**STEELGREEN**  
MANUFACTURING



# PROFITABLE PRODUCT\$



## Takeuchi

### Q+A with Lee Padgett Product Manager

#### How do your products save time?

Takeuchi products are designed to save both time and labor by increasing efficiency and reducing the number of employees required to do a job. Not only do these machines increase productivity, the reduction in staff on the job site often makes for a safer work environment. Compact track loaders and mini excavators are very capable and versatile machines that excel in a wide range of applications. In addition to their ability to shorten the time required for grading and dirt work, standard auxiliary hydraulic circuits allow them to operate a wide variety of hydraulic attachments, greatly increasing their versatility and productivity.

#### How do your products save materials or fuel?

All Takeuchi products meet current EPA emissions regulations. The new Tier 4 final engines are much more efficient, consuming less fuel by providing better fuel combustion through the use of high-pressure common rail fuel systems and turbochargers.



#### How do your products help generate additional revenue for landscape companies?

Auxiliary hydraulics enable our machines to operate a variety of hydraulic attachments, greatly increasing their versatility. Traditionally, compact equipment would be used for simple grading and dirt work applications, or with forks to move pallets of sod or brick pavers. Now, with available auxiliary hydraulics, the range of applications these machines are able to perform in has greatly expanded to areas like tree spades for nursery work, power rakes

for soil conditioning, mowers for larger tracts of vegetation and trenchers for irrigation placement. Even off-season applications like snow removal can greatly increase revenue for landscapers.

#### In what other ways do your products make landscape companies profitable?

Takeuchi's purpose-built design philosophy and outstanding build quality uses all steel construction and model specific components, providing less maintenance and downtime and increasing your productivity and overall profitability. Less time in the shop and more time on job site means more money in the owner's pocket.

**TAKEUCHI**  
From World First to World Leader



**takeuchi**  
From World First to World Leader

# BUILT FOR PERFORMANCE



## TB235-2

The TB235-2 has an operating weight of 7,418 lbs, a dig depth of 10' 7.8" and a max reach of over 17'. It also comes equipped with a multifunction monitor, triple flange track rollers, heavy duty blade and a spacious automotive interior that provides all day operator comfort.

Visit [takeuchi-us.com](http://takeuchi-us.com) to find your nearest dealer.

## Low-Rate Financing

**ON ALL MODELS  
CALL FOR A RATE QUOTE**

# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #4005 | OUTDOOR BOOTH #6264D



## Turfco

### Q+A with **Scott Kinhead** *Executive Vice President*

#### How are you handling supply chain issues?

We've invested in making sure we have the right products for our customers when they need them. We set up a team to quickly address component needs for manufacturing our equipment. And we have expanded our plant to efficiently produce equipment on schedule. We also added staff to expedite getting product directly to our customers.

#### How do your products make landscape and lawn care companies more profitable?

Our motto is "the beauty of being more productive." With Turfco, you can create the green space your customers want while making your company more profitable. Here is what one customer told us about our riding applicator. "After one week, I could see it was a game changer, but after 205 hours, I knew it was," he said. "Previously, my best day of revenue on a spreader/sprayer was \$1,200." With revenue on the T5000 now at \$1,900 per day, he said it produces like a machine and a half. Our goal is to make our landscapers more profitable and to do more with their current staff. It's great to hear tangible reports of how the equipment makes an impact.

#### How do you come up with your unique innovations and patents?

One of the benefits of being direct is that we work directly with our end users. By listening to our customers, we continually learn what their challenges are. A lot of landscapers have more business than they can handle with the labor shortage. Training new staff, having the current staff be more productive, and making equipment easier on them, is a focus of ours. The T3100 and the T5000 came about because we wanted operators to get up to speed and productive in less than a week. And customers wanted a more stable machine on hills while reducing turf-tearing. We start with the problems, and then we come up with the solutions. That's why we have over 36 patents in the turf industry.



#### How do your products save time?

With a short aeration season, it is critical to get on and off the property quickly yet do the job right. The new XT10 offers many time-saving benefits. Our patent-pending Auto-Depth Control ensures a consistent depth all day long. Plus, there is no slowing down or clogging with the powerful engine and new design with chains outside the aeration area. A big bonus is being able to aerate and seed in one pass with the drop seeder attachment. You can charge for both without having to re-ride the property. Our new T5000 with the boomless design will spray up to 13 feet wide, eliminating the maneuverability challenges of typical spray booms. You can glide past obstacles without slowing down.



# ***"THE AMOUNT OF MONEY THIS MACHINE PUMPS OUT IS INSANE."***

*- Jamie Hageman, Manager, GreenLawn*



**THE NEW TURFCO T5000 APPLICATOR** is the growth machine you've been waiting for. Designed for larger properties, the high-capacity T5000 sprayer/spreader is easiest to learn, the best on hills, fast and nimble. Add an optional 3-in-1 tank and spray up to 300,000 sq. ft. with one fill. With a 10-ft effective spray width, increase your productivity by up to 29%. Precision steering and patented boomless design lets operators maneuver in tight areas and zoom past obstacles, but won't tear up turf like a zero-turn. Call us now at **(800) 679-8201** or visit **Turfco.com**

**COME SEE US AT EQUIP EXPOSITION 2022**

October 18-21 / Louisville, KY / Outdoor Demo Area #6264D



# PROFITABLE PRODUCT\$

EQUIP INDOOR BOOTH #24016 | OUTDOOR BOOTH #4102D



## Unilock

### Q+A

with

**Auggie Rodriguez**
*Director Training and Development*
**Bruce Walter**
*Contractor Services*

When the project calls for a vertical feature, the U-Cara Modular System lets you build customizable features **in hours - not days!**

### How does this product help generate additional revenue for lawn and landscape companies?

U-Cara Modular systems are an excellent addition to existing lawn and landscape businesses as they do not require highly trained staff to construct these vertical features.

Additionally, these modular systems are in high demand as many clients are the type who are always looking to enhance their outdoor living area with these vertical features.

### How does this product save on installation time?

The U-Cara Modular System saves time in three ways:

#### 1. Planning

Because these aluminum frame kits are already fully designed and optimized for the U-Cara fascia panels to fit perfectly, calculations and cutting are minimal.

Preset sizes and dimensions help the designer to accurately design the modules into a new or existing landscape project.

#### 2. Assembly

Only a few tools are needed: a) drill, b) nut driver and/or wrenches, c) c-clamps, d) 4" grinder with metal cutoff wheel. Most module frames can be constructed in less than 2 hours.

Traditional vertical element construction with wall products can take up to a day or two to complete and requires much more experience to install.

#### 3. Transport

Frames come packaged in flat boxes which are easily delivered to the job site in the bed of a pickup truck.

Once on site, these lightweight modular panels can be carried by hand into even the smallest of backyards and assembled there.

### How does this product save on materials?

Because they are much lighter than traditional vertical features that are constructed with concrete units, the U-Cara Modular system does not have to be constructed on a heavy-duty poured concrete pad. Instead, they can be placed on an existing patio or on top of thinner concrete leveling slabs.

This reduces excavation, amount of product required, and other materials needed for a traditional outdoor assembly.

### Are technical skills required to assemble a U-Cara Modular feature?

For the average hardscape contractor, the assembly of a U-Cara Modular feature can be learned in about 30 to 45 minutes.

This labor-efficient solution will free up more experienced staff to work on other aspects of the project.

The simplicity of the U-Cara Modular system removes the risk of costly mistakes. Even if the module is assembled and placed in the wrong spot, you could pick it up and move it to a new location!

**UNILOCK®**  
PAVERS & WALLS





# BUILD VERTICAL FEATURES FASTER

**U-CARA®**  
**Modular System**

When the plan calls for pillars, a grill island or any vertical feature, the U-Cara Modular System lets you create customizable features **in hours - not days!** Simply build the sturdy aluminum frame in any configuration, and clad it with a wide selection of fascia panels.



Connect with a local  
Unilock Territory Manager  
for personalized support  
**1-800-UNILOCK** or **UNILOCK.COM**

**UNILOCK®**  
PAVERS & WALLS

# PROFITABLE PRODUCT\$



## Winter Profits

**Q+A** with **Jed Wyatt**  
Owner

### How do your resources make lawn and landscape companies more profitable?

Winter Profits is a subscription-based platform that offers a full library of resources and processes for service companies looking to start or grow a holiday lighting business. Our online training resources help business owners develop a scalable and streamlined business model allowing for continued growth year after year.

Most service companies do not give this unique service the credit it deserves. Holiday lighting has the potential to be among the most profitable services you offer. Holiday lighting is a highly attractive service for new customers which can easily increase your client base. You can then upsell your summer services to them.

### How does your training improve efficiency and revenue during the winter months?

With a short window for this service, typically two to three months, businesses must plan well in advance before the holiday season hits. The training material in the subscription plan includes documents and video tutorials for job costing, estimating, scheduling, supply ordering,

marketing, installing, upselling and more. One specific resource is our scheduling process that helps book existing clients earlier in the season, which opens the window for attracting new clients right around the holidays.

### What differentiates Winter Profits from other holiday lighting training programs?

Owner and founder, Jed Wyatt, also owns and operates Zing Services, a lawn and tree care company in the Boise, Idaho, area. He has been utilizing the holiday lighting processes and resources in the Winter Profits subscription plan for over a decade. Zing Services is now installing over 2,000 homes and businesses growing consistently each year by 30 percent.

Winter Profits teaches the best tools and procedures that Zing uses to be successful. When wholesalers offer training services, a lot of products are pushed that do not necessarily add to efficiency or the bottom line for service companies.



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

Winter Profits subscribers have access to an industry-specific customized app for use during take-down that ensures all necessary information about the installation is documented. This makes return installations quick and profitable for the following seasons. Streamlining and simplifying your services will lead to higher profits.

Winter Profits has also negotiated bulk wholesale discounts on supplies regardless of your business size. We also offer a detailed job costing guide to ensure your pricing structure is profitable from day one.







Winter Profits  
YEAR ROUND SERVICES

## Grow Your Business with Efficient Holiday Processes

### Why Offer **Holiday Lighting**?

- ✓ Generate Revenue in Slow Winter Months
- ✓ Can Be Your Most Profitable Service
- ✓ Low Start-up Costs
- ✓ Attract New Clients
- ✓ Keep Your Valuable Employees All Year
- ✓ Great Compliment to Other Services

See how Winter Profits can make the holiday season **your most profitable time of the year!**



**Free Tour of Our Online Training:** [winterprofits.com/tour](http://winterprofits.com/tour)

### Proven Success

"I am a believer in Winter Profits. They are upstanding honest people that are here willing to help set you up for success.

The app Winter Profits provides is easily worth the membership cost of the program. It pays to be super-efficient to maximize productivity and that is what Winter Profits provides!"

*Matt Green, Owner  
Indy Christmas Light Pro's  
Indianapolis, IN*



## What Our Winter Profits Online Subscription Offers:



### Training

- Proven processes and strategies for gaining high profits
- Instructional videos for management, install crews, and office staff



### Access

- Wholesale discounts on supplies and free shipping on first order
- Industry-specific customized app for take-down mapping



### Learn

- Gain insights from industry experts with years of experience
- Join Winter Profits subscriber private Facebook group

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## Slingshot Q+A with **Tim Robinson** COO of WorkWave

### How does Slingshot save time and resources?

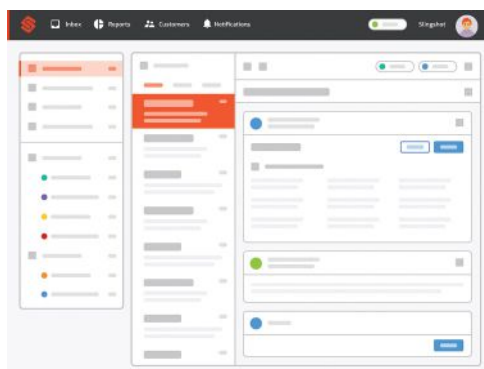
Slingshot is not your average answering service. Our team of lawn-trained agents responds to every lead by answering first and fast, **all for less than the cost of a single employee**. Agents are available **around the clock** to qualify potential customers, sell your services, collect payment information and schedule your team, ensuring you **never miss a lead due to slow response times**.

In short: First contact resolution, automation and high-quality lawn-trained sales agents allow you to put time and money back into your business.

### How does Slingshot help generate additional revenue for lawn and landscape companies?

Slingshot hones in on two of the most crucial pillars that drive success in your lawn and landscape business: first contact resolution and customer retention. Our agents catch every lead that comes your way across multiple channels, and they never call in sick.

**Slingshot sees an average of 4-8X ROI.**



- One national lawn services group found over **\$80K** in revenue for **1,097% ROI**
- A local lawn service saw **\$33K+** in new revenue from **115** overflow sales calls
- In the first full month, one new client found over **\$50K** in potentially missed revenue

### Why is it important for your business to stay "open" 24/7?

It's critical to have a CSR team ready 24/7 to answer every call because **74% of customers choose the provider that responds first and 25% of sales happen after-hours**. Now more

than ever, you've got to be available on their time, not yours. If they reach out with no response, they'll just move on to the next company that will.

### Will any regular third-party answering service do the job?

Not necessarily. A regular answering service simply "takes a message" for you, which ends up giving the customer ample time to head over to one of your competitors. Their agents aren't necessarily trained to close a deal or offer excellent customer service, either. Slingshot's CSR team, however, can sell your customized L&L services, handle customer concerns quickly and efficiently, and work across multiple digital sales channels and chatbots.

### In what other ways does Slingshot make lawn and landscape companies profitable?

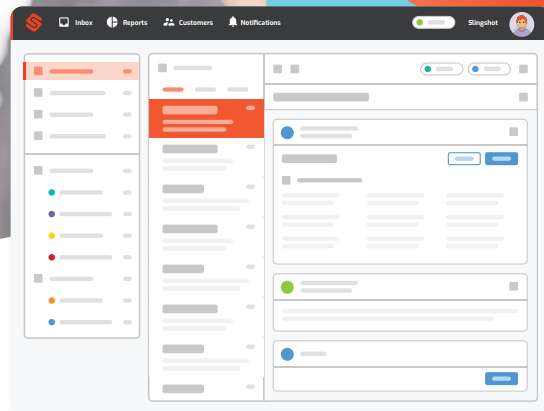
Slingshot's reporting capabilities make it easy for you to gain insight into your progress and see where your marketing dollars are going so that you can make more informed and profitable decisions for your business.





# Not Your Average Answering Service

Our lawn industry expert agents can qualify, sell and schedule your calls, leads, chats and texts, turning them into real revenue 24/7 – **all less than the cost of a single employee.**



**Sell**

Your Customized Service Packages

**Collect**

Credit Card and Payment Information

**Manage**

Customer Support and Create New Accounts

**Qualify**

Potential Customers, 24/7

**“After hours and weekends, for people [to] get a live voice and talk to somebody, goes a long way. [From] diffusing a difficult situation [to getting] a potential new lead, being able to capture that before they move on to someone else [or] just a voicemail [is important].”**

**-Brandon Rushing, Owner Brandon Rushing Lawn & Garden Care**

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## Bobcat Co.

### Q+A with Mike Fitzgerald

*Bobcat Co. Marketing Manager*

#### How do your products save time and labor?

Bobcat Co. offers a breadth of products engineered for versatility and toughness.

For example, the right attachments help you equip one machine to handle a variety of tasks—planting trees, clearing land, moving pallets and more. It's a cost-effective alternative to completing tasks with dedicated equipment and can eliminate the need to subcontract portions of a job.

For landscape companies, our mini track loaders and small articulated loaders allow operators to fit into tight spaces that traditionally require manual labor.

Our larger machines, like the skid-steer loader or compact track loader, allow workers to efficiently move materials around the job site. These machines can carry, scoop and lift more in less time, saving you money and helping you get to your next job faster.

#### How can technology ease a company's operations?

Bobcat is constantly innovating to enhance our products with advanced technology, so customers can increase efficiency and productivity on and off the job site.

For business owners with a large fleet having the ability to monitor and manage your machines from anywhere allows you to focus on what you do best — growing your business. Bobcat Machine IQ Wireless Communications allows you to track details that enhance your connected machine's performance, maintenance and security.

With Bobcat MaxControl, you can take your machine to the next level of operation. Operate your machine from outside the cab. Set up geofences around objects you want to avoid during operation. Plot points on a digital worksite as a path for your machine to follow during semi-autonomous operation.

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

Time is money when you're on the job site, and Bobcat equipment can



increase your productivity without expanding your crew or your current fleet.

Companies can diversify their fleet through an array of attachments for loaders, excavators and other equipment. These tools can expand your company's capabilities and broaden your potential customer base.

Bobcat mowers allow lawn care operations to have one source of equipment to expand the services they provide. In the lawn care business, the season can be short, so you have to move quickly but leave behind a premium cut. Our mowers are quick to clean and maintain, ensuring they're ready to go for the next day. Operators can also stretch the workday with accessories like lights to maximize efficiency and profitability.



# Bobcat®



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## Earth & Turf

### Q+A with John Bentley

Sales & Marketing

#### How do your products save time, labor, material or fuel?

With our 415-SP's large hopper, operators can spread 1,500 lbs. of topdressing material per load, up to 1 cubic yard of compost! 7 mph spreading speed empties the box in under 2 minutes, allowing operators to triple productivity over walk-behind topdressers.

Now more than ever, it is essential to maximize and care for every crew member. With stand-on driving and higher speeds, we cut time on jobs, and steps on employees.

All our topdressers spread by ground speed for consistent application at all

speeds. The 48" brush expels precisely to avoid excess on walkways and flower beds, reducing waste and clean-up afterward.

#### How do your products help generate revenue and improve profitability for landscape firms?

Offering a new and sustainable way to topdress with compost and sand allows companies to compliment aeration and overseeding for more profitable results.

Standing on our 415-SP means fewer ground workers spreading. This reduces labor and extends the value of each worker.



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- Four equal size turf tires to minimize foot print
- Adjustable end gate



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## RockVac



with **Barb Gilberts**

*Sales & Marketing Manager*

### How does the RockVac save time, money and labor?

Work smarter, not harder with the RockVac. It delivers fast, shovel-free removal of rocks and dirt. You can fill a 5 cubic foot wheelbarrow in less than three minutes! Complete jobs in less time, meet deadlines and move on to the next project faster.

Save money on labor costs by reducing the amount of manpower required to complete a job with the RockVac. It may be operated by a single person when needed, but with two people you move the product continuously, saving time and cutting your crew from five to two.

**ROCKVAC™**  
Its Not Just for Rocks!

Additionally, the RockVac limits the amount of bending and lifting required and helps reduce potentially costly injuries and workers' compensation claims.

### How does the RockVac help generate additional revenue for landscape companies?

The RockVac is not just for rocks! This unique vacuum is used for transferring dozens of materials such as sand, pea rock, mud, sludge, glass, wood chips and small debris. When not in use for your landscaping business, rent it to customers doing DIY projects or businesses with a need to move a wide variety of products. The RockVac will not sit idle long!



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**ROCKVAC™**  
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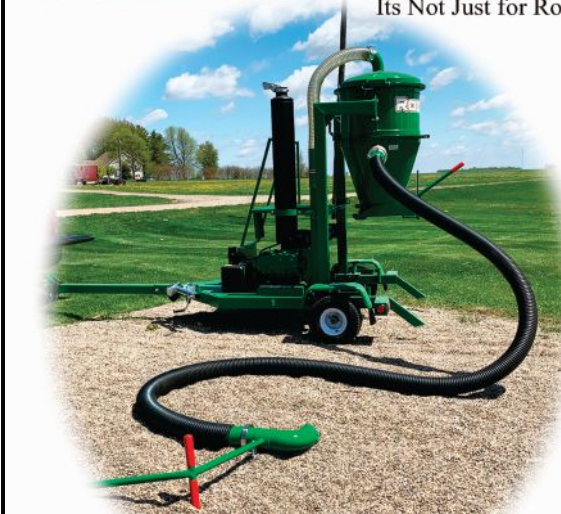
### Work Smarter, Not Harder!

Landscape and construction jobs are accomplished with less time, less labor, and fewer back aches!

The RockVac is a cost effective solution for moving rocks, wood chips, shavings, sand, gravel, leaves, compost, mud, sludge, glass and debris.

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# FIVE QUESTIONS

INTERVIEW BY SETH JONES | LM EDITOR-IN-CHIEF

## Paul Tonnesen

CEO, OREGON TOOL  
PORTLAND, ORE.

### 1 Oregon Tool is celebrating its 75th anniversary. How did the company get its start?

The business started as Oregon Saw Chain Corp. It was started by Joe Cox in a basement in Portland, Ore. Cox was a pioneer. He was a logger, and he was a tinkerer. He had this great pioneering spirit. He found timber beetle larvae while hacking into some logs, and he put them in his pocket and brought them back to his basement. He used a magnifying glass and was really interested in how they were ripping and cutting through the wood so fast, even live wood. He discovered they had these C-shaped jaws and were actually chipping, not really cutting, through the wood. So he developed the first chipper saw chain — which is the basis for all saw chains sold today — and started the company. His pioneering spirit inspires us to continue to lead and innovate in our business to this day.

### 2 I imagine a walk through your garage would make me jealous. What's your favorite Oregon Tool?

It's like asking me which child is my favorite. I love all of them. But if I have to bite on this question, there is one that really stands out. We have patented the SpeedCut Nano chainsaw chain; it's a cutting system. It combines the SpeedCut Nano guide bar and sprocket system altogether. These components are designed to maximize cutting performance. It really optimizes the battery-powered chain saw, and it increases the number of cuts per charge by 15 percent. If you didn't have our chain, if you used somebody else's chain and system, you wouldn't get as many cuts out of it. It's lighter and it's more efficient. You know, a 15-percent increase is pretty spectacular.

### 3 What trends are you seeing with your customers?

The major market trend driving shifts in outdoor power equipment is really battery power. We're committed to continue to innovate on the cutting systems that address these demands. As the torque gets better with battery power, the sizes of chains continue to develop. We're pretty cognizant of the need for sustainability. We'll continue to develop additional products to fill the void.

### 4 What is the coolest part of having your job?

We started The t.r.e.e. Initiative. As an acronym, it stands for Training, Recovery, Education and Environment. Back in 2011, a couple of team members came up with a plan to create a trailer that would provide tools and services to help those cleaning up the communities after a storm, a hurricane, wildfire or something like that. The first run they did was right after Hurricane Sandy — they spent 10 days in New York and New Jersey sharpening and repairing chainsaws and giving away thousands of saw chains and chainsaw parts for free. Since then, the team has added two additional trailers and more people. We travel all over the country to ensure that firefighters and cleanup crews have the tools they need for recovery efforts. That's the one I'm most proud of. Leading a team with integrity like that and to pay it back makes me feel good.

### 5 Do you have a family, and what do you all do for fun?

I've been married to my wife, Patti, for 34 years. I have three talented daughters; one's in college, and two are out in the workplace. They're at an age where they're just starting out in their careers. We have one in San Francisco, one in Omaha and one in Atlanta. So travel, for us, is an opportunity to be together and something we appreciate. Really the best time for us is with them, wherever we decide to meet. We try to try to meet up as much as possible. 📍



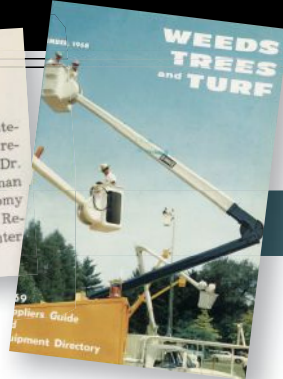
#### BEST ADVICE

**"The single most important characteristic to have as a leader is generosity of spirit. Frank Blake was the chairman and CEO of Home Depot, and he was a mentor to me over the years, and he told me that. That advice grounds me in my business life and personal life."**

# A LOOK BACK

## Ohio Scientist Discusses Home Lawn Care Fallacies

Fallacies concerning maintenance of home lawns were recently brought to light by Dr. R. R. Davis, associate chairman of the Department of Agronomy at the Ohio Agricultural Research and Development Center in Wooster.



## Debunking lawn care fallacies from 1968

R.R. Davis, Ph.D., associate chairman of the department of agronomy at the Ohio Agriculture Research and Development Center in Wooster, Ohio, shared some lawn care fallacies in our December 1968 issue of *Weeds, Trees and Turf*.

Here's a look at his thoughts, although some practices may have changed in modern day:

Contrary to common belief, Davis said, close mowing in spring does not make grass spread. In fact, he revealed, close mowing reduces grass vigor and thereby decreases its ability to spread. The best

mowing height (according to research at the time) is 2 inches for the average lawn. (A current standard is a mowing height of generally 3 inches.)

Another fallacy Davis attacked was that grass should be left long for the best winter survival. Long grass, he cautioned, actually increases thatch and may even increase disease problems. Research indicates it's best to mow until growth stops, Davis said.

On lawn fertilization, Davis pointed out that slightly acidic soil (pH 6 to 7) produces the best bluegrass. Both organic and inorganic fertilizers, when used

properly, foster improved growth, he said. The best time to fertilize is in the fall, although whenever grass needs it, fertilizer should be applied, even during the summer.

Davis said that lawns should be watered as needed, anytime during the day that is convenient (according to research at the time ... current best practices take a more pragmatic approach).

Fall is the best time to get rid of dandelions, Davis said. Fall herbicide applications kill both old and new dandelions, done so at a time when desirable shrubs and trees are less susceptible to damage from herbicide drift.

ART: LM ARCHIVES

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**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](mailto:jeff@jeffreyscott.biz).

# What landscape business owners can learn from Queen Elizabeth

**Q**ueen Elizabeth was the ultimate leader, as head of the firm — as they call the British monarchy — for 70 years. When she became queen in 1952, she was regarded as too young, inexperienced and not ready to lead both the country and its overseas territories. Yet, she became one of the most successful royal leaders in history.

(Message to self: Ignore the naysayers, never give up on your dreams!)

## WOMEN LEADERS IN THE GREEN INDUSTRY

Royalty has always shown that women can lead, going back to Nefertiti, Cleopatra, Queen Victoria, Catherine the Great and many more.

I can't say the same for the green industry. We have historically been male-dominated. We have many strong female leaders, but our industry still has barriers — even if inadvertent.

The good news is we are heading in the right direction.

I find myself coaching more women business owners than ever before. And during this year's Summer Growth Summit, the crowd was brimming with diversity.

## TIMES ARE CHANGING, BUT ARE THEY CHANGING FAST ENOUGH?

Our industry associations are taking steps, for example: Setting up women's groups for networking, diversifying their boards and promoting female presidents.

Ironically, we will know we have made it when women no longer need women's groups to feel like they have a place to be themselves.

## TAKE ACTION TO REMOVE THE GLASS CEILING

My client, Shanna Scordo, president of Earth-Craft Design-Build-Maintain in Pennsylvania, shared this list with me of ways you can take action in

your business and community:

**1** Form a women's group for students looking to enter the industry. Be their mentor and show them how to set themselves up to win. (This relationship building also doubles as a great recruitment strategy.)

**2** Don't spread out the women in your company; try to let them work together. This tactic can help them find their voice and step into their power.

**3** Ask women what they need and ask what problems, challenges or barriers exist in your company. Be willing to hear hard truths. Don't be afraid to have uncomfortable conversations, and then engage the women in your operation in problem-solving.

**4** It's too easy for a woman to get spoken over in a group of men. Keep a watchful eye, and when your female employee has a good idea, advocate for her.

**5** Be aware of your own unconscious biases toward the abilities of women (even women have these biases). Get feedback.



## WOMEN ARE INCLUSIVE LEADERS

Society has a stereotypical notion of leadership: the general charging into battle, the quarterback leading his team downfield.

Business today, however, requires different forms of leadership, more motivating and less autocratic, especially where employees feel more like volunteers.

A 2007 *Harvard Business*

*Review* study showed women may be better suited for this inclusive style. The article said: "The research tells us not only that men and women do have somewhat different leadership styles, but also that women's approaches are the more generally effective — while men's often are only somewhat effective or actually hinder effectiveness."

## HELP EVERYONE FIND THEIR VOICE

This is not altruistic; it helps the industry as a whole to strengthen and grow when you help everyone find their voice.

We spoke at my Summer Growth Summit about setting up a foremen peer group within your company. This works not just for Hispanic workers and installation departments, but it can also work for women workers and leaders in your firm.

I am personally going to put my money where my mouth is. I plan to roll out a women's networking group within my client community to foster support and momentum toward a more successful industry.

Stay tuned to learn more about this.



**BY BOB MANN**

The author is the director of state and local government relations for the National Association of Landscape Professionals. Reach him at [Bob@landscapeprofessionals.org](mailto:Bob@landscapeprofessionals.org).

# The threat the uninformed could play to the green industry

**A**nyone who applies pesticides for a fee must be licensed, and once you've attained that license, you must complete a certain amount of recertification training in order to maintain that license. Ongoing training is vital to keeping our industry on the cutting edge of horticultural advancements, the latest in technology and reinforcing safety when using pesticides.

Quite often, someone like me will speak at training events to emphasize the importance of being an advocate for the green industry. Folks in the green industry take tremendous pride in creating and maintaining landscapes for their customers to enjoy. And because of our training, we understand how to accomplish this in an environmentally responsible manner.

## UNINFORMED POLICY

Unfortunately, we live in tumultuous political times. Mind you, I do not care where you fall on the political spectrum, nor do I care for whom you vote. Those two things are entirely your business. My concern is for the consequences of policy, not only for our industry but for agriculture in general. The sad fact is that the overwhelming majority of the American public has no idea how their food arrives at a supermarket.

As our nation became less agrarian and more urban during the 20th century, we have arrived at a point where we rely upon just a little more than 1 percent of our population to feed the other 99 percent of us.

While the number of farms declined sharply during the twentieth century, the number of acres in farming remained relatively stable. It's what farmers have been able to

do with those acres that allowed our society to thrive. Total agricultural output and productivity nearly tripled in the post-World War II era due to advances in equipment and technology, including the development of genetically modified crops, synthetic fertilizers and pesticides.

Now, you know from attending

**“Policy really does matter because the consequences to society can be painful.”**

recertification training that there are few commodities in the U.S. more strenuously regulated than pesticides. I know this firsthand in my work, traveling all over the country attending conferences where state and federal regulators interact with fertilizer and pesticide manufacturers, agricultural commodity groups, scientists and educators. These people are highly competent and care deeply about what they do, and I respect them greatly.

## NOT SO SILENT MINORITY

But there is a small and very loud minority of groups that vehemently oppose the use of synthetic fertilizers and pesticides. Despite the mountain of peer-reviewed research to the contrary, they dedicate every breath to the complete removal of these commodities. Those consequences can be catastrophic.


The nation of Sri Lanka decided to eliminate the use of synthetic fertilizers and pesticides, causing a precipitous drop in crop yields. This calamity was so profound that it caused the government to topple. Policy really does matter because the consequences to society can be painful.

Recently, opinion pieces targeting lawns and their maintenance have been popping up in major newspapers, including the *New York Times* and the *Washington Post*. While anti-lawn activism is nothing new, there are two things that are different about these latest salvos.

First is timing; usually, diatribes about lawns come in the spring in the form of things like “No Mow May” or pleas to save the dandelions. What was different this time was the inclusion of both political and socio-economic arguments that focused upon summer drought conditions and water use, raw appeals to emotion, as well as calls to remove lawns from American life in a time of climate emergency.

I disagreed with what they had to say but was very much impressed by how professionally the pieces were produced. But make no mistake, these opinion pieces have no balance in the form of opposing voices. Why should they? They're the opinions of the authors. Our efforts to publish a rebuttal in each newspaper were, unsurprisingly, ignored.

Where am I going with this? Many Americans have no firsthand experience with pesticides. This means that the only pesticide applicators they encounter are those of us in the green industry and those in the pest control industry. Are we doing all that we can to ensure that we demonstrate professionalism? Are we effectively communicating the benefits of proper pesticide use? Are we standing up and defending our industry?

While I like to believe that we are, we can always do better. And if we expect our industry to thrive, we are going to have to do more. 



# STAYING SAFE ON THE ROAD

David J. Frank Landscape Contracting shares tips for keeping employees safe to and from the job site

BY ROB DIFRANCO | LM ASSOCIATE EDITOR

**T**he goal for landscape professionals nowadays should be to have safety on the job site become second nature. Representatives from one company say staying safe while on the way to and from the site should be a focus as well.

Donna Landon, chief human resources officer at David J. Frank Landscape Contracting in Germantown, Wis., spoke with *LM* about the company's road safety policies and impressive seven-year safety streak.

David J. Frank — No. 97 on the 2022 *LM*150 list — teaches employees the art of driving defensively (i.e., not expecting other drivers to do what you think they should do). The company ensures everyone in the vehicle knows the location of safety equipment such as fire extinguishers and spare items like fuses.

Training is key to the company's safety policies, with weekly safety meetings, site visits from the company safety committee, OSHA-10 training and certification programs and safety articles in its weekly newsletter.



Donna Landon

Technology also plays a role in the company's road safety policies, with GPS trackers implemented on each vehicle and piece of heavy equipment.

"We can monitor the behavior and have those conversations if needed," Landon says. "If we see a recurrence of speeding or hard breaking, we can have that conversation and say, 'Hey, what's up with this report that we're getting.'"

The company also has drivers and crew leaders complete what it calls a "circle of safety," where employees must walk in a circle around the vehicle to check for potential safety issues.

"Every time they're ready to leave the yard or a job site, they have

to walk around the vehicle and check for things on our checklist," Landon says. "(That includes) making sure all lights are working correctly, their load is secure, the chains are properly hooked up and that the vehicle isn't overloaded."

When it comes to safety gear, employees working near busy roads wear high-visibility yellow uniforms. Trucks also carry safety cones to mark off areas where landscapers are standing or working.

## SUPER STREAK

The company celebrates a seven-year safety streak as it prepares to enter its 64th year of operation. According to the company, it has gone more than 3.4 million hours without a lost-time incident.

"Safety is our top priority, but even we are amazed at the length of this streak," says CEO and president David R. Frank. "It has become a real source of pride for our team members, and nobody wants the streak to end."

Landon echoes Frank's comments about employees taking pride in the streak. But at the end of the day, she says, the streak is just the outcome of day-in and day-out efforts from the company.

"Our employees are so excited that we've been able to hang onto it for so long," Landon says. "They remind each other often when they see others doing something unsafe. It's nice knowing that they care about each other like that."

To learn more about this streak and David J. Frank's driving policies, visit [LandscapeManagement.net](https://www.LandscapeManagement.net). 



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i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)	74.8%	74.9%
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a. Requested and Paid Electronic Copies	7,527	14,276
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17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the October 2022 issue of this publication.		
18. Signature and Title of Editor, Publisher, Business Manager, or Owner Antoinette Sanchez-Perkins, Senior Audience Development Manager		Date: 09/13/2022

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).



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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](mailto:marty@growgroupinc.com).



## Why the time is now to plan sales and training for 2023

**W**e're already here, folks: It's Q4 2022. If you're like me and my team at Grunder Landscaping Co., you're in the throes of planning for 2023.

As our team looks ahead to next year, sales and training are two focuses for us. We're asking questions like these:

- What work should we be planning to do more of because it's the most profitable?
- Are we making decisions based on the data?
- What skills does our team need to further develop?
- How can we learn from and invest in the people and equipment we need now to make the most of 2023?

You've likely heard me say this before: All planning is good. By taking time now to plan ahead for next year, we're laying the foundation for a successful 2023.

### PLANNING FOR SALES

Planning begins with a performance review of the current year. Questions to consider during this process include: Who is selling? What are they selling? Are there segments of your business that deserve more attention? Which salespeople can take on more? Do we need more people than we currently have to reach our goals?

This analysis will help you set your focuses and goals for next year, and if you dig deep, you may find ways to replicate the success or avoid jobs that your team struggles with from a profitability standpoint. When you have an idea of where you want to be at this time next year sales-wise, the next question is tacti-

**“All planning is good. By taking time now to plan ahead for next year, we're laying the foundation for a successful 2023.”**

cal: How are you going to get there?

Plan it out week-by-week, salesperson-by-salesperson to simplify it. For example, put goals into terms like “Allie needs to sell \$15,000 in design-build work each week to hit her goal in 2023.”

### PLANNING FOR TRAINING

As you consider how you'll train your team next year, get your key people together to make a list of both internal and external educational opportunities.

For internal training efforts, establish a sustainable training cadence and make a calendar of topics and potential presenters. You may want to cover technical information, safety, management and customer service. Contact your vendors and see if they'd be willing to help. Think about areas where your team members struggled this year and put effort into preventing similar issues from occurring in the future by training them in advance. Training on safe driving practices, ID'ing poison ivy, the signs of heat stroke and more can prevent safety issues before they happen.

Remember, don't just train on technical skills. We must be training on soft skills, such as communication, customer service and giving feedback.

Most important, identify who will be accountable for ensuring training happens as planned. If it's everyone's job, it's no one's job. Assign one person to own it.

### GET THE MOST FROM A CONFERENCE

When it comes to external training, start with a list of industry conferences and trade shows and pencil in which ones you'll attend yourself and which ones you'll send or take team members to. Remember to get their input and buy-in before sending them on the road.

To get the most out of your external training investment, don't forget to communicate your expectations to staff members who attend these events. Explain in advance what you expect them to accomplish while they're there and how you'd like them to share their new knowledge with the group when they return. At The Grow Group, we like to ask our attendees to identify three things they'll do based on what they learned while they're with us. Use that prompt with your own team, too.

Training and sales are just two of the many topics we'll cover at GROW! 2023 in San Antonio, Feb. 28 through March 3, where we'll have three days of education that includes an in-depth tour of Summit Landscape & Design. Save \$200 per registration by signing up before Nov. 1 at [growgroupinc.com/grow-2023](https://growgroupinc.com/grow-2023). I hope to see you there! 🍷

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