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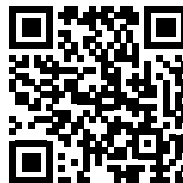
Bill Dellecker, chief operating officer, HeartLand, Kansas City, Mo.

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## Feel-good hit of the summer

**B**ack in August, we featured the National Association of Landscape Professional's Elevate conference on our cover. In this space, I wondered aloud if Elevate's year two would be as good as year one. I compared it to music or movies — the sophomore effort is rarely as good as the first album or film.

Now we're back from Elevate and I can report that, yes, Elevate year two was just as good, if not better, than the inaugural conference. Editor Christina Herrick and I have a complete report on the event beginning on page 7. We also have several videos of booth tours available on our website, **LandscapeManagement.net**. But beyond those "official" stories I thought I'd write here in this space a little bit about what a show like Elevate does for me on a more personal level.

It was a great show for many reasons, but I have to thank all the folks who had kind words for our magazine at the show. That really gets me motivated. And I'll say this about the people who attend Elevate: it seems like they're avid readers of our publication, and that is just awesome for this editor-in-chief's ego.

In that August column, I asked readers to be sure and say hello if they saw us. A quick story related to that: My friend, who is also the magazine's CEO, Kevin Stoltman, attended the show and was browsing the aisles while wearing an *LM* golf shirt. A reader spotted the logo and stopped this stranger to ask if he worked for

the magazine. What he doesn't know is this stranger actually owns the magazine. He then proceeded to tell Stoltman how grateful he was for the publication and what it has meant to him and his business over the years.

**"I'll say this about the people who attend Elevate: it seems like they're avid readers of our publication, and that is just awesome for this editor-in-chief's ego."**

Whoever you are, thank you — it never hurts when the boss gets positive feedback from an unbiased source, and what a great story to be told over a nice dinner in Dallas.

There were many feel-good moments like that ... being invited to jump in an Uber last second by my friends at Aspire ... grabbing dinners with pals from Turfco, John Deere and Greene County Fertilizer ... ending a long day with a cold beer in the Quali-Pro booth ... sharing a laugh at Gilley's with our friends from Sun Valley Landscaping ... toasting the end of the show in the resort sports bar with our friends from NALP ... and so much more.

### **NOW IT'S TIME FOR EQUIP EXPO!**

That show is now in the rearview and we're moving full steam ahead in our preparations for Equip Exposition this

month. We'll all be in person again, about 25,000 of us, in Louisville, Ky.

It's important to make the most out of your time at such a big show — the Greatest Show on Turf, as we dubbed it on the cover — so we did our best to share with you 40-plus "showstopper" products you'll want to consider demoing at Equip. We've also shared our entire slate of educational sessions we'll host at the event. Lastly, in regards to Equip, we share all the companies who will unveil new products in Equip's New Product Showcase section.

If you are not attending Equip, we'll do our best in the following months to share what we saw and learned at the show. And if you are at the show, I'll again invite you to stop by the booth and say hello. We have many of our columnists conducting office hours at our booth, including Marty Grunder and Jeffrey Scott (Jeff is signing and giving away 50 free copies of his book *Destination Company* at the *LM* booth — check our social media to see the day/time.)

And if you don't make it by the booth but see our logo passing by on a golf shirt, please say hello. The only thing better than having a stranger rave about our magazine to the CEO is if you're there with all of us Thursday night at the KFC Yum! Center, singing along to the dark, dark lyrics of Third Eye Blind's "Semi-Charmed Life."

*Doo doo doo, doo doo-doo doo...* 🎵





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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).

## Why is employee recognition important as the season winds down?

“The fall aeration and seeding season is almost as stressful as the spring sales and growth period. This falls primarily on our field partners. We concentrate on taking lots of pictures of our guys and gals and hang them on our walls in our office. I think this goes a long way to steer our culture into being caring and loving towards our customers and each other.”



### Landscape Professionals

#### Richard Bare

Arbor-Nomics Turf  
Norcross, Ga.

#### Troy Clogg

Troy Clogg Landscape Associates  
Wixom, Mich.

#### Pam Dooley

Plants Creative Landscapes  
Decatur, Ga.

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Charlotte, N.C.

#### Luke Henry

ProScape Lawn &  
Landscaping Services  
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Joyce Landscaping  
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#### Aaron Katerberg

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#### Phil Harwood

Tamarisk Business Advisors  
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#### Jeffrey Scott

Jeffrey Scott Consulting  
New Orleans, La.

“Employee recognition doesn’t have an off-season, so we should bake this into our culture and rituals.”

The end of the season is especially important because of the natural feeling of closing out a year, expressing thanks and reviewing our lives as winter approaches. End-of-season recognition allows us to leave our team with a feeling of accomplishment, appreciation and motivation to come back the following season refreshed and excited!”

“It’s a great time to celebrate some of the various ‘wins’ from the year, all too often we are so focused on the future, we forget to celebrate the past and present accomplishments for the year.”



“It can give that little boost the team needs to close the season out strong. Recognition and engagement go a long way to driving retention next season.”



“Employee recognition is always important. Don’t just do it at the end of the year; set up a plan to do it year-round, right now.”



“It’s one of the top drivers of engagement and retention.”



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



## Check out a few of the people the *LM* team met while at Elevate in Dallas

**1 Heavy hitters** We like seeing these three industry heavyweights hanging out! From left to right are Frank Mariani, president, Mariani Premier Group; Britt Wood, CEO, National Association of Landscape Professionals; and Bill Roddy, publisher, *Landscape Management*.

**2 Booth visit** Josh Wise and Seth Johnson of Grass-Roots Tree and Turf Care (middle) stopped by the booth to say hello to their favorite *LM* staffers: Associate Publisher Craig MacGregor (left) and Editor Christina Herrick (right).

**3 Giddy-up at Gilley's!** Quali-Pro's Paul Blodorn (left) knew that he was in good hands at Gilley's by hanging out with these two native Texans: Ashley and Allan Fulcher, also of Quali-Pro.

**4 Hood to coast relay** Phil Allen, Ph.D., professor, Brigham Young University; Seth Jones, Editor-in-Chief, *LM*; and Bob Grover, president, Pacific Landscape Management, got a chance to discuss Pacific Landscape Management's recent 196-mile relay while in Dallas. Visit *Landscape Management's* website for Allen's complete recap.

**5 Dallas Cowboys** This group of five meant business at Elevate's bash at Gilley's, including (left to right) Kevin Stoltman, CEO, North Coast Media (parent company of *LM*); Joe Shooner, president, Focal Point Communications; MacGregor; Luke Hawthorne, owner, Emerald Lawns; and Joel Northrup, CEO, Deep Lawn.

**6 Power lunch** Roddy (left) and Jones (right) were happy to catch up with two longtime industry consultants as well as two of *LM's* columnists, Ben Gandy and Ken Thomas, principals with Envisor Consulting. Stay tuned, the dynamic duo has big plans for 2024 and beyond.

**7 All smiles here** It's hard not to smile when Herrick and Bruce Allentuck, president, Allentuck Landscaping Co. (right), found themselves in the presence of the infectious smile of Maurice Dowell (center), president, Dowco Enterprises.



# EDUCATE, ENTERTAIN AND INSPIRE: A RECAP OF ELEVATE 2023

## As Elevate entered its sophomore year, the NALP's new show shows no signs of slowing down

BY SETH JONES | LM EDITOR-IN-CHIEF

**A** packed ballroom at the Gaylord Texan Resort welcomed Britt Wood, CEO of the National Association of Landscape Professionals (NALP). Wood had to be relieved that Elevate's year two attendance easily surpassed last year's inaugural event.

"I can tell you we surpassed 2,000 attendees (overall) this morning," Wood told the crowd. "That's up from 1,250 attendees last year."

Indeed, the numbers were an impressive jump from the inaugural event in 2022: a 42 percent increase in contractor attendees. The \$200,000 raised for the NALP's Foundation and \$60,000 raised for the NALP-PAC were also feel-good numbers.

Wood told the crowd that Elevate has three main goals: educate, entertain and inspire its attendees. With a slate of about 25 classes per day, a two-day trade show and multiple networking events — including an epic bash at certified Texas joint Gilley's — attendees soaked in education, networking and the newest in industry trends.

### Stronger than ever

Before the event ramped up, NALP handed out some honors. Chris Senske, founder of Senske Services (No. 59 on the 2023 LM150 list), was honored with the Advocate of the Year Award for his dedication to lobbying for the lawn care industry at the state and national levels; Jenny Girard, area manager

with R.M. Landscape, was honored as the Young Professional of the Year; LeAnn Ostheimer, COO of Lifescape Colorado (No. 97 on the 2023 LM150 list), was honored with the Women Leader of the Year Award; and Mike Rorie, founder of GroundSystems, was honored with the Lifetime Leadership Award for his years of service to the industry as a consultant, entrepreneur and mentor.

When Wood announced Rorie as the winner of the Lifetime Leadership Award, he added that it took everything not to reveal the award by accident the day before. A surprised Rorie took the stage following a slideshow presentation of his work with the NALP over the decades.

"I've been in the industry since 1992. I came here as a nonindustry, non-college-educated person," Rorie told the crowd. "I learned everything here in this association. I'd say it's never been stronger than it is here today."

The keynote speaker of the opening session was Liz Bohannon, author of *Beginner's Pluck: Build Your Life of Purpose and Impact Now*. Bohannon is the president and CEO of socially conscious fashion brand Sseko Designs. Bohannon shared her story of moving to Uganda to help underprivileged young women pursue a college education. This move led to her creating her fashion brand and successfully helping countless women in Uganda improve their lives.

"I bought a one-way ticket to Uganda. My parents were like, 'What are you doing in Uganda?' I told them, 'I want to make a friend,'" Bohannon told the crowd. "Setting small goals has a remarkable way of making positive change. All of my dreaming big really began to happen when I gave myself permission to dream small."

### Continuing education

Over the four days of Elevate, classrooms were bustling with speakers, panel and group discussions. Just an example of a

few of the classes offered included:

- "Gotta Wear Shades: Private Equity and the Bright Future of the Green Industry"
- "Here Come the Robots: How to Leverage Autonomous Mowers in Your Lawn and Landscape Business"
- "When Should I Hire a CFO?"
- "Employee Incentives that Work"
- "Why and How to Build Trust with Your Customers"

**READY, SET, ELEVATE**  
NALP board members officially open the Elevate trade show floor to attendees.





- “AI — Friend or Foe: Opportunities and Risks to Using AI in Your Business”
- “Engaging the Next Generation of Workers”
- “Advocacy 101”
- “Stress Management”

J.T. Price, CEO of Landscape Workshop (No. 35 on the 2023 *LM*150 list), and Al Welch, partner at Carousel Capital, co-hosted the “Gotta Wear Shades: Private Equity and the Bright Future of the Green Industry” session. They spoke to an inquisitive group of landscape and lawn care company owners about the current state of private equity in the industry.

Price told the room their companies need to be in the \$15 million range, minimum, before seeking private equity investments. He chose Carousel, he said, because the company had a reputation for hanging in there if things went south.

“I want a partner that has been doing it for a while, and has real access to capital,” Price said. “I’m very transparent about this: We have about 10 people at vice president level who have equity. I want to create truly life-changing opportunities for the people who make it happen.”

At the “Diversifying Your Workforce through Feedback and Education” seminar, Hunter Industries’ Warren Gorowitz, director of corporate responsibility, and Jay Grooms, manager of organizational development, engagement and DEI, led the discussion. The two stressed that they only had two slides in their PowerPoint deck, and wanted the room to contribute to the discussion.

Grooms talked about the meaning of DEI in his job title. It stands for diversity, equity and inclusion. He added that he likes to also include the letter B, for belonging.

“Diversity might not mean what you think; it’s about employing people who have differences in thoughts,” Grooms said. “It’s like how you wouldn’t want to have a football team comprised entirely of quarterbacks.”

Gorowitz asked attendees to volunteer why they chose to attend the class, and share what they hoped to take away from it.

One attendee offered, “I’m looking for something sustainable, not the current buzzword.”

Grooms grabbed the ball from there.

“This isn’t about a buzzword. It’s about leadership,” he said. “Because a lot of this isn’t about writing policy. You can’t change your culture, but you can influence it. It occurs naturally. A positive culture arises, but it’s going to go where it’s going to go.”




## Relax and listen

Beyond classroom settings, industry companies used the format for smaller brainstorming conversations with their customers. For example, FMC held a one-off luncheon on Sunday and invited 24 lawn care companies and *Landscape Management* to have a group discussion about challenges the industry faces, as well as discuss Durentis, the company’s latest insecticide.

Dan Carrothers, North American professional solutions commercial director for FMC, told *LM* he loves meetings like Elevate, especially the smaller group settings, so he and his colleagues can learn from their end users.

“We do try to listen to customers, and we always walk away learning,” Carrothers told the room at the conclusion of the event. “We’re thinking about our own registrations, we’re thinking about, is this a solo product, or a product in combination, either with a fertilizer or a granule, and then another one that has a preemergent with it as well? So you can combine as many of those jobs as possible.”

After the trade show, the classrooms and luncheons, the last evening of Elevate ended with a giant bash at Gilley’s. Attendees were bused to the 92,000-square-foot venue and treated to karaoke, line dancing, mechanical bull riding and armadillo races. Live music, Tex-Mex food stations and an open bar along the Dallas skyline allowed attendees to relax and network.

Next year’s Elevate will take place in Charlotte, N.C., but with a later date. The event now arrives in early November, specifically, Nov. 3-6. 

## BIGGER IN TEXAS

From a guest appearance by *LM* columnist Jeffrey Scott at the *LM* booth, a big sendoff party at Gilley’s or NALP CEO Britt Wood’s 10-gallon hat, this year’s Elevate sure impressed.





## Southern Botanical rolls out the green carpet for post-Elevate tour

**No. 72 on the 2023 LM150 list gave tourgoers a close look at the company's "green standard" and focus on quality and details**

BY CHRISTINA HERRICK | LM EDITOR

**S**outhern Botanical, No. 72 on the 2023 LM150 list, was one of three companies to open its doors to National Association of Landscape Professionals' Elevate attendees for a post-event tour. More than 200 people toured Southern Botanical's Dallas office and got a rundown of how the company operates.

Southern Botanical set some ambitious goals for growth in the next three years with a major focus on recurring revenue. The company has experienced 20 percent growth steadily since 2020 and has no plans of slowing down.

"I paid attention to make the business as recession proof as possible, and for us recurring revenue made that possible," CEO Jason Craven said.

The company separates its commercial maintenance, residential maintenance, design/build/installation and

tree care services into "branches."

The goal, Craven said, is to maintain a high level of personal touch with the company's clients.

**GETTING CANDID**  
Southern Botanical hosted a post-Elevate tour and Q&A with CEO Jason Craven.

### The Green Standard

At the heart of Southern Botanical is the "green standard." It's the company's unrelenting emphasis on quality and details. This priority is reflected in Southern Botanical's office building and in how the company approaches hiring and conveys its values.

Southern Botanical puts a key focus on its employees. The company integrated a focus on *The Ideal Team Player*, a book by Patrick Lencioni, and the Culture Index survey, which helps identify psychological attributes to help predict successful candidates for open roles.

Before crews depart in the morning, a manager must perform one last pretrip inspection. This move adds a layer

PHOTO: LM STAFF



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# EDGE

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of safety. At night, the foreman and one other crew member bring the truck in and get it ready for the next day.

"What makes us successful in the morning is what we do at night," said Blake Lambert, residential operations manager.

Training is another big focus for Southern Botanical, as reflected in the company's value of "never stop growing." The company's training program includes the Sandler Selling System. The company also developed its own "green standard" training based on employee feedback and what team members wanted to learn.

Craven and the leadership team approach the culture at Southern Botanical from a personal place.

"What would motivate me?" he said. "What things would I want in a career?"

### Command central

Southern Botanical went live with Aspire earlier this year. The company started building out the system in October 2022 before going live on Jan. 1, according to Brad Blair, branch manager for tree care. A major challenge was creating 500 existing contracts in the system in two weeks. Recently, company added a sales pipeline. Blair said Southern Botanical is starting to see the benefit of real-time gross profit margin breakdowns by job.

"It really enables you to dial in on price point," Blair said.

### Getting candid

Following the tour, Craven and the leadership team held a Q&A with tourgoers. Craven talked candidly about where he sees his role with Southern Botanical in the future and the company's use of Enterprise for its fleet. Enterprise offers GPS monitoring and theft recovery for its 171 vehicles in two locations. However, Enterprise at times struggles to fill orders.

"I don't like our fruit cocktail of vehicles we have," he said, noting Southern Botanical currently runs Toyotas, GMCs and essentially anything else the company could lease.

As for his goal for the future, Craven said he hopes to someday be the company's chairman emeritus. He encouraged attendees to continue to evolve their operation's training and culture as their business grows.

"Don't lose those practices that make you successful," he said.

He tipped his hat to the tour attendees, noting Southern Botanical has benefitted from attending National Association of Landscape Professionals' events and tours.

"Everything you see here is from us doing it (and attending NALP events)," he said. 📍

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## Jeffrey Scott's 2023 Summer Growth Summit shows attendees the Mariani way

More than 400 attendees were treated to 30-plus educational speakers and a behind-the-scenes visit to Mariani Landscape **BY SETH JONES | LM EDITOR-IN-CHIEF**

Over the span of four days in late August, 430 members of the landscape industry descended on a suburb of Chicago to learn how Mariani Landscape, one of the biggest names in the industry and No. 11 on the 2023 *LM150* list, gets it done.

Jeffrey Scott's 2023 Summer Growth Summit included lectures in a hotel ballroom, brainstorming among colleagues at tables and an in-person visit to Mariani Landscape in Lake Bluff, Ill., where attendees circulated from station to station to learn from Mariani Landscape employees.

Industry consultant and longtime *LM* columnist Jeffrey Scott hosted the event and was thrilled with the result.

"I thought it was electric. We had 36 speakers, some were really short and powerful and some were longer," Scott said after the event concluded. "Everyone told me it was the best event yet."

### BEHIND-THE-SCENES AT MARIANI LANDSCAPE

When the group toured Mariani Landscape, smaller groups moved from station to station to hear 30-minute presentations from Mariani Landscape employees. Attendees saw exactly how Mariani Landscape gets the job done with presentations

on maintenance sales and enhancements; design sales; human resources and recruiting; and autonomous mowers.

Jason Reale, director of operations for Refined Gardens, based in Scottsdale, Ariz., made the trek — his first trip ever to Chicago — with his co-workers because they wanted to see how Mariani grew to what it is today. Refined Gardens is in a growth period, Reale said, and they wanted to learn how another company survived growing pains.

"The size of this company is impressive. 300 trucks? We're a 22-truck company. That's a lot for us to digest," Reale said. "The amount of maintenance these guys do is really impressive. The amount of people — 1,010 people on staff — is a lot to manage. The overall coordination and how clean everything is and how it's all organized (are impressive). And everyone is so friendly."

Bob Drost, owner of Drost Landscape in Petosky, Mich., hosted the Summer Growth Summit last year. He said the thing that impressed him the most about the Mariani way is how the company approaches enhancements.

"Frank uses the phrase, 'Every property could use a *pachysandra*.' He's not saying that because they need a *pachysandra*; he's saying that because every property needs something,"

Drost said. "You have to look up, you have to look around to notice that Mrs. Jones needs her gutters cleaned, and there's a huge tree limb hanging over the house, and there's weeds in the lawn. There's all these things, even though you're just going there because she wanted a new brick walkway."

### NOTES ON WHAT TO BRING BACK

Mariani's Art Brueggeman, vice president of project management, and Colleen Barkley, director of design, described the company's design sales process. Mariani has seven design leads



Rolling in six strong from Birdsboro, Pa., it's the crew from New Castle Lawn & Landscape! From right to left are Dan Marshall, Brad Stephenson, Andy Auchenbach, Tricia Williams, Stacey Carmello and Mark Swartley ... with Jeffrey Scott and Frank Mariani in the middle.

with 12 designers supporting them. Brueggeman said the company strives to build teams that work well together and also produce consistent results.

Brad Stephenson, CEO of New Castle Lawn & Landscape in Birdsboro, Pa., pointed to Brueggeman's and Barkley's presentation as the highlight of his visit to Mariani.

"For us it's on the design side and seeing how many people are involved in their design — they have 19 people at different levels," Stephenson said. "(I'm) understanding that we're a little short on that side and on the landscape architect side. We have designers who are college-educated, but we don't have landscape architects. We're either working with a landscape architect or we're going to bring one on, we'll see."

LeAnn Ostheimer, COO of Lifescape Colorado in Denver, said the trip to Chicago was useful in that she was learning and continuing to grow as a professional.

"I'm very glad I came; this is my first time to a Jeffrey Scott and Frank Mariani conference and facility (tour)," she said. "I love the nursery. Living in Colorado, we don't always get to see plants of this size. Secondly, I'm just learning a lot, taking a lot of notes on new things that I can bring back, and also a lot of things that we're already doing, which is nice to hear. It brings validation to our company and the hard work we're putting in." 📸

## PACIFIC LANDSCAPE MANAGEMENT HAULS SOME MAJOR GRASS AT HOOD TO COAST CHARITY RUN

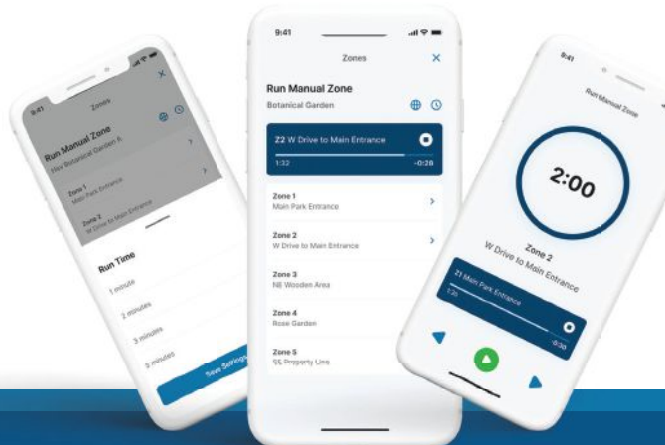


Phil Allen, Ph.D., a professor of landscape management at Brigham Young University in Provo, Utah, recently shared with *Landscape Management* his experiences while a member of Pacific Landscape Management's charity "Hood to Coast Team," raising money for Providence Cancer Institute. Pacific Landscape Management fielded two teams that covered the 196 mile course in about 30 hours. You can read Allen's full piece at [LandscapeManagement.net](https://www.LandscapeManagement.net).

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# LM GALLERY

## Check out the faces we spotted during Jeffrey Scott's Summer Growth Summit

**1 Everyone say cheese!** Following a short presentation by Editor-in-Chief Seth Jones, he and Jeffrey Scott took a selfie from the stage. Apologies to the people in the corners who were cut out — even Seth's Go-Go Gadget arms have their limits.

**2 A gift for Frank** Jones was thrilled to present a framed copy of the June 2023 issue (which features our 2023 LM150 list) of *Landscape Management* — featuring Frank Mariani on the cover — to Frank and Bryan Christiansen, CEO of Mariani Premier Group.

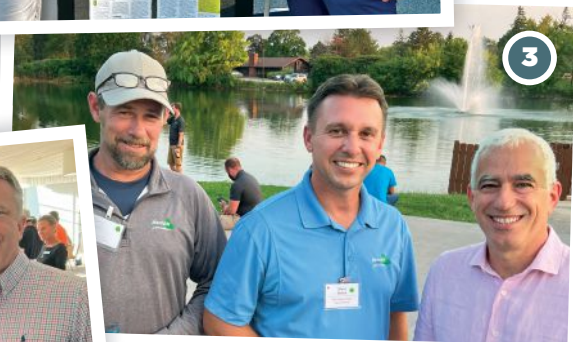
**3 The pool or the pond?** (Left to right) Jason Nellett and Steve Baillie, both of Reder Landscaping in Midland, Mich., join event host Jeffrey Scott for a breath of fresh air next to the pond.

**4 Friends of LM** (Left to right) Bill Roddy, publisher of *Landscape Management*; Adam VanHof of Cedar Springs Landscape Group and Matt Hunter of New Garden Landscaping & Nursery take time for a photo during the cocktail reception.

**5 We were today old when we learned** (Left to right) Mariani; Jones; and Jordy Scott of Glengate, during the opening reception. Seth thought Jordy was kidding when he learned that Jordy and Jeffrey Scott are brothers.

**6 Picked the right table** None of the table labels — owner, general manager, etc. — perfectly fit for Jones, but he did well when he chose the table with these two friendly industry pros: Ryan Brant (left) and Roger Wiese (center) of Cardinal State, Barrington Hills, Ill.

**7 Dinner with Ground Works Land Design:** Roddy made the reservation, but dinner was on Ground Works Land Design, located in Westlake, Ohio. Dave DiGregorio, general manager, is on the far left with Tony Nasrallah, founder and president, seated next to him. Thanks to the guys for an amazing meal, and even better company!



PHOTOS: LM STAFF





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See us at Equip Expo Booth 10116.



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



Ladies and gentlemen, boys and girls of all ages! Step right up and behold the greatest show on turf: Equip Exposition 2023!

Inside this big top, you'll find the latest and greatest in landscaping equipment, like battery-powered string trimmers, a variety of new software and technology products and the mightiest compact excavator on the planet. You'll see all the big names as well as dozens of up-and-coming companies with innovative new products.

But Equip Expo is more than a trade show. It's a chance for landscaping professionals to come together, learn from each other and see the future of the industry. There will be educational seminars, live demos and plenty of opportunities to network with your peers.

As a preview of what attendees will see Oct. 17-20, *LM* reached out to exhibitors and asked them what "show-stopper" equipment will be on display.

From mowers and trimmers to software and technology, there's something for everyone. So come on down and see for yourself what all the excitement is about!

# STEP RIGHT UP!

## PRESENTING THIS YEAR'S EQUIP EXPO SHOWSTOPPERS

**Check out our roundup of more than 100 products to see on the trade show floor and outdoor exhibition space**

### John Deere

[Deere.com](https://www.deere.com)

#### Indoor Booth No. 1110

The new line of 2024 John Deere 800 Series QuikTrak Commercial Mowers offers professional landscape contractors more speed, power and fuel capacity. The compact design allows for enhanced visibility and maneuverability.

Downtime, fuel costs, difficulty operating and poor cut quality are some challenges the industry cannot afford.

Improved features of the all-new 800 Series QuikTraks address those concerns. Whether it's the improved serviceability on the new E Series lineup or the heightened horsepower and additional comfort with the M and R Series models, the 2024 John Deere 800 Series commercial mowers will give your business a leg up.



### Barreto Manufacturing

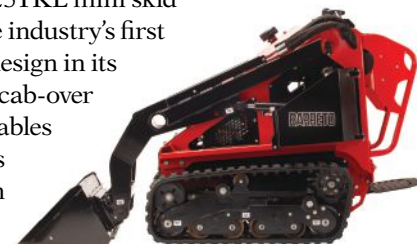
[BarretoMFG.com](https://www.barretoMFG.com)

#### Indoor Booth No. 9191

#### Outdoor Booth No. 5630

Narrow enough to fit through fence gates, but hearty enough to tackle tough jobs, the

Barreto 825TKL mini skid steer is the industry's first cab-over design in its class. The cab-over feature enables mechanics to perform in-depth maintenance and repairs by completely opening the machine up — like cracking an egg — to access protected internal components like hydraulic motors and pumps.



### Isuzu Commercial Truck of America

[IsuzuCV.com](https://www.isuzuCV.com)

#### Indoor Booth No. 5194

Isuzu's Class 5 Gas Isuzu NRR (19,500 GVWR) comes with a removable 9-foot Western Plow and a spreader to use the truck in summer for landscape and hauling needs. The Class 5 Gas Isuzu NRR gives contractors a dual-purposed truck to maximize its use year around with the convenience of a 350-horsepower gasoline engine. The low-cab forward design of an Isuzu truck provides increased visibility and a tight turning radius.





**Ditch Witch**  
[DitchWitch.com](http://DitchWitch.com)  
**Indoor Booth No. 1096**  
**Outdoor Booth No. 7428**

The new Ditch Witch SK1750 features a patent-pending TriTrax system with an improved track design for a smooth ride with maneuverability and stability — even when transporting heavy loads across rough terrain. The new track system features a tension check window, which allows operators to visually check track tension without threading a separate gauge tool. The TriTrax design causes less disturbance to the ground, meaning operators can work more efficiently and spend less time repairing damaged turf on the jobsite. Improved roller design means rollers last significantly longer.

**Yanmar Compact Equipment**  
[YanmarCE.com](http://YanmarCE.com)

**Indoor Booth No. 1230**  
**Outdoor Booth No. 7632**

The TL100VS is the first release of Yanmar's new compact track loader. Designed specifically for the construction, utility and rental industries, the TL100VS offers reliability, productivity and intuitive features for enhanced efficiency and easy training for new operators. The construction-grade loader stands out for its comfortable cab and optional efficiency-enhancing features that can improve the operator experience and overall productivity. These include a load sensing system, work tool positioner, return-to-position technology, self-leveling, ride control and auto 2-speed capabilities.



**Billy Goat**  
[BillyGoat.com](http://BillyGoat.com)

**Indoor Booth No. 5016**  
**Outdoor Booth No. 6480**

Billy Goat's DL3700VETR Leaf Dragon Debris Loader features a powerful 6900 cfm suction, electric start and ergonomic boom setup for efficient curbside cleanup. Its quick-access door for



impeller and liner inspection optimizes maintenance efficiency. The 12-inch wide, 10-gauge steel discharge chute, equipped with an angled elbow to reduce wear ensures efficient debris loading. It provides 45 square feet of coverage and convenient access for impeller inspection, powered by a Vanguard EFI engine for cold weather starting and potential fuel savings of up to 25 percent.

**Exmark**  
[Exmark.com](http://Exmark.com)

**Indoor Booth No. 7080**  
**Outdoor Booth No. 7444**

The new Vertex X-Series features a 52-, 60- or 72-inch UltraCut Series 6 cutting deck, Kawasaki FX1000 engine and 14 gallons of fuel capacity. X-Series models come with the same formed and welded tubular steel frame and heavy-duty 15-inch caster wheels and tires as Exmark's Lazer. The Vertex X-Series features large 24-inch drive tires for increased traction, reduced turf compaction and increased ride quality. The operator-focused control center features a bolstered operator pad and a suspended operator platform located low and centered between the rear wheels.



**Razor Tracking**  
[RazorTracking.com](http://RazorTracking.com)

**Indoor Booth No. 295**

The AT230 On Demand asset tracker from Razor Tracking gives customers the flexibility to see the location of their equipment daily with a simple tap on the screen. The battery lasts up to 10 years. Whether you're at home, at work or on vacation, track your equipment quickly and easily. Installation is simple with no wires to connect, and customers can easily transfer it to other equipment.



**Ego**  
[EgoPowerPlus.com](http://EgoPowerPlus.com)

**Indoor Booth No. 1134**

Ego will introduce a new charging solution — the PGX — that allows crews to charge a day's worth of batteries on a single 15a circuit. The Ego PGX Commercial

*Continued on page 18*



# The GREATEST SHOW on TURF!

Continued from page 17

charging system gives commercial crews a scalable charging system that will charge all the batteries needed for a day's work overnight without special wiring. At day's end, crews can plug the trailer in or wire the shop up to charge the batteries while the trailer is parked. A remote charging block allows crews to charge on the fly in the field.



## Milwaukee Tool

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

**Indoor Booth No. 1016**

Milwaukee's new M18 Fuel 17-inch Dual Battery String Trimmer meets the performance and durability needs of the green industry professional. This 17-inch String Trimmer can reach full throttle in under 1 second while pro-

viding the highest power and the fastest clearing capabilities. As an industry leader in batteries, motors and electronics, Milwaukee Tool is committed to delivering solutions that increase efficiency and create more productive work sites for professional users.

## Ferris Mowers

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

**Indoor Booth No. 5016**

**Outdoor Booth No. 6480**

The new Ferris 300e electric zero-turn features ForeFront suspension with automotive-style independent front axles, coil over shocks and innovative control arms. A Vanguard 3.5kW battery powers the 300e which can be charged with a standard outdoor exten-



sion cord (Type B) in a 110v outlet. Run time on a full charge is up to 2 hours or up to 3.5 acres. The 300e can reach speeds up to 7 miles per hour and has three blade speeds to adjust for varying grass types and conditions.

## ASV

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

**Indoor Booth No. 1230**

**Outdoor Booth No. 7632**

ASV's RT-135 Forestry compact track loader boasts power, performance and operator experience. The RT-135 Forestry's 132 horsepower engine combined with a 50-gpm maximum auxiliary flow and an oversized auxiliary pump capable of 66 gpm allows the compact track loader to transfer more engine power to the attachment. The extra 16 gpm within the pump means operators can run high-flow attachments, such as mulchers, at full speed while moving the loader and without slowing down the tool. Additionally, the RT-135 Forestry features a 52-gallon fuel tank.



## Earth & Turf Products

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

**Indoor Booth No. 364**

**Outdoor Booth No. 6368**

Earth & Turf's MultiSpread 415 SP stand-on topdresser is a four-wheel drive, four-wheel steer, 15 cubic foot topdresser. With the four-wheel drive, four-wheel steer system the operator gets close to edges and corners. Featuring a 48-inch-wide brush dispeller, it efficiently spreads at up to 7 mph. The box will hold 1,500 pounds or nearly 1 cubic yard of heaped material. The MultiSpread 415 SP is a self-propelled top dresser powered by an onboard 20-horsepower Honda GX630 and a hydrostatic drive.



## Pickett Equipment Co.

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

**Indoor Booth No 11019**

The Handler IV is a 230-gallon induction system. The Handler comes with a total drainage tank, a dual port venturi for bulk chemical induction, twin agitation lines, two 16-inch hinged





lids, container and tank rinsing nozzles, a four-way forkliftable steel frame and a pump containment tray. Using closed-loop recirculation through the dual port venturi, this model inducts bulk chemicals into the tank. It features a full 10 or 20-liter container emptying and rinsing capabilities.

## Grasshopper Mowers

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

**Indoor Booth No. 9136**

**Outdoor Booth No. 7542**

Grasshopper's stand-on series features an adjustable command center tower, which provides 4.5 inches of range, so operators of all sizes can reach switches, levers and controls; the EZ deck lift lever; and an anti-slip operator platform with a shock-



absorbent coil-spring suspension to offer the smoothest ride on the toughest terrain. The stand-on series also features the transmission and engine mounted on the deck, so as the height deck changes it does not impact the drive belts or engine components.

## Leaf Burrito

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

**Indoor Booth No. 276**

The 5-foot Leaf Burritos now have 11 heavy-duty handles, can be zipped together as a trailer cover and can be stood up for additional top-loading. The patented five-zipper design starts completely flat for instant loading and stands up vertically. Opened flat dimensions are 5-by-7.33 feet. Zipped dimensions are 5-by-3 feet. Made using UV-coated industrial-grade mesh fabric, heavy-duty YKK zippers and 11 ergonomic handles, this 5-foot black mesh version holds 4 to 6 bags worth of debris and easily hoses off with water when necessary.



*Continued on page 20*



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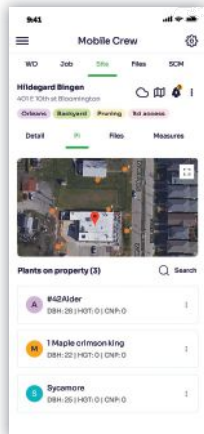
Continued from page 19

## Arborgold Software

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

**Indoor Booth No. 8140**

Arborgold's mobile apps help companies manage every aspect of crews' productivity in both English and Spanish, from estimating and routing to job management and time tracking. Arborgold's Crew App speeds up productivity with advanced routing and job management features, eliminates communication gaps between the office and the field and increases visibility to labor costs with GPS location crew time tracking.



## Scythe Robotics

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

**Indoor Booth No. 2088**

Scythe Robotics' M.52 — the all-electric, fully autonomous commercial mower — uses advanced robotic technology to navigate commercial landscape environments while delivering a high-quality cut. Scythe M.52 increases the productivity of your crews by taking care of the mowing while they focus on higher value and more complex tasks on site, like edging, trimming and blowing. And as a battery-powered machine, it cuts your crews' emissions from mowing.



## SatQuote

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

**Indoor Booth No. 4015**

SatQuote is an online tool and mobile app that combines aerial and satellite imagery

with an AI-powered measurement and design system to create, share and manage map-based quotes with customers quickly. This new software application makes it easier for outdoor service businesses to win more jobs by streamlining the process of managing leads, accurately measuring, creating designs, estimating labor and materials and creating high-quality quotes.



## MiniTrencher

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

**Indoor Booth No. 2036**

**Outdoor Booth No. 6106**

MiniTrencher's GeoRipper e/B utilizes a Greenworks or Makita 40-volt max XGT electric battery motor. The GeoRipper e/B includes a battery-powered motor, battery and charger, as well as MiniTrencher's digging chains, bars and accessories. The GeoRipper e/B with the Makita platform can be combined with the electric SiBore Drill models to give a complete package to end users.



## Stellar

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

**Indoor Booth No. 30081**

The Stellar Industries' cable hoist container hook lift adapter kit helps owners of current winch-style cable hoists introduce productivity-enhancing hook lifts into their fleet while utilizing their existing containers. Adapted containers can be used for both hook lifts and winch-style cable hoists, increasing flexibility and versatility. With a hook lift, an operator can simply deploy the hook, back up to the container, hook the container and pull it onto the truck all from the truck cab.



## Kubota Tractor Co.

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

**Indoor Booth No. 5084**

**Outdoor Booth No. 7400**

Kubota's newest zero-turn mower introduction is the ZD1611, which features a common rail engine. The ZD1611 is available in three deck configurations: a 72-inch side-discharge mower and 60- and 72-inch rear-discharge mowers. The ZD1611 features an air-ride suspension seat with reclining and adjustable lumbar support. A 12V power outlet conveniently placed in the cup holder allows for the charging of electronic devices. A tie-down point on the front axle provides extra security when transporting the mower.

## SMI Compact

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

**Indoor Booth No. 27067**

The SMI Compact 90TS Screener is perfect for



on-site processing. Easily transportable on a landscaping trailer, the 90TS can produce up to 90 tons of high-quality topsoil per hour. Operators can put on-site material through the 90TS to remove debris and make fresh topsoil.

## Hilltip Corp HilltipNA.com

Indoor Booth No. 2164

Hilltip Spraystriker HFE series spray units are hi-flow, all-electric spray units capable of up to 40

gallons per minute in sizes ranging from 500 to 3,250 gallons. Equipped with Strikesmart controllers with automatic mode and HTrack two-way tracking/control



systems helps contractors know how much material is applied and can better optimize their operations.

## Vista Professional Outdoor Lighting

VistaPro.com

Indoor Booth No. 24073

Vista's Chroma Connect RGBW Bluetooth mesh product line transforms outdoor spaces with up to 16 million color combinations, and users easily control it via smartphone or tablet. It offers a user-friendly Bluetooth mesh interface and simple installation for versatile, dynamic lighting.

## Moasure Moasure.com

Indoor Booth No. 26016

Moasure One is a motion measurement device that enables landscaping professionals to rapidly measure complex spaces, calculate area, perimeter, elevations and more. As a contractor moves, Moasure's companion smartphone app will simultaneously draw measurements, giving a complete and comprehensive diagram of the job site. Measurements captured with Moasure can be exported straight into design software programs, including AutoCAD, Vectorworks, SketchUp and more, without an additional cost.



Continued on page 22

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# The GREATEST SHOW on TURF!

Continued from page 21

## Takeuchi-US

[Takeuchi-US.com](http://Takeuchi-US.com)

**Indoor Booth**

**No. 11146**

**Outdoor Booth**

**No. 7734**

Takeuchi's TB350R compact excavator features a short tail swing design for working in confined spaces. Easily switch hydraulically driven attachments with the cab model's dedicated coupler circuit. A high-flow primary auxiliary circuit makes the TB350R ideal for landscaping, hardscaping, demolition and vegetation management. The TB350R's compact design allows landscape contractors to work in smaller yards or other confined areas and worry less about rear-swing impacts.



## Brown Equipment Company

[BrownEquipment.net](http://BrownEquipment.net)

**Indoor Booth No. 29078**

The Mulch Mule is designed from the ground up for all types of bulk material and engineered to automate tasks. The Mulch Mule loads a wheelbarrow in 3 to 6 seconds. It spreads mulch



evenly and consistently and manages a variety of materials. The Mulch Mule features a live floor system, curbside discharge and a Honda GXi390 engine. The Mulch Mule comes loaded with a 15 cubic yard aluminum hopper with a quick-discharge live floor system, hydraulic jack, 12-volt tarp, powerful vacuum and auto tarping system.

## TPChipper

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

**Indoor Booth No. 20078**

TPChipper's electric chippers — TP 175 ZE (6-inch-plus capacity), the TP 215 ZE (8-inch-plus capacity) and the TP 280 (11-inch-plus capacity) — are modular and offered in a trailed version or as a track version, stand-on or remote controlled. The TP 215 and TP 280 are available with an in-feed turntable. All TPchippers' electric chippers feature a lithium-ion battery with a guaranteed five-year service life and a minimum of 2,500 charges.



## Ryobi

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

**Indoor Booth No. 1004**

The Ryobi 80-volt HP brushless Whisper Series 30-inch cross-cut lawn mower provides more power than a 223cc gas mower while operating 70 percent quieter. Users can tackle up to 1 acre with 90 minutes of runtime with the included Ryobi 80-volt 10Ah lithium battery.



## PRO Landscape Design Software

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

**Indoor Booth No. 10186**

PRO Landscape Design Software's version 25 adds numerous features, including a redesigned 3D editor. The new 3D editor allows users to craft stunning 3D models, apply decking, arbors, pergolas and create immersive 3D walkthroughs.

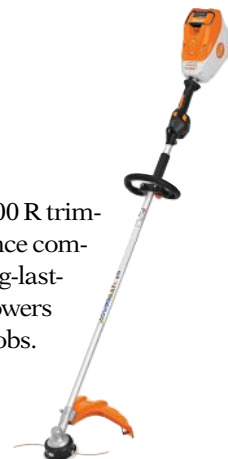
## Stihl

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

**Indoor Booth No. 5068**

**Outdoor Booth No. 8000**

Paired with the AP 500 S, Stihl's FSA 200 R trimmer delivers proven cutting performance comparable to Stihl gas units. With the long-lasting AP 500 S, this versatile trimmer powers through a wide range of landscaping jobs.



## Gravely

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

**Indoor Booth No. 7120**

**Outdoor Booth No. 6160**

Gravely Axis compact utility loader series is the ultimate multi-tool with a self-leveling bucket and adjustable hydraulics. It offers a universal attachment plate that accommodates an all-purpose bucket, 4-in-1 bucket, auger, stump grinder, brush grapple, pallet forks and more. A 25-horsepower Kubota diesel engine supplies power to operator-controlled hydraulics that lift, dig, trench and more through a series of easily interchangeable attachments on a universal mounting plate.



## Foamstream

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

**Indoor Booth No. 23102**

The Foamstream L12 can be used for a variety of tasks,



not just for weed control. Use the L12 to kill unwanted vegetation, for cleaning tasks such as graffiti removal and sanitizing street furniture. The L12 is a portable, compact machine. The L12 has a quick start-up of between 30 and 60 seconds and is simple and easy to use. It features a hose length of 65 feet. The L12 wand weighs just 5.5 pounds.

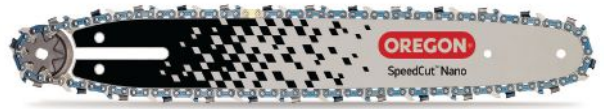
## Practical Products TheANTTool.com

### Indoor Booth No. 561

The A.N.T. (Apparatus for Navigating Tarps) is a heavy-duty tarp-dragging tool that makes it faster, safer and easier to pull tarps. Clip into the grommets of a tarp, lean into the pad and



The A.N.T. makes moving tarps a breeze. The A.N.T. features heavy-duty construction and stores compact or attached. The A.N.T. helps users maintain forward awareness, pass through gates easily and simplifies emptying tarps.



## Oregon Tool OregonProducts.com

### Indoor Booth No. 3164

Oregon engineered its SpeedCut Nano with maximum efficiency to meet the demands of tree care professionals. This 0.325-inch low-profile, closed-cutting system brings a new level of performance to existing 1 to 3 horsepower saws. The unique design of SpeedCut Nano 80TXL increases cutting efficiency by as much as 15 percent. Oregon's micro-chisel cutter stays sharp in tough conditions while providing a precision surface.

## PermaGreen Supreme PermaGreen.com

### Indoor Booth No. 7018

### Outdoor Booth No. 7441

The Triumph Electric is PermaGreen's first electric ride-on sprayer-spreader. The Triumph Electric features 60 amps of power and two swappable 48-volt lithium-ion phosphate batteries. The battery-powered Triumph

*Continued on page 24*

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## The GREATEST SHOW on TURF!

Continued from page 23 delivers the power customers expect from gas-powered Triumphs and the run times they need to complete the daily production, all with less noise, less maintenance and easier startups.



### Momentum

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

**Indoor Booth No. 22098**

Momentum provides automatic, precision job costing and real-time profitability calculations. Momentum GPS hardware automatically and accurately captures field activity data and quantifies it into profit or loss insights for every job. All relevant costs — including personnel, transit time, equipment usage, fuel, vehicle maintenance fees, etc. — can easily be assigned to a job and a

job site. Included GPS vehicle trackers and light equipment usage trackers combined with job site geofencing automatically and accurately captures and assigns all relevant costs to a job without manual data entry.



### Blue Thumb

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

**Indoor Booth No. 23010**

Blue Thumb's 22-inch transparent sphere fountains are crafted from high-quality acrylic that mimics the visual magic of glass.

Witness a mesmerizing cascade as water fills and flows down the sphere's curves, perfect for indoor and outdoor settings. Lightweight and durable, Blue Thumb's complete kits make installation a breeze.



### Reddick Equipment

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

**Indoor Booth No. 7010**

The new poly weld body with enclosed and open top and 80-inch roll-up doors will fully enclose and keep equipment

secure and out of the elements. The body can be fully wrapped with a company logo and information.



### Greene County Fertilizer

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

**Indoor Booth No. 4004**

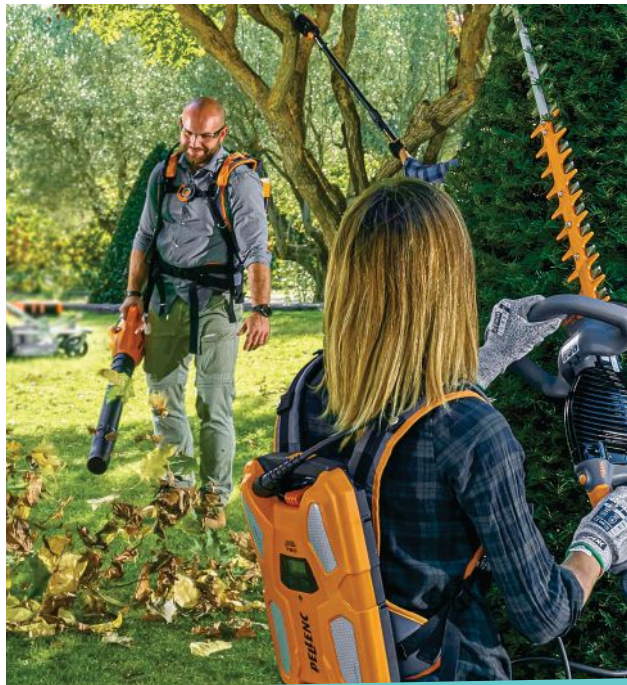
N-Ext Air-8 liquid aeration offers improved nutrient efficiency, water penetration and root mass to any fertility program. Use as a standalone application as an alternative to mechanical aeration. N-Ext Air-8 is designed to loosen topsoil and encourage deeper rooting to allow for greater oxygenation of the root zone. Safe for use on all turf and soil types.

### C5 Manufacturing

[C5MFG.com](http://C5MFG.com)

**Indoor Booth No. 7212**

C5's new landscape bed includes a side dump box on the front of the body that allows individual mowers to dump their clippings and return to mowing in less than 30 seconds.



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# STEP RIGHT UP! IT'S THE NEW PRODUCT SHOWCASE!

Returning for Equip Exposition's 40th anniversary is the event's new product showcase. Check out these must-see new introductions.

And now, for your amusement, we present to you the most amazing display of new landscaping products ever seen! Behold, Equip Exposition's 2023 New Product Showcase!

## Anderson Power

SBSX Series  
Indoor Booth No. 10008

## Apex

XB7 Straw Blower  
Indoor Booth No. 8050

## Arctic Snow & Ice Products

DoubleDown Salt Bucket,  
RazorBack Retrofit Plow  
Indoor Booth No. 368

## Botaniworld

SoilWand Adjustable Ultra  
Gardening Multi-Tool  
Indoor Booth No: 26071

## Boundless

Dri-Duck Mission 1/4 Zip Fleece  
Indoor Booth No. 26088

## Bro Machines

Bro Pro 10  
Indoor Booth No. 42134

## CellBlock FCS

Safe Charge Sleeve E Series  
Indoor Booth No. 462

## Check Out Our Ramps

Built-In Ramp System  
Indoor Booth No. 28088

## CoolTops

Cool Top Mower Canopy C3641B  
Indoor Booth No. 10024

## Delta Systems

Traction / Blade Motor  
Controller for E-ZTR  
Indoor Booth No. 9078

## Engineered Exhaust Systems

Panel Truck Fold  
Indoor Booth No. 11012

## EZ-Pour

Utility/Racing Jug Adapter,  
Pre-Mix Spout  
Indoor Booth No. 10142

## Felco

Alpen Wildhorn 32  
Indoor Booth No. 24066

## Forest

14-Inch Cordless Lawn Mower  
Indoor Booth No. 26070

## Foresteel Vacuum Wagons / TPchipper

Foresteel FT-600 Vac Trailer, TP  
Chipper, TP 215 Mobile Track Chipper  
Indoor Booth No. 20078

*Continued on page 28*

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# NEW PRODUCT SHOWCASE

Continued from page 25

## Hydro Gear

Smartec HGMe, Smartec STM Motor,  
Smartec Compact 88V  
Indoor Booth No. 2092  
Outdoor Booth No. 6018D

## Ignite Attachments

Stump Bucket Grapple  
Indoor Booth No. 42238

## Illumicare Group

Symphony Hardscape Luminaires  
Indoor Booth No. 22080

## Kage Innovation

SnowFire Blast, Kage Katcher  
Indoor Booth No. 8172

## Kasco Marine

Robust-Aire Medium Cabinet  
Diffused Aeration System  
Indoor Booth No. 23107

## Kenda

Kenda Turfsteel NPT Wheel Assembly  
Indoor Booth No. 4010

## Linxup

Linscam — AI powered Dash Cam  
Indoor Booth No. 23101

## Magna-Matic

MAG-8200 Water-Cooled Lawn  
Mower Blade Sharpener  
Indoor Booth No. 4031

## Milwaukee Tool

M18 Fuel Telescoping Pole Saw, M18  
Fuel Brushless Telescoping Pole  
Pruning Shears, M18 Fuel 17-inch  
Dual Battery String Trimmer, MX Fuel  
14-inch Cut-Off Saw w/ Rapidstop,  
MX Fuel Plate Compactor, Dual Bat-  
tery Backpack Blower  
Indoor Booth No. 1016

## MiniTrencher

Electric Powered SiBore/GeoRipper  
Multi-Tool  
Indoor Booth No. 2036

## PECO

Z Trimmer Pro  
Indoor Booth No. 384

## OptConnect

Ascend Dura  
Indoor Booth No. 27071

## Orec America

Wingbadger  
Indoor Booth No. 10061

## Pickett Equipment Co.

The Handler Mixing System  
Indoor Booth No. 11019

## Power Planter

Land Oar Lake Auger  
Indoor Booth No. 26090

## Practical Products

The A.N.T. (Apparatus for  
Navigating Tarps)  
Indoor Booth No. 561

## Premier Attachments

Duo-Tach Mounting System  
Indoor Booth No. 27083

## Pulsar Products

4000 Watt Truetimber  
Camo Generator  
Indoor Booth No. 11202

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### Reach Right

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Indoor Booth No. 470

### Richway Industries

Richway SCL-210 Sub-Compact  
Articulating Loader  
Indoor Booth No. 26108

### Scepter/Myers Industries

Scepter Flo 'n Go 14G Powered  
Fueling Station  
Indoor Booth No. 10030

### Spyker Spreaders

Pro-Series SPY200T-1P 200-pound  
Tow-Behind Broadcast Spreader  
Indoor Booth No. 3126

### Star brite

Stabilizer+  
Indoor Booth No. 26095

### Stihl

FSA 200 R with AP 500 S Battery  
Indoor Booth No. 5068

### Sunseeker U.S.

Sunseeker X Wireless Robotic Mower  
Indoor Booth No. 1190

### SuperHandy

SuperHandy Electric Tugger Cart,  
SuperHandy Material Stacker  
Indoor Booth No. 24098

### Superior Fruit Equipment

Hickok by Vesco X37 AF Cordless  
Electric Pole Pruner  
Indoor Booth No. 8032

### The Andersons

CarbonCoat Fertilizer Blends  
Indoor Booth No. 22066

### TrenchBadger

TrenchBadger Pro E  
Indoor Booth No. 23072

### TruFuel/Calumet

TruFuel 2.1 Gallon  
Indoor Booth No. 359

### Tufx-Fort

Pro-Grade Poly Wheelbarrow  
Indoor Booth No. 29072

### URSRobot

Nexmow M1S  
Indoor Booth No. 20104

### Vanair Manufacturing

Start-All Jump-Pack 12/24V  
Lithium-Ion Jump-Starter  
Indoor Booth No. 3036

### Vista Professional Outdoor Lighting

Chroma Connect  
Indoor Booth No. 24073

### Wacker Neuson

WPU1550 Reversible Plate  
Indoor Booth No. 11190

### Whisper Aero

Ultra-quiet Electric Leaf Blower  
Indoor Booth No. 9204

### Williams & Cary

VentoRake  
Indoor Booth No. 597

### Worldlawn/Encore

Encore Edge Pro  
Indoor Booth No. 7034

### Yakta

YXR A-Class  
Indoor Booth: 20062/11094

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# EDUCATION SESSIONS POWERED BY LANDSCAPE MANAGEMENT RETURN

Back by popular demand! We once again partnered with Equip Exposition to offer the following educational seminars, relying on our industry experts and columnists as presenters and panelists

## Growing Profitability Using Open Book Management and KPIs

For a company to succeed, a business owner needs employees to buy-in to the company's goals. Being transparent and sharing key performance indicators takes courage but can take a company from good to great. Learn how open book management can maximize the performance of your sales team, your crews and even yourself.

**Presented by Jeffrey Scott**

*Wednesday, Oct. 18, 12:30-2 p.m.*

## Don't Just Think, Know the Value of Your Business

Owners think they know what their business is worth until they go to sell it ... and then they get a rude awakening. Avoid that moment and know exactly what your business is worth. This session covers business valuation methods and how to build value in a business to sell it at a higher price.

**Presented by Phil Harwood**

*Wednesday, Oct. 18, 2-3 p.m.*

## How to Exit with Style

You've worked your butt off, risked everything and made lifelong sacrifices to grow your business. And now you've decided it's time to leave. But is this going to be the highest, or lowest moment of your professional life?

What has caught other business owners by surprise? This panel helps make sure you exit the company with grace and style and most of all, as a winner.

**Moderated by Judy Guido**

**Ed Bates, BrightView**

**Don Winsett, Davey Tree Expert Co.**

**Evan Shufflebarger, HeartLand**

*Wednesday, Oct. 18, 2:30-3:30 p.m.*

## Your Company, Your Culture

Back by popular demand! 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**

**Larry Ryan, Ryan Lawn & Tree**

**Brian Brueggeman, Bruce Wilson & Co.**

**Taylor Milliken, Milosi, Inc.**

*Wednesday, Oct. 18, 4-5 p.m.*

## Electric and Alternative Fuels — Are You In?

So much of the equipment at Equip Expo trends toward battery power and alternative fuels. Is this the time for your company to buy-in, or is it best to quietly observe for another few seasons? This panel of experts will convince you one way or the other.

**Moderated by Christina Herrick**

**Joel Honeyman, Bobcat**

**Charles Brian Quinn, Greenzie**

**Michael Bedell, Bedell Property Management**

**Steven Zbrozek, Oregon Tool**

*Wednesday, Oct. 18, 4-5 p.m.*

## Strategies for Supply Chain Success

A supply chain strategy and reliable partners have never been so important to the success of a landscaping company. Learn how to create a Supply Chain Management (SCM) strategy and build a team of leading suppliers to help reduce costs, maximize efficiencies and get the greatest return on investment from your supply chain partners.

**Moderated by Judy Guido**

**Dan Wurgler, Ewing Outdoor Solutions**

**Anthony Luciano, Central Turf & Irrigation Supply**

*Thursday, Oct. 19, 9-10 a.m.*

## The Ultimate Succession Plan: Setting Up Your Business to Run Itself

So, you were able to take a few weeks away from your business around the holidays? Bravo. But what if you were able to take a month away, or longer? Learn how to manage your numbers, improve your company's profits and empower your team so you can take more than a few days off every December.

**Presented by Jeffrey Scott**

*Thursday, Oct. 19, 10-11:30 a.m.*



PHOTO: ALLIE FILLEY

## Mastering the Numbers: Building Business Acumen

Landscape contractors at all levels of the organization will learn the importance of understanding their numbers and how to use them to make informed business decisions. Topics covered will include financial statement analysis, budgeting and forecasting and key performance indicators. How does a company read, understand, position and leverage the market so that it not only survives but thrives? With better business acumen.

**Presented by Ken Thomas and Ben Gandy**  
*Thursday, Oct. 19, 12-1 p.m.*

## Gen Z and Me — Attracting and Retaining a Young Workforce

There's good news when it comes to hiring and inspiring younger generations: it can be done. Our panel of landscape business owners and industry insiders discusses how they found a way to bridge the age gap at their companies and get everyone to do more than just get along.

**Moderated by Seth Jones**  
**Larry Ryan, Ryan Lawn & Tree**  
**Tito Caceres, Bloom Partners Talent Solutions**  
**Fred Haskett, TrueWinds Consulting**  
**Michael Bedell, Bedell Property Management**  
*Thursday, Oct. 19, 1-2 p.m.*

## Scaling for Success: Strategies for Growing Your Landscaping Business

Landscaping business owners will learn key strategies and techniques to scale their businesses and achieve growth. Topics covered will include market analysis, identifying and targeting new customer segments, building a strong team and implementing efficient systems and processes.

Attendees will leave with a clear plan to take their business to the next level and achieve long-term success.

**Presented by Ken Thomas and Ben Gandy**  
*Thursday, Oct. 19, 2-3 p.m.*

## 17 Trust-Based Secrets of Closing the Sale

Are you tired of abrupt sales endings and struggling to build trust with potential buyers? Using real-life case studies as examples, this engaging and informative session shows the power of honesty and humor for building trust. Trust is not something to be feared, but embraced. Incorporating it into every aspect of the sales approach gains the respect of buyers and closes more deals.

**Presented by Jeff Korhan**  
*Thursday, Oct. 19, 3:30-5 p.m.*

## Lead or Get Out of the Way: Keys to Developing Strong Leadership Skills

These panelists wouldn't be where they are today without strong leadership skills. Learn the essential skills and techniques needed to become effective leaders from some of the best in the business. Topics covered will include communication, motivation, team building, problem-solving and strategic planning. Attendees will leave with a better understanding of their leadership style and the methods to create a positive and productive work environment, that will ultimately drive their business forward.

**Moderated by Christina Herrick**  
**Jackie Gachina, Gachina Landscape Management**  
**Denise Mulliken, Hunter Industries**  
**Sam Gembel, Atlas Indoor**  
**Joshua Malik, Joshua Tree Experts**  
*Friday, Oct. 20, 9-10 a.m.*

## The Easy Button — How Technology is Changing the Way We Do Business

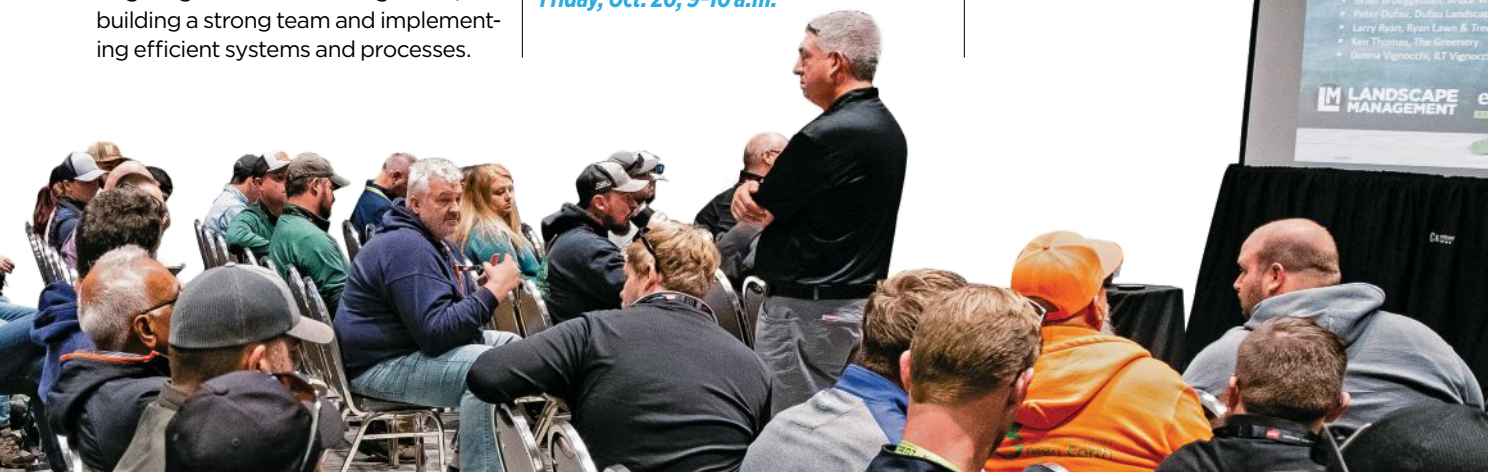
Clients have crossed over from wanting attention and customer service to wanting anonymity and convenience. One-click payments over handshake agreements. And now, new technologies like artificial intelligence tools are becoming an everyday part of life. Experts discuss how companies can embrace new technology to make their customers happy with the added benefit of becoming a more streamlined, efficient operation.

**Moderated by Seth Jones**  
**Mike McCarron, Image Works**  
**Landscape Management**  
**Scott Horoszewski, Landscapes by Acme**  
**Jeff Wraley, Groundwork**  
**Utkarsh Sharma, Site Recon**  
*Friday, Oct. 20, 10-11 a.m.*

## Recruit, Retain and Reward a Diversified A-team

Everyone is happy when everyone is making money. The key is building and retaining an A-Team that is aligned, accountable, contributing and sharing in the company's success. The knowledge and easy-to-implement tools in this panel can be applied tomorrow to scale your team and build a profitable and valuable company.

**Moderated by Judy Guido**  
**Brisa Zamudio, Gachina Landscape Management**  
**Katie Veltema, BrightView**  
**Shelly Hester, Hunter Industries**  
*Friday, Oct. 20, 11 a.m.-12 p.m.*





## FROM THE SOURCE

# Unlock the power of effective marketing with a SWOT analysis

**Learn how a simple look at your company's strengths, weaknesses, opportunities and threats can help you better market your business**

BY MIKE SISTI | CONTRIBUTOR

**T**hroughout my time in the industry, I've heard more than one company say, "We can't afford marketing right now, we need sales. Spending money on marketing would be 'nice to have.'"

One of my first jobs in the industry was as an outside sales representative for a large lawn and tree care company serving high-end residential and commercial clients. The company hired me to build a new territory with no name recognition and the office and shop were 45 minutes away.



Mike Sisti

This was the mid-'90s, so there was no social media or quick way to gain awareness in the territory. I needed to develop a marketing strategy to generate awareness and leads. To add to my challenge, the company was very frugal with its marketing dollars. This forced me to develop guerilla marketing tactics and learn how to market efficiently on a shoestring budget to generate results.

## WHERE TO BEGIN

The marketing strategy started with understanding what our company did better than everyone else. The foundation of the marketing strategy began with a simple SWOT (strengths, weaknesses, opportunities and threats) analysis. Just as a building can't be supported by a weak foundation, your business

needs a strong foundation to achieve your next level of growth.

Consider these points to keep your SWOT analysis on track:

### 1 WRITE STRENGTHS AND WEAKNESSES FROM THE CUSTOMER'S PERSPECTIVE.

Consider your strengths and weaknesses objectively as your customers see them. For my new territory, I surveyed the customer service team, technicians and current customers in the adjacent territory to get a perspective on what we did best and what needed improvement.

### 2 OPPORTUNITIES AND THREATS ARE OUTSIDE OF YOUR BUSINESS.

Quite often, business owners confuse threats with weaknesses. Opportunities and threats would exist even if your business did not. Product costs would still rise and fall even if you did not own a business, the same with regulatory pressure, weather fluctuations and more.

### 3 KEEP THE SWOT SIMPLE AND CONCISE.

Your SWOT should be a concise list of bullet points. Less is more. Choose the top three items in your SWOT to focus on and plan around. This will help build an elevator pitch for your business and provide context for the marketing messaging you can use to draw prospects in and generate leads.

After doing a solid SWOT analysis, I built the rest of the marketing strategy and executed it. The result: taking a remote territory into one with great route density that had profitable sales and was

coveted by technicians because they efficiently serviced properties and made a great wage.

Two years later, I trained new sales reps with brand new territories and provided direction on developing a marketing strategy, executing a marketing plan and closing sales.

## WAYS TO OPTIMIZE YOUR MARKETING

As a small business owner, it is common to outsource marketing tasks and work with business consultants, which can provide valuable insight into your business.

However, if you seek high-level marketing leadership, there's another option known as a fractional vice president of marketing. This is not an individual to write blog posts, design your logo or build social media content.

A fractional marketing vice president is an experienced marketing executive providing part-time vice president or director-level marketing leadership. Most small businesses do not have the resources or enough work to justify a full-time marketing vice president. The great part is you gain the experience and leadership of a high-level marketer at a fraction of the cost, which makes a marketing executive affordable.

In addition to crafting strategy, these individuals can select and train an in-house marketing team, analyze marketing data to improve lead flow and sales conversion and develop a structure for your marketing and sales campaign.

Whether you're building your first territory or the next satellite location, remember that marketing is more than a "nice to have." 📌

Sisti is the North American marketing manager for FMC. He formerly worked in the green industry as a franchise owner and grew his business from a startup to 1,000 accounts in four years.

## WEED AVENGERS

**THINKING SPRING**  
Fall is a good time to start thinking about summer weed prevention when temperatures warm up next spring.



# An ounce of prevention equals a pound of cure with summer weeds

**It's a good time to think ahead about preventing knotweed, purslane, spurge and foxtail next year**

BY GEORGE KEGODE, PH.D. | CONTRIBUTOR

**A**s summer transitions into fall, lawn care operators (LCOs) must turn their attention to the spring season and make careful decisions regarding weed control products and their application timing. This strategic planning is crucial for effectively managing knotweed, purslane, spurge and foxtail.

### FIRST LINE OF DEFENSE

Maintaining healthy turfgrass is the first line of defense against knotweed, purslane, spurge and foxtail, says Gil Del Rosario, Western district leader and market development specialist with Corteva Agriscience. Preemergent herbicide treatments provide preventive control, while postemergent treatments are curative measures that can help improve the spectrum of weed control. Using cultural practices that help maintain healthy turfgrass can minimize weed occurrence and improve overall weed control.

For example, adequate fertilizing and watering promote the growth and health of turfgrass, which in turn prevents weeds from establishing themselves. Other practices, such as mowing at proper heights — 3 to 4 inches for cool-season grass and 2 to 2 1/2 inches

for warm-season grass — will help minimize the proliferation of some weeds, like foxtail, which performs poorly in lawns with a higher cut.

Aerating soil to alleviate or minimize compaction and ensuring no empty spaces in the turfgrass stand are additional ways to prevent weeds. For example, knotweed, purslane and spurge have taproots. These three weed species take advantage and invade empty spaces and compacted soils in the turfgrass.

“Whereas preventing emergence of knotweed, purslane, spurge and foxtail might be the best approach for controlling these species,” adds Del Rosario, “combining preventative and curative herbicide control tactics with good cultural practices will enhance control.”

### PREEMERGENT IS BEST

For controlling knotweed, purslane, spurge and foxtail, Eric Reasor, Ph.D., Southeast research scientist at PBI-Gordon, advises applying preemergent herbicide treatments in the spring is the most effective approach. These treatments lay the foundation for a robust weed management program for the upcoming season.

Knotweed, purslane and foxtail begin emerging and germinating when soil temperatures hit above 55 F, whereas spurge germination begins

when soil temperature hits above 65 F. Reasor says LCOs should time preemergent herbicide applications just before soil temperatures reach 55 F.

“Using multiple or sequential applications of preemergent treatments helps extend the herbicide activity which is essential for late-emerging spurge seedlings,” says Reasor.

### RESCUE APPLICATIONS

Reasor says postemergent treatments help control those weeds the preemergent treatment missed. But he cautions that postemergent applications made too late in the summer may be ineffective.

Bobby Kerr, Ph.D., Quali-Pro technical service manager, agrees, noting proper timing of postemergent applications should coincide with when weeds are most susceptible.

When weeds reach full maturation and have woody stems, it will compromise postemergent control.

An exception to this is spurge, which emerges later than knotweed, purslane and foxtail, and therefore is more difficult to control with preemergent herbicide treatments in the spring.

“Spurge is a prolific seed producer, and effective control measures for this weed species require the combined use of preemergent and postemergent herbicide treatments to prevent it from going to seed and replenishing the soil seed bank,” says Kerr. 🍷

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



Gil Del Rosario



Bobby Kerr



Eric Reasor



## TURF DISEASE ID + CONTROL

# Do you know when you should think about snow mold control?

Learn the appropriate timing to treat for gray snow mold and prevent spring damage **BY LAUREN DOWDLE | CONTRIBUTOR**

**G**ray snow mold can affect almost any cool-season turf species if it experiences long periods of snow cover. As snow melts, lawn care operators (LCOs) see its signs.

### HOW TO IDENTIFY

Gray snow mold develops under extended deep snow cover and becomes evident as it melts, says Matt Giese, technical field manager for Syngenta. Appearing as light brown, gray or bleached patches, it can range in diameter from a few inches to nearly 2 feet.

"The longer the snow cover, the larger patches become," Giese says. "Sparse to dense amounts of grayish mycelium may be seen on blighted tissue in the presence of melting snow."

The leaves become matted and appear small pinkish-white to reddish-brown in color —sometimes black. Masses of sclerotia may be seen on and/or embedded in blighted leaves.

"Sclerotia become shriveled when dry and may be so numerous as to give matted patches a speckled appearance," he says.

Gray snow mold can be challenging to manage since the infection process occurs in cold temperatures under snow cover, and visible symptoms aren't generally seen until the spring when the snow melts.

"Additionally, fungicide treatments are not effective at suppressing this disease in the spring after the snow has melted," Giese says. "As a result, unsightly damaged areas can persist well into the summer months before full

recovery occurs."

LCOs should consider the duration of the snow cover and turf damage in the spring in their areas to determine if preventive control measures are needed.

"The best strategy to reduce or prevent damage from this disease is to plan for fungicide applications in the fall after mowing has ceased but before permanent snowfall occurs," Giese says.

Systemic fungicides that move into the plant and protect it from the inside out are effective treatment options for various snow mold species, Giese says.

"Raking the matted areas to remove dead leaf tissue and to open up the turf canopy can aid recovery as warmer temperatures arrive and stimulate plant growth," Giese adds.

### TIME APPLICATIONS CAREFULLY

Gray snow mold can become problematic when there are more than 45 days of snow cover, says Aaron Hathaway, technical services manager in turf and ornamentals for Nufarm. Though it isn't a commonly devastating disease in lawn-height turf, he adds.

"In areas of the U.S. that can commonly drop and maintain this much snowfall, the potential to see damage from gray snow mold the following spring after the snow has melted is there," Hathaway says.

Turf symptoms can look like circular spots or patches of coalesced spots. Sclerotia, small fungal survival structures,



may also be found in the spring within the dead leaf tissue, Hathaway says.


Prevention is key in areas with prolonged snow cover, so LCOs must apply a fungicide before snowfall to prevent the development of gray snow mold.

"However, these fungicide applications are most effective when applied to the turf as late in the season as possible so that higher concentrations of the fungicide remain on and/or in the plants for as long as possible after snow falls," Hathaway says.

Gray snow mold also can develop under large piles of snow accumulating from plows moving snowfall into the same spot during the winter.

"If these areas are known, a preventative spot treatment could be in order," Hathaway says.

When there is damage, the turf can quickly recover as temperatures increase, especially when LCOs provide adequate fertility, he adds.

"If and when symptoms are noticed in the spring, communicate with clients that the turf will recover and provide good cultural practices so that recovery is as quick as possible," Hathaway says. "In the rare, high-pressure situations where snow mold could actually kill large portions of lawns, spring reseed-ing will be necessary." 



Aaron Hathaway

Dowdle is a freelance writer based in Birmingham, Ala.



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## BUSINESS BOOSTERS

**INFORMATION ON HAND**  
Experts say it's important to have specific information including P&L statements, balance sheets and more as you go through the financing process.



# Why financing doesn't have to be scary

Follow these tips to be prepared for the financing process **BY ROB DIFRANCO | LM ASSOCIATE EDITOR**

In today's economic climate, keeping up with the rising cost of materials and equipment has been a struggle for landscape contractors. For many, that's where financing enters the fray. It can also make larger jobs more easily available as financiers take on the upfront costs and allow for repayment once completed.

Janna Bradley, COO and co-founder of Landscape Management Network (LMN), and Jacob Olins, vice president of financial services at WorkWave, share their perspective as software providers with financing options on what landscape contractors need to know when preparing to make financing decisions.

## KNOW BEFORE YOU GO

Bradley and Olins both say the most important thing a contractor needs to have a successful and seamless financing process is preparation. That starts with knowing what you want to finance and why.

"Before engaging with financiers, take inventory of a few key items related to your business," Bradley says.

"First and foremost, ask yourself exactly why you need financing. Why do you need financing, and what benefits will it bring to the business?"

Once a contractor has nailed down that information, gathering the numbers is the next step.

"Have a detailed understanding of your current financials, including

budget information, outstanding debt and credit. Make sure you have all of your financial information ready to go," says Bradley.

After preapproval, she adds that the lender will likely ask for the following information:

- Profit and loss statements for several years and year-to-date;
- Balance sheets;
- Cash flow statements;
- Booked backlog;
- Aging accounts receivables and payables;
- Guarantor's tax returns;
- A schedule of owned assets (equipment and real estate); and
- Contingent liabilities for the guarantors.

Olins adds that software like WorkWave's RealGreen and LMN help landscape contractors gather that information in a simple and easy-to-understand way.

"We're able to be aware of all of what the contractor has going on and provide that narrative to the financier on the contractor's behalf," he says. "They don't have to spend time pulling together their business' case because it's already built. We can show the history of sales, the average ticket and how the business has grown."

## HIDDEN GEMS

Another benefit of business software, according to Olins, is its ability to harness information to bring financing opportunities to businesses that financiers may have overlooked in the past.



He calls these businesses "hidden prime" borrowers, or in other words, diamonds in the rough.

"Software programs can help scale those profiles and help lenders identify creditworthy businesses they might not have found through traditional means," Olins says. "They might not have great FICO scores, but their business metrics tell a completely different story. That's the power of a software-led financing model."




Jacob Olins

## THE FUTURE OF FINANCING

As the economy has continued to fluctuate, Bradley says new forms of financing have become important for contractors. One of the most important for maintenance and design/build contractors, she says, is project-cost financing.

In project-cost financing, financiers pay costs upfront with repayment terms that match the project billing cycle. This approach, Bradley adds, provides landscape contractors with a shorter-term alternative to traditional financing, allowing for the continued growth of the business.

"It's a huge benefit with material payments, which often represent up to 50 percent of a contractor's total costs," she says. "Instead of paying in cash or maxing out a line of credit, they can finance an entire purchase through a third party and then make weekly or monthly payments until they receive payment from their customer." 



Janna Bradley

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## A different perspective on business

**Steve Bousquet, owner of American Landscaping and Lawn Science, reflects on the LM Growth Summit** BY BRIAN LOVE | LM ASSOCIATE EDITOR

**S**teve Bousquet has always loved landscaping and lawns. From this love came American Landscaping and Lawn Science, a company he established 40 years ago in Norwich, Conn.

The company offers residential lawn care and landscaping services throughout eastern Connecticut. What started as a one-man mowing company today has a team of 27 people and serves 2,500 customers.

Last November, Bousquet was invited to meet fellow members of the lawn care industry at the LM Growth Summit in Orlando. He says above everything else, he appreciated the opportunity to network.

"It was great because it gave me a different perspective on the business," Bousquet says.

### TRYING NEW THINGS

Held annually at Reunion Resort in

Orlando, the Summit is a small mix of lawn care company leaders, industry sales representatives and the LM magazine staff — about 75 people. The group spends 2 1/2 days attending boardroom presentations, one-on-one meetings with the suppliers, viewing equipment demonstrations and networking. The LM Growth Summit gives attendees the opportunity to see some of the latest products.

One supplier Bousquet met with was Albaugh Specialty Products (previously known as Prime Source). Albaugh specializes in fungicides, herbicides, insecticides and PGRs for the turf and ornamental markets. Bousquet says he has been using their weed control products since learning about them at the LM Growth Summit.

Bousquet says he also appreciated hearing the correct ways to utilize the latest control products in person, over reading labels, which sometimes are unclear.

"Being at the Summit, I learned a lot," Bousquet says. "For example, FMC was there. They were explaining the different rates of a certain product that we used. That was very helpful to understand how to use it at different times of the year, depending on the growth rate of the plant."

### PLENTY TO APPRECIATE

On top of all of the products Bousquet learned about at the Summit, he says the meeting was enjoyable and moved quickly.

"While I was attending, there was a lot to enjoy," Bousquet says. "The meals were really good. The music was nice. And you were always moving."

Each attendee of the LM Summit gets a unique schedule to ensure every attendee meets individually with every partner.

Bousquet says the schedule makes the time go by fast.


"It kept things moving," Bousquet says. "With everything that was happening, you didn't realize how much time you had spent with the vendors. The sessions could have gone on for an extra 10 minutes and I wouldn't have noticed."

Comparing the experience to speed dating, Bousquet says he enjoyed the opportunity to meet formally during the day, then, during social events in the evening, he could ask any follow-up questions he had.

"It is about just getting a more in-depth education about what is available, who is around, along with what products and tools are ready," Bousquet says.

Bousquet says he hopes to return to the LM Growth Summit in a few years, citing it as both an educational and fun time.

"I think that the Summit is all about getting these vendors and industry people together to have real discussions," Bousquet says. "I got to talk to a lot of good people, such as (fertilizer supplier) The Andersons. Meeting people there and having the availability to continue talking to them after the Summit makes it all feel deeper. That was the biggest benefit of attending."

The LM Growth Summit takes place Dec. 4 to 6. For more information and to apply, visit [LandscapeManagement.net](https://LandscapeManagement.net). 



Steve Bousquet



Product demos are a part of the experience for LM Growth Summit attendees.



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## THE BIG ONE

### The extra mile

BY ROB DIFRANCO | LM ASSOCIATE EDITOR

**LOCATION** Seattle

**COMPANY** LandCare

**DETAILS** Located 15 minutes north of downtown Seattle, Acacia Memorial Park is a 60-acre cemetery with several species of trees, including sequoias, spruce and redwoods.

According to Steven Maples, branch manager for LandCare's Seattle north branch, the property provides several challenges with its hilly terrain.

"A lot of the ground is uneven, and the headstones can settle, which makes mowing a bit more challenging," says Maples. "The gardens, which are big turf panels, are on a 10- to 15-degree slope, so you've just got to take your time to make sure you're getting a good mow pattern."

Crews also battle with the Pacific Northwest's rainy weather. LandCare utilizes 72-inch Exmark ride-on zero-turn mowers and bags all grass clippings to avoid covering markers.

"Unfortunately, wet grass in a bagging unit can lead to a lot of clogging," says Maples. "There's a lot more getting off the mower, unclogging the system and starting back up when it's wet out there."

Maples estimates that LandCare services about 47 acres of the property mowing, pruning and marker edging.

"We go through and edge up every single marker every other month starting in March," he says. "I would say there are more than 30,000 markers that we edge. That alone takes upwards of 250 hours."

LandCare won a Gold Award from the 2022 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).



**Captions | 1.** The gem of the property is an ivy-covered mausoleum constructed in 1931. The building holds 29 works of stained glass and a Japanese garden with a waterfall and a reflecting pool. **2.** Steven Maples, branch manager for LandCare's Seattle north branch says when mowing and edging, crews pay close attention to flowers and other items placed on headstones to ensure they aren't disturbed. **3.** According to Maples, crews use three ride-on mowers to cover the 47 acres they maintain.

## » REV YOUR ENGINES

# How pros maximize their UTVs

**Contractors discuss how they get the most out of these versatile vehicles**

BY BRIAN LOVE | LM ASSOCIATE EDITOR

**C**ontractors are quick to discuss the productivity and versatility a utility vehicle (UTV) brings their operation. As for how exactly they use their UTVs, that answer varies.

*Landscape Management* talked with Kevin Stone, regional fleet manager at Landscape Concepts Management based in Illinois with locations throughout the Midwest; Brian Kamstra, owner of Superior Landscape Management in Byron Center, Mich.; and Shawn Locker, president of Blue River Nursery in Columbia City, Ind., about why and how their businesses utilize these tools.

### WHY THEY LIKE UTVS

Landscape Concepts Management's services include commercial landscape management, maintenance, construction, irrigation and tree services.

Stone says it is cheaper to use utility vehicles instead of trucks on jobs like clearing grounds or cleaning sidewalks.

"They're smaller, lighter and easier on the turf," Stone says. "We do a lot of large corporate campuses, along with retirement communities. A utility vehicle would come to about \$20,000 to \$25,000 to use. Meanwhile, the truck will come to around \$60,000."

Additional design/build crews use utility vehicles to haul rocks or bricks and install filling behind a retaining wall, Stone says. Other departments also rely on UTVs to get the job done, all season long.

"We've used them for snow removal for sidewalks or salting sidewalks," Stone says. "And in our turf department, we have hundred-gallon sprayers in the

back because we do liquid applications for fertilizer. We can pick up garbage and control backyard use where we can't fit a truck or a skid loader. The things can hit backyards and tough areas where one truck can't go."

Contractors can add many attachments to a utility vehicle, such as blades for spreading dirt or pushing snow, or winches to help pull tree stumps. An add-on toolbox keeps a crew's tools locked up and secure.

"They can be used for transportation around large sites," Stone says. "We do that with certain sites for irrigation jobs. With the workers who have to make sure things are working right, they will just hop on the vehicle and move around."

### LOAD IT AND GO

Superior Landscape Management offers mowing, design/build, fertilizing, snow removal and salting. Kamstra estimates his company serves 60 percent residential and 40 percent commercial clients.


"This winter alone we will be using (UTVs) for snow plowing, including long stretches of sidewalks and smaller parking lots that we can't fit our bigger trucks in and salting sidewalks," Kamstra says. "In the springtime, we use it to mulch. And we've used it on some irrigation installs this year on bigger properties."

Kamstra adds that his company uses UTVs for pruning at condo-

miniums because their utility vehicles have a dump bed on them. Crews can load up the pruning clippings and easily dump them.

"You can load a utility vehicle with dirt or just about anything," Kamstra says. "It's less labor than what you will have to do with using tools, like a single wheelbarrow. We try to use them as much as we can. It is one of those things that you can buy for a specific aspect of your business before it becomes more of a daily piece of equipment, like a pickup truck."

For Locker and the team at Blue River Nursery in Indiana, utility vehicles help with some of the walking and stress of performing daily tasks. He says without them, Blue River Nursery's operations would be less efficient. His company serves around 90 percent residential and 10 percent commercial clients.

"We use it to access a greater part of the property, to plant and move plants around the nursery," Locker says. "If you have larger properties to maintain, they can make you more efficient. You're never going to get around the hard work in this business. However, you can make it a little bit easier." 



### SUBBING IN

Contractors say utility vehicles offer an effective alternative to trucks for many maintenance tasks on job sites.



## MAINTENANCE SHOP

# How to keep mower engines running efficiently

Follow these tips to help crank up your mower maintenance **BY LAUREN DOWDLE | CONTRIBUTOR**

**T**o extend the life of mowers and prevent costly repairs and downtime, owners need to ensure they're properly maintaining their mower engines.

Not only does that keep mowers up and running, but it also results in happier customers, increased business and higher profit margins, says Jeff Turner, field service adviser with Kawasaki Engines.

Checking the engine oil daily is vital because it could save owners thousands in repairs down the road, Turner says. With most mower engines being air-cooled, these machines also depend on clear, unobstructed airflow from the cooling fan and directed across the cooling fins.

"It not only makes your company look more professional to be on clean, well-taken-care-of equipment," Turner says, "but it will greatly prolong the life of your engine because it will cool itself more efficiently when dirt and debris are not blocking off the cooling air."

### CLEAN AIR

Operators should follow the manufacturer's recommendations for mower engine maintenance—including changing the engine oil and fuel and air filters, says Steve Stenz, turf product manager with Kohler.

"Inspect the engine after every use and ensure the engine is clean of debris on and around the engine—especially on the grass screen where cooling air enters the engine and the cooling fins on the engine block," Stenz says.

If it runs in a dirty environment where the engine becomes plugged with debris, Stenz recommends looking over the engine. Owners should perform maintenance on the oil and clean the engine's cooling fins to prevent any further damage.

It's also important for owners to think about how they clean certain parts, Stenz says. For example, some owners make the mistake of taking the air filter out and using high-pressure air to blow the debris off of it.

"This is never good for the air cleaner and will create small holes in the paper media allowing dirt to bypass the filter," Stenz says. "It is better to inspect the air filter and tap lightly to remove large debris and just replace when needed."



### CHECKING IN

Experts say checking engine oil daily can save thousands in repairs down the road.

## WINTERIZING ENGINES TIPS

After the last mow of the season, it's time for owners to winterize their equipment.

"Old fuel or fuel left in the carburetor for months can cause gumming of the carburetor and the intake valve," David Bush, assistant manager of shows, events and sponsorships with Honda Power's sports and products division, says. "Even fuel that's just a month old can make it hard to start the engine."

To winterize a mower engine, users should change the oil and filters, add a fuel stabilizer to the tank, run the engine for five to 10 minutes, shut the fuel off and let the engine run at low idle until it stalls, Turner says.


"Once the engine stalls, I recommend pulling the choke and cranking the engine again while the fuel is still shut off," Jeff Turner says. "This will pull any residual fuel through the small passages in the carburetor. Then drain the fuel tank and lines."

EFI systems aren't as prone to having fuel issues as carbureted, Steve Stenz, turf product manager with Kohler, says, but it's still good to use stabilizer in the fuel with both systems.

### INSPECT FOR DAMAGE

Operators should check the mower engine for loose bolts and fasteners, along with fuel and oil leaks, says David Bush, assistant manager of shows, events and sponsorships with Honda Power's sports and products division. The inspection might require tilting the equipment to see all sides of the engine to check the lower crank seal.

"Whenever tilting an engine, it is important to always tilt it away from the carburetor side," Bush says. "This practice prevents any oil or gas from saturating the air filter and possible fuel leakage."

If dirt or other contamination reach the fuel tank, it can clog the carburetor passages and affect engine performance. 

Dowdle is a freelance writer based in Birmingham, Ala.



PHOTO: KAWASAKI ENGINES

## FROM THE SOURCE

# Follow these tips for healthier trees

**There's a few things you can do in November and December to benefit the trees on your properties**

**BY DREW ZWART, PH.D. | CONTRIBUTOR**

**T**here's a lot you can do at this time of year to encourage healthy trees now and in the coming spring.

It is a good time to prune when the trees have lost their leaves. In fall and winter, arborists can see better to identify issues and make sound pruning decisions. The chance of disease entering via pruning wounds is lowest now because fungi are less active. Plus, pruning in the dormant season is less stressful on trees because it doesn't interrupt their growth cycles. Come spring, all growth efforts will go to buds on the remaining branches.



**Drew Zwart**

Pruning alters the form and growth of the plant, so it's important to consider all the factors involved before planning the work.

Professional arborists consider many details that you can also check:

- Access to the tree, noting if it's close to overhead lines, a walkway or a building.
- Its condition, looking for structural defects or storm damage.
- The landscape functions provided by the tree and how pruning will affect those functions.
- Aesthetics, such as if the tree is too dense or needs shaping.

### WHY WE PRUNE

There are a number of reasons for pruning.

- Safety around landscape trees improves when you periodically remove dead and diseased branches.

- Pruning is good maintenance. Plants used as a hedge or border on a property need pruning to keep their size and shape. Trees and shrubs are vital to the aesthetic appearance of landscapes. Pruning helps keep them well-proportioned. Keeping up with this pruning is important and helps maintain property value.
- Structural pruning helps young trees develop a stable and desirable shape. It is an investment that can prevent most of the structural defects that occur in older trees.
- Pruning trees and shrubs to allow for more sunshine and better airflow can be a great way to help reduce the likelihood of fungal infection. If the foliage stays mostly dry, the plant will be less likely to become infected.

We recommend consulting an arborist whenever considering pruning because timing can be important. For example, there are species you should not prune during fall and winter. You should prune magnolias and azaleas right after they finish blooming. Oaks, on the other hand, must never be pruned in the spring to avoid fresh cuts because it allows oak wilt spores to infect the tree.

### OTHER THINGS TO KEEP IN MIND

Here are five other tips to keep in mind this time of year and going into winter:

### 1 DON'T IGNORE MULCHING AND IRRIGATION DURING WINTER

Even if dormant, plants still require a minimum amount of water to meet their needs. Mulching helps to maintain soil moisture and provides a buffer against stress to the root zone.

### 2 TAKE CARE IF YOU NEED TO USE DEICING SALT

It's important to remember that while salt may help on driveways, it can be terrible for trees. Increased salt levels in the soil can damage and kill fine roots — preventing plant root systems from taking in healthy levels of nutrients.

### 3 RAKING HELPS REDUCE OVERWINTERING FUNGI

Be sure to rake up the fallen leaves of any tree or shrub where you found fungal pathogens on the foliage during the growing season. This will reduce the amount of infectious fungal inoculum on the ground waiting to reinfect foliage in the spring.

### 4 CONTROL SCALE INSECTS WITH A NEW TECHNIQUE

Scale is a type of insect that sucks the sap of trees, shrubs and plants. We've found a scrub brush effectively removes these tiny pests. Late in the year is a good time to take care of accessible scale populations about to enter their overwintering period. Smaller scale populations are easier to control, and you can greatly reduce populations by scraping away the protective covers and physically removing the insects.

### 5 USE PRODUCTS TO DETER WILDLIFE FROM COMING OVER TO EAT

As we all know, deer and small mammals like to munch on landscape plants. It is especially important to protect feature plants in the winter when fewer wild plants may be available for wildlife to feed on. 🌿

Drew Zwart, Ph.D., is a Plant Pathologist & Physiologist at Bartlett Tree Experts. He is based at the Bartlett Tree Research Laboratories in Charlotte, N.C., where his responsibilities include the diagnosis and protection of landscape plants from disease, insect and abiotic problems.



## HARDSCAPE SOLUTIONS

# Welcome to paradise

BY CHRISTINA HERRICK | LM EDITOR

**LOCATION** Weston, Conn.

**COMPANY** Hoffman Landscapes

**DETAILS** An existing client approached the team at Hoffman Landscapes to transform his backyard pool and in-ground hot tub into a resort-style island oasis. The client wanted to host a Fourth of July party to christen the new space.

“We did a lot of tropical plantings,” says Matt Biron, landscape architect with Hoffman Landscapes.

Setting the 14-foot-wide, 10-inch-thick capstone above the pool’s grotto was a challenge, says Biron. Hoffman Landscapes combined the pool and the hot tub to create the grotto. Biron designed a large retaining wall to separate the wetland area behind the backyard.

“We turned it into this weird shape pool and made it more of a lagoon with this stone grotto with a big waterfall (and) big cascade stone on top of the waterfall. We incorporated a fiberglass dolphin slide and nestled it in with all of that rock work that we actually harvested from some local property,” he says.

Biron says lighting plays a huge role in this design. Hoffman Landscapes added Coastal Source tiki lights, which feature LED downlights and a flamed torch to create the island feel.

“When you turn the landscape light on it, you still get the effect of the light, but then you also get the flame from the tiki,” he says.

Other details include an outdoor kitchen, fire bowls, Coastal Source wired-in speakers and lights tucked in around tropical plants that run through an app on the client’s phone.

For this project, Hoffman Landscapes won a Silver Award from the 2022 National Association of Landscape Professionals’ Awards of Excellence program. 🏆

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



**Captions** | 1. This returning client wanted Hoffman Landscapes to transform the backyard into a resort-style island oasis. Design details included tropical plant materials, fire elements and natural stone to achieve the desired atmosphere. 2. The Hoffman Landscape team transformed the space into a private retreat. 3. The granite provides a clean, modern look that blends well with the natural boulders of the grotto. The light color of the granite keeps the patio cool on hot summer days. 4. Every piece of this custom rock formation serves a purpose — some stones serve as strong base points, others as climbing rocks, others as diving boulders.

## PROS' TOOLBOX

### CLEAN LINES

Joe Hagen, owner of Earth Art, says his customers appreciate the details in the renderings his company creates in PRO Landscapes.



# Software takes design from concept to reality

## How one landscape designer uses PRO Landscape software to take guesswork out of designs for plantings, patios and more

BY LAUREN DOWDLE | CONTRIBUTOR

**W**ith a passion for details, drawings and designs, Joe Hagen — owner of Earth Art in Clarkston, Mich. — almost became an architect when he started out. He recalls drafting project designs and using colored pencils to shade them in back in the 1980s. But now, it's all about creating crisp, detailed and colorful designs in a fraction of the time. “We always want to be cutting-edge and an early adopter, so we checked around the industry and saw PRO Landscapes was one of the top (platforms),” says Hagen, who has been using the software for 20 years. “We wanted a proven platform.”

His company primarily focuses on design/build, and its customers are 90 percent residential and 10 percent commercial. He took formal training from PRO Landscape to become more proficient, and he plans to start using the software's 3D functionality after additional training this winter. That will allow him to create 3D renderings from scaled CAD drawings with textures, walkthroughs and flyovers.

“Don't be afraid to jump in and take some classes,” he says. “We're able to give cleaner, more detailed drawings.”

### BUILDING RELATIONSHIPS

The main reason Earth Art stayed with the software is the support the company receives from PRO Landscape, Hagen says.

“It's about the relationships and knowing I can call and get personalized tech support when I need it,” he says.

Hagen's customers appreciate the high-quality designs, and it's become something higher-end clients have come to expect.

“When you can print the designs and the details are clean, it speaks volumes to how we conduct business,” Hagen says. “From a business standpoint, it's more professional.”

The software gives him access to a digital copy of the design on his phone, which he says has been a lifesaver. It also provides him the ability to export, email and print designs. For bigger projects, he electronically sends the rendering to a large-scale printer for a real wow factor.

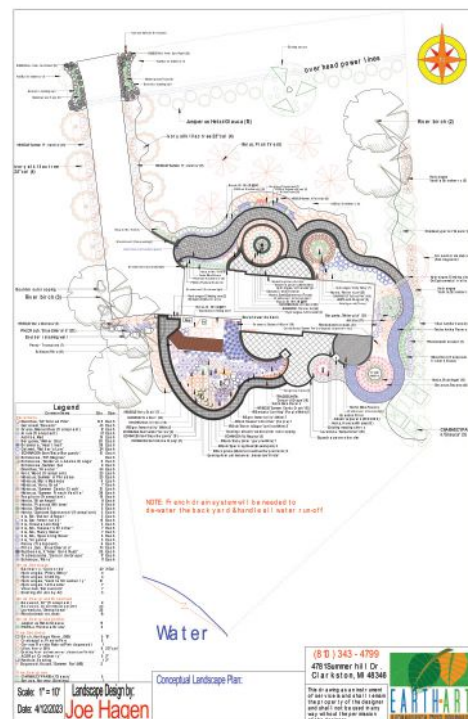
“We brought a 3-by-5-foot drawing to one customer to give it more of a presentation,” Hagen says.

Earth Art does a lot of 2D planting designs. The software allows designers to select the plant size for each CAD symbol. The plant size and pricing transfers to the bid, and designers can also set a default size for the plants they use the most.

“If I have more than 1,000 plants, it gives me an automatic inventory on them and any additional details,” Hagen says.

### SAVING TIME

PRO Landscape's proposals can include the price quote, material list,



color-rendered CAD, plant information and their set prices.

“Estimating goes hand-in-hand with design,” he says. “The software has really sped up the estimating part of the process.”

The software allows him to arrange all of the callouts, so they are easy to read and color code. He also uses the layers in the design to leave notes for himself.

“I can put notes just for me under certain layers that I don't normally use—like for a fence—and turn them off later,” Hagen says. “Then when I go to print, the customer doesn't see them.”

When installing a patio or building that require precise lines, he can accurately create offset and parallel structures. If he clicks in the design, he can see the square footage or perimeter around a specific area. The PRO Landscape software gives him the features and functionality to bring his customers' visions to life before ever breaking ground.

“It's about the relationships and taking the customer's ideas and marrying them to my ideas,” Hagen says. “The software is one tool to get us there.”

Dowdle is a freelance writer based in Birmingham, Ala.



## INSTALLATION SOLUTIONS

# So you want to add pool installations? Here's what you need to know

Consider these important keys before adding pool installation to your design/build portfolio

BY MIKE ZAWACKI | CONTRIBUTOR

**B**ackyard pools provide residential clients with ambiance, entertainment and exercise opportunities, and they potentially increase property values. For the landscape contractor, pool installation is an attractive addition to a company's design/build capabilities. It can heighten a business's professional profile, expand service offerings and meet market demand.

Business intelligence company Expert Market Research projects the U.S. swimming pool construction market to grow at a compound annual growth rate of 3.3 percent between 2023 and 2028. The Fredonia Group estimates contractors will install 320,000 new pools annually throughout North American markets until 2026, with residential installations in luxury backyard environments driving much of this demand.

In-ground pools come in vinyl (the cheapest), fiberglass or gunite (a concrete mix applied in layers using a specialized compressed air spray gun). The latter lasts the longest, is considered the most exclusive in a luxury backyard project and is the most complicated to do well and correctly.

### KNOW BEFORE YOU DIVE IN

Before adding pool construction, contractors must ask themselves what type of reputation they want in their market, says Troy Clogg, president of Troy Clogg Landscape Associates (TCLA) in Wixom, Mich.

TCLA is a full-service firm whose portfolio is 40 percent snow and ice management, 30 percent design/build,

20 percent landscape maintenance and 10 percent tree maintenance. Clogg estimates gunite in-ground pool installation is a component of two to five of TCLA's design/build projects annually.

"Your reputation — which is vital to your relationship with clients — is based on the (caliber of) products you provide, and that should always be the best ... and pools are no different," Clogg says.

Getting into pool construction is not easy and it requires deep pockets, says Tom Canete, president of Canete Landscape Design & Construction in Wayne, N.J. It is a full-service landscape company that's about 40 percent landscape (including design/build) and 60 percent snow and ice management. Canete says gunite pools are part of three to five of his residential design/build projects annually.

Pool installation as an in-house service requires specialized skilled laborers (tile, plumbing, electricity and concrete, to name a few), as well as trucks and equipment for the heavy lifting.

"There is a substantial capital investment that must be made if you're going to do pool installation in-house," Canete says.

### OTHER WAYS TO DIP YOUR TOE IN

An alternative to starting a pool division from scratch is acquiring an existing pool installation company.

"Purchasing an established pool company gives you the tools, equipment and specialized labor necessary to do installations," Canete says. "That company can (install pools) for other landscape contractors when you don't



### KNOW BEFORE YOU DIVE

There's several ways to add pool installation services to your business. Experts recommend subcontracting the work as you dip your toe into this service.

have any projects on your schedule."


Another approach both Clogg and Canete endorse is to subcontract the installation work to a professional installer.

"This may be the smartest approach for someone getting into (pool installation)," Canete says. "You do the project design, subcontract the work to an established pool company and charge a project management fee to oversee the installation."

Another option is to subcontract out each phase of the pool installation. While more complicated to manage, it gives the contractor greater control over costs and a healthier profit margin.

"You really need to know who you're partnering with because the project's success relies on the strength and skills of each professional you hire," he says. "One poor-performing gunite, tile or electrical contractor can sink an entire project ... and your reputation along with it."

Lastly, network with professionals in your market who have established track records of excellence in pool installation work. Clogg suggests attending a local pool and spa show and talking to the contractors operating in your market.

"Find out the projects they've worked on and talk to them about how they do business," he says. "You'll soon learn who's reputable and who you want to start building professional relationships with. Remember, pool construction is a complicated process to do well and do correctly." 

Zawacki is a Cleveland-based writer covering the landscape industry for nearly two decades.

## SPEEDING UP JOBS

Powered augers and drills help contractors do more work with less labor and time.



## INSTALLATION IRON

# Digging into proper auger and drill operation

Experts share what contractors need to know before putting these tools to work

BY JAMES CONLEY | CONTRIBUTOR



**F**or landscape contractors, time saved on the job can be the difference between turning a profit or facing a loss. Stand-alone powered earth augers and drills or attachments for landscaping are key tools in improving efficiency and compensating for a lack of available labor on jobs.

Landscape augers and drills may be small enough to operate by hand, or large enough to work as attachments on loaders and excavators. Digging fence posts is a less intense production than setting footers for large decks or other structures, for example, but the right landscape augers can increase the efficiency of each.

LM spoke to Joe Haynes, president of Little Beaver; Lee Smith, attachments product manager at Bobcat; and Brandon King, product manager at Billy Goat, to review new products and best practices for landscapers looking to improve efficiency with earth augers and drills.

### SAVING LABOR TO IMPROVE REVENUE

The difference between a profitable job and a money-loser often lies in the little things, such as a clean dispatch in the morning or avoiding damage to prevent costly callbacks. King says putting the right tools on the job site may be the best way to keep a job on track to hit its targeted hours.

“Using a powered auger saves time and labor and reduces fatigue for landscaping installs versus traditional shovel digging,” says King. “Powered augers generate high bit torque, which help break through tree roots, packed clay

and small-to-medium-sized rocks, which would otherwise have to be carved out by hand at a slow and painful pace.”

In addition to reducing handwork, powered augers can stand in for a fully-staffed crew. Haynes says Little Beaver designed its products for safe one-person operation, a key to working efficiently instead of having a larger crew.

“Our earth drills feature a patented steel torque tube, which transfers dangerous kickback to the engine carriage,” says Haynes. “Kickback can jar an operator’s body, causing strains and injuries. By protecting against kickback, the operator doesn’t need to work as hard to control the machine, which significantly reduces fatigue. This allows safe and productive one-man drilling.”

### RANGE OF APPLICATIONS

New equipment purchases can be a labor saver in the field, but they can also put a dent in owners’ wallets in the short term. Large equipment purchases are easiest to stomach when those machines can generate revenue throughout the season. For landscape augers and drills, contractors use specific drill bit setups for specific landscape applications.

“Knowing the ground conditions will ensure the proper bit is used,” says Smith. “The main difference between bits is the types of ground-engaging teeth. Operators want to match the correct bit to the ground condition, so they maximize the performance of the auger drive. Knowing the diameter and depth of the holes required can also help determine the bit and help with production.”

Selecting the right product comes down to knowing the project at hand.

“It is important to think about potential turf damage and repair requirements of the job,” says King. “Certain tracked machines with auger attachments can destroy turf compared to a self-propelled, one-man auger.”

### BE PREPARED

Like all powered landscape equipment, these products can save time and labor but work best when crews observe proper safety practices.

“Always contact local utility companies before drilling to determine the exact location of underground services,” says Haynes. “Contractors should also look for earth drills that incorporate safety features.”

Features such as electric strike systems that can detect underground electrical lines help keep crews safe when operating the equipment.

Outside of the job, routine equipment maintenance ensures that equipment doesn’t spend large portions of the work season in the shop.

“It’s important to maintain your auger attachment to ensure optimal performance and safety,” says Smith. “Worn teeth or a rounded auger screw bit or tip can lead to ineffective or uneven holes being dug. Before each use, take time to check the condition of your attachment to keep it operating at its best.”

Conley is a green industry professional from Pittsburgh specializing in design, installation and digital marketing.



## EVERY DROP COUNTS

# How irrigation contractors rise to the challenges facing the industry

**By incorporating technology and adapting to new restrictions, this industry remains as strong as ever** BY DANNY SMITH | CONTRIBUTOR

I can't imagine other trades challenged to innovate and develop as fast as we have in the landscape industry. All trade partners, including contractors, distributors, manufacturers and related organizations, must stay competitive and on the cutting edge.

Landscape maintenance contractors must train, develop and retain all labor to our vital field workforce.

Manufacturers and distributors have had their own challenges, including meeting or exceeding government demands through tight sustainability initiatives while attempting to squeeze out net profit margins through custom software, inventory management and redeveloping and building new relationships.

I believe our industry is absolutely killing it.

### HOW WE'RE MEETING THE CHALLENGES

While I'm only 14 years into what I know will be a rewarding career, I can acknowledge the opportunities available to this industry over the next several decades will transform our outdoor environments dramatically. The demand and expectation for our industry to conserve water and reduce our carbon footprint will become normal and routine.

“The demand and expectation for our industry to conserve water and reduce our carbon footprint will become normal.”

Fortunately, we — as an industry — are starting to redefine and in some cases, pivot on what our new landscape designs should and should not incorporate. We have seen newly adopted design trends being reversed and recalculated.

For example, perhaps large swaths of artificial turf aren't good for our groundwater and overall soil health. Perhaps installing acres of nonpermeable pavers and concrete isn't good for our natural watersheds and can greatly impact natural water diversion and our waterways. Perhaps installing a 10-year useful life drip line under 30-year ground covers isn't all that sustainable.

But let's be optimistic. New irrigation and water management technologies such as smart controllers are flooding the industry at an incredible rate and both manufacturers and end-users are doing their part to ensure the property owner is reaping the intended rewards.

Yes, we are absolutely killing it.

### WHAT LIES AHEAD

So what's next? Our industry innovations, trends and overall project design will continue to start with the landscape architect and designer who ultimately determines the plant types, plant counts

and site-specific outdoor water requirements regardless of whether the project is a new construction or a renovation. For example, California will require landscape designs to meet or exceed new government regulations and ordinances that essentially supersede the architect's goals and objectives for the property.


Simply put, site-based plant water requirements, overall landscape size and layout will dictate where our irrigation manufacturers decide to invest, innovate and develop their product lines.

Examples of this include

- The deployment of high-capacity two-wire smart controllers.
- Flow sensor manufacturers improving the sensor's ability to capture low flow rates on low flow stations.
- Smart controller manufacturers dialing in weather-based scheduling algorithms including forecasting ET values and incoming effective rainfall.
- And my personal favorite, manufacturers attempting to increase distribution uniformity on rotary nozzles while also decreasing precipitation rates closer to our soil intake rates.

As we all continue to do our part to transform our landscapes, I challenge you to innovate and continue to develop your skill set. Build new relationships, try out new products and even network with your biggest competitor.

We also can lean on our other industry partners including the Irrigation Association, the National Association of Landscape Professionals, state associations and others to be the glue that binds us together. We can and will utilize each other to bring awareness, exposure, training and ultimately new opportunities to this amazing industry.

Working together is the key to business success and a healthy and productive industry. This is why we are better together. 

Smith is the director of water management for Park West Landscape Management in Rancho Santa Margarita, Calif.



Danny Smith

## IRRIGATION TECH

### How rain and freeze sensors can benefit your clients

#### Practical tips to maximize the effectiveness of rain and freeze sensors in an irrigation system

BY MIKE ZAWACKI | CONTRIBUTOR

**S**imple rain and freeze sensors prevent residential and commercial irrigation systems from running when weather and climate conditions deem irrigation unnecessary. Early versions of the sensors, still in use, are hardwired between the sensor and the controller. However, in modern devices, the receiver plugs into the controller and then, via a low-frequency radio, wirelessly communicates to the sensor mounted on a building eave or rain gutter.

"These tools are simple, and the cost is relatively low—between \$50 and \$75, in most cases," says Matthew Hall, a product marketing manager for residential and light commercial controllers for Irritrol. "And the added efficiency the sensor provides to an irrigation system generates an ROI in short order."

#### LOCATION MATTERS

Proper installation is critical for sensors to work correctly. Technicians should place the device in a location unobstructed by trees or other landscape objects and position it in an area where curious animals, maintenance crews or potential vandalism won't damage it. Most importantly, technicians must position the sensor to expose it to the elements.

At its heart, a rain sensor has a hygroscopic fiber disc, made of synthetic material that expands when wet. When rain saturates that disc, it swells to a point that initiates the sensor to turn the irrigation system off. The irrigation system remains off until the disc dries to a point to be activated by the next rain event.

"When you install the sensor, be certain it'll get rained on and be exposed to the sun, but not be influenced by your irrigation system," Hall says. "And because it's a wireless sensor, you want it located within some reasonable line-of-sight of the receiver so as not to impede the signal."

While routine maintenance is minimal, ensuring the sensors are functioning properly is critical.

"These sensors are designed to be set-and-forget devices," says Gregg Black, operations manager at Jain Irrigation. "There is some calibration, per se, that can be checked regularly to ensure it disables the irrigation when it rains or, in the case of a freeze or rain/freeze sensor, the temperature reaches a certain point to initiate the sensor."

**INSPECT ANNUALLY**  
While rain and freeze sensors have minimal maintenance, contractors should check the device yearly as part of an irrigation system check.



Overall, contractors should inspect the sensors as part of their annual irrigation system check and

consider replacing the device's hygroscopic fiber disc every two years or perhaps more frequently if they're in a high-rain region, Black says. In addition, techs should replace the sensors' power sources (typically a coin-sized battery) every two years.

"Of course, a good indication that the sensor needs maintenance is if the irrigation is running during a rain event," he says.

#### NOT JUST FOR NORTHERN CLIMATES

It's important to remember freeze sensors aren't just for Northern states, Steve Barendt, controller product manager with Rain Bird Corp., says.

"You can set these sensors to different temperature thresholds to irrigate ... say down to 40 degrees at the very minimum,"

*Continued on page 50*



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## IRRIGATION + WATER MANAGEMENT

### IRRIGATION TECH


*Continued from page 49*

he says. "And we absolutely see those temperatures here in Austin, where I'm based. In fact, a couple of years ago, we had a hard freeze and several inches of snow, and you could drive down the street and see people's irrigation active."

In addition to conserving water, freeze sensors address safety and liability issues that stem from throwing water on the ground in near-freezing temperatures.

"Overspray can create icy pavement surfaces, creating a potential slip-and-fall hazard," Barendt adds.

Many municipalities throughout the country mandate rain and rain/freeze sensors in irrigation systems, even outfitted with weather-based evapotranspiration (ET) controllers.

"My recommendation is always to use (ET controllers and rain/freeze sensors) as supplements to one another," Barendt says. "For the most efficient system, a local sensor is better than any information you can gather from data or weather-based services. Working together, they're an effective method of delaying irrigation and ensuring you're not wasting water." 

Zawacki is a Cleveland-based writer covering the landscape industry for nearly two decades.

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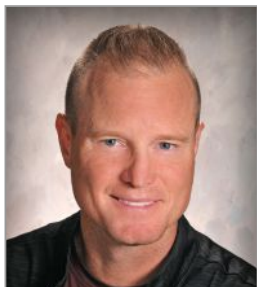
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# PROFITABLE PRODUCTS\$



# 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.

Fortunately, there's an easy way to help protect your hearing: Wear hearing protection. But, instead of wearing a simple pair of earmuffs or earplugs, why don't you take

your hearing protection to the next level with 3M's WorkTunes Connect™ Hearing Protector with Bluetooth® Wireless technology? You can help protect your hearing and stream your favorite music or podcast. And don't worry about turning the music up too high and damaging your hearing since it has an 82-decibel limiter.

What's nice about these earmuffs (compared to earplugs) is that they're quick and easy to put on, easier to handle with gloves, and can be more economical because they're long-lasting and reusable. We know that if safety products aren't comfortable, you're more likely to take them off or not wear them altogether. This is why the product also has built-in comfort features such as soft ear cushions and a baseball



cap-compatible, vented, flexible headband. Finally, if you want to stay connected to your customers and not miss a call, these electronic earmuffs will notify you when someone is calling. To answer, you simply push the button on the side of the cup and start talking; the product contains an integrated microphone that picks up your voice so there's no need to take your phone out of your pocket.

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# PROFITABLE PRODUCTS\$



## Albaugh Specialty Products

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

### What makes 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?

Albaugh Specialty Products 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 aren’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.



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# PROFITABLE PRODUCTS\$

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## Arborgold Software

**Q+A** with **Ed Rockhill**  
COO



### How do your products save time?

1. Crew time tracking streamlines the process of collecting, validating, and approving payroll.
2. Scheduling and routing features use AI to ensure crews are completing jobs in the most efficient way.
3. Salespeople use Arborgold's auto-price calculator to speed up estimating and deliver accurate bids and proposals in record time.
4. Teams are spending less time manually tracking material inventory with real-time supply chain features.
5. Seamless sync to both QuickBooks Desktop and QuickBooks online reduces duplicate data entry between invoicing, payments, and accounting reconciliations.
6. Crew App features improve communication between the office and the field with service checklists, work order details, and expense tracking.

### How do your products save labor?

1. Smart scheduling and routing increases team capacity each day without increasing crew headcount.
2. Mobile app time tracking and job management features help prepare payroll and customer invoicing, leaving finance teams with more time to focus on month-

end close activities.

3. Companies automate SMS and email notifications when following up on estimates, promoting new services, or reaching out to clients with important job updates.

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

1. Arborgold's job costing module and work scheduler assistant are powerful with general conditions, fuel surcharging, AI, and so much more.
2. Clients manage material inventory, vendors, purchase orders, deliveries, and vendor rates based on real-time usage from both completed and upcoming jobs.

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

1. Crews use Arborgold's client plant and three inventory features to proactively recommend additional services, labor, material, and equipment, thereby creating new business opportunities for their estimators and salespeople.
2. Arborgold's email marketing supports companies who are adver-

tising add-on services, cross selling between client segments, and promoting recurring products and maintenance programs.

3. We've launched new product add-ons including modern, professionally designed websites with unlimited hosting and access to additional done-for-you marketing services.

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

Arborgold virtually eliminates common challenges that can affect profits by:

1. Improving estimating speed, accuracy and win rates.
2. Capturing direct and indirect job costs.
3. Increasing visibility and automating supply chain needs.
4. Providing business intelligence analysis at the client, job, crew, and service level.
5. Connecting office teams and crews through Arborgold's real-time communication tools.
6. Arborgold's crew app offers bilingual English/Spanish language options, advanced crew time-tracking features, and receipt and expense capture.



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- Track job, shop, travel, and other time
- Manage supply vendors, material, and deliveries
- Invoice, get paid online, and sync to QuickBooks
- Access local material catalogs and pricing
- Map client assets and treatment history
- Market via email, text, and voice broadcast
- Visual business intelligence and analytics tools
- **Mobile App available in English and Spanish!**



*Scheduling, routing, and job management is way more efficient for us by using the product's districts feature. If crews finish jobs ahead of schedule, they can immediately pivot, re-route, and complete additional jobs on the fly before heading back to our offices.*

- Curby Hughes, Owner, Curby's Landscape 



# PROFITABLE PRODUCT\$

Equip Indoor Booth #1170



## 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.



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# Manage, measure and grow your business with Aspire - the only end-to-end business management system for landscape contractors



## Estimating

Create profitable, winning quotes based on trustworthy data



## Job Costing

Protect your profits by knowing your precise job costs



## Scheduling

Visualize your schedule and capacity with a quick glance



## Invoicing

Quickly and accurately bill clients, and collect payments faster



## Reporting

Drive better decisions with better data and reporting



## CRM

Find more sales opportunities and manage customer relationships

## Hear from our customers

Capterra

AUG 2022

★★★★★

"We knew Aspire was going to be our forever software. It had the features we needed now to help us grow, and the built-in processes that will be crucial to maintaining efficiency with higher sales and more crews."

Brenna B.  
Owner

GetApp

SEPT 2022

★★★★★

"It's been amazing. The longer we use it the more profitable we become."

Leif H.  
CEO

SoftwareAdvice

SEPT 2022

★★★★★

"Great customer care. They are responsive and are always available to help. This software will be the go-to in the future of landscaping companies."

Brian S.  
Maintenance Operations Manager

# aspire

A ServiceTitan Company

## Ready to see how Aspire can help your business?



Scan the QR code to start your journey.



# PROFITABLE PRODUCTS\$



## Bailey Nurseries



with **Rachel Prescott**

*Retail & Landscape Program Coordinator*

### How do your products save time?

A beautiful and functional landscape doesn't just happen. It takes solid design and great plants that solve a problem while also offering excellent aesthetic value. And that's where First Editions® lands with a designed collection of shrubs and trees that work hard so landscape professionals and home gardeners don't have to.

### How do your products save labor?

The beginning of our new variety introduction process is founded in the success of growers and landscape professionals. If it's not a good plant for those partners, it won't make the cut. First Editions® plants have to be easy to grow and perform in the landscape, year after year, with limited touchpoints to reduce labor and maximize profitability.

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

With Rock Star performers like Vintage Jade Distylium, Little Hottie® Hydrangea, and Little Devil® Ninebark, First Editions® has varieties that consumers ask for by name with an elevated perceived value.

This allows you to charge a premium for the best plants and, with their low maintenance and high-performance nature, you don't have to replace product in the future, again increasing your profitability.

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

Utilizing our Best Buds approach of pairing the best First Editions® plants together, you can further maximize profits by utilizing the high value and performance of the brand. For example, pairing the brand-new, award-winning Eclipse® Bigleaf Hydrangea with its Best Bud Cobalt-n-Gold™ Hypericum gives you the beautiful aesthetic value of contrasting foliage, season-long flowers, and a tiered architecture in the garden plus the added earnings of two higher value products.



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

At the end of the day, First Editions® is all about providing hard-working plants to make your life easier and maximize your earnings. By introducing cultivars that undergo rigorous testing across North America by multiple sources, we have great confidence that they provide something unique or have greater performance than any similar variety on the market. So, we invite you to have fun with First Editions® shrubs and trees, all while increasing revenues and profitability.

BAILEY®

FIRST EDITIONS®

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Instagram.com/baileynurseries | Facebook.com/BaileyNurseries

# AN ECLIPSE WORTH STARING AT

A DARK-LEAF MOPHEAD LIKE YOU'VE NEVER SEEN BEFORE

**ECLIPSE®**  
BIGLEAF HYDRANGEA

DARK PURPLE LEAVES THAT STAY DARK  
EASY TO GROW ANYWHERE  
CONTRASTING BRIGHT BLOOMS



SCAN FOR  
MORE INFO



FIRST  
EDITIONS

SHRUBS & TREES

Eclipse® Bigleaf Hydrangea  
*Hydrangea macrophylla* 'Bailmacseven'  
PP34,544 - US Patent Pending



# PROFITABLE PRODUCTS\$

■ ■ ■ Equip Indoor Booth #10083 ■ ■ ■



## Charles Walters Equipment

**Q+A** with **Bob Petrungaro**  
*Director - North America*

### How do your products save time?

The accuracy of the Charles Walters Equipment Spreaders allows for the confidence of getting the job done right, the first time. Our setting guide helps steer the operator to the proper setting.

### How do your products save labor?

The preciseness of the application allows the confidence of not needing to do multiple passes.

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

The key to granular material spreading is accuracy. If materials are spread at the correct rate, there is no over application to waste materials. Multiple adjustments of the CWE spreader allow for precise applications.

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

Each of our Landscape and Professional models comes with the ability to switch from Standard Material to Winter Materials. This versatility allows the company to be flexible in off seasons.

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

For the contractor that does multiple applications throughout the year, you have one spreader that can handle all your needs. Whether it is small greens grade fertilizer, large SGN materials, bulk rock salt, the CWE series can handle that with ONE spreader.



Imagine owning half the equipment necessary to be in the granular material application industry. CWE does that!



**CHARLES  
WALTERS**  
EQUIPMENT

# Elevate Your Landscaping Game with Charles Walters Equipment

- Over Two Decades of Landscaping Excellence •

Seamlessly transition between seasons with our innovative dual-purpose spreaders:



## Summer Plate:

Precision tailored for grass seed & fertilizer distribution.



## Winter Plate:

Designed for efficient spreading of ice-melt & road salt.



## Introducing the Spider Agitator:

Engineered to create maximum agitation that reduces bridging & clumping.

**Join Us October 17-20  
in Louisville, KY**

Experience innovation firsthand  
at EquipEXPO Booth 10083.

*Crafted with landscapers in mind, we're  
redefining precision and reliability.*



**CHARLES  
WALTERS**  
EQUIPMENT

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



# PROFITABLE PRODUCTS\$

■■■ Equip Indoor Booth #1096 ■■■



## Ditch Witch



with **Brant Kukuk**

*Compact Equipment Product Manager*

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

The beauty of our lineup of stand-on skid-steers is their versatility and power. While stand-on skid-steers have been used primarily as loaders in the past, they are becoming more popular on a wider array of jobs in today's market. Due to their power, maneuverability and ease of use, these versatile machines help increase jobsite efficiency. And, with a growing number of compatible attachments, stand-on skid-steer operators can turn one machine into a multi-functional tool helping them move from one project to the next without compromising the size of their footprint.

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

There are many things contractors can do to maximize productivity of their equipment on jobsites. These include making sure operators are trained on the proper equipment operation, using the performance and health telematics that are increasingly available from equipment, and following proper maintenance strategies. However, there's one aspect of equipment that's too



often underappreciated for how much it can improve productivity and efficiency on the jobsite – their attachments. With the ability to effortlessly switch out a variety of attachments, operators can diversify their business without the worry of leaving behind a large footprint

on compact jobsites. From a trencher to a bucket, auger or fork, there are many attachments available that can help operators get the most ROI out of their stand-on skid-steer. Staying efficient is the name of the game — especially when working on a tight jobsite. The demand for more power and productivity in a compact machine is one reason why stand-on skid-steers are growing in popularity. Now, with the growing number of attachments, operators can turn their stand-on skid-steer into a multifaceted workhorse and tackle any task the jobsite throws at them.







**RIDE DIFFERENT.  
WORK DIFFERENT.**

**BUILT DIFFERENT.**

**THE ALL-NEW TRACK SYSTEM ON THE SK1750.**

Designed with a patent-pending tension window, the new track system on the SK1750 allows you to quickly read your track tension with a simple glance. Plus, redesigned rollers and a completely updated outer frame will help you steamroll work and keep your job on track.

**SEE IT AT TCI EXPO 2023 BOOTH 1601**

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# PROFITABLE PRODUCTS\$



## 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 down-



time 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.





# OUTDOOR-GRADE POWER FOR OUTDOOR-GRADE PROS

What does it mean to be Outdoor-Grade?

It's equipment that's been tested, beaten and re-tested against the toughest conditions.

Because Outdoor-Grade power is different. It's powerful enough to take on Mother Nature job after job, season after season. And we've spent more than 50 years working in the outdoors to develop it.

That's ECHO. And that's Outdoor-Grade.

*Visit ECHO at Equip Expo indoors at booth #5112 and experience ECHO at outdoor booth #7451D.*

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EXPOSITION

**40**

40 YEARS OF EXPO



# PROFITABLE PRODUCT\$



## FX Luminaire

**Q+A** 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**





We'd try it on a taller tree if there was one.  
The New Exa Collection. High Output. Low Voltage.

**Taking it all the way to the top.**

The Exa Collection from FX Luminaire gives you all the power you need to take your lighting design to new heights. With white and RGBW color-changing capabilities, low-voltage simplicity, and high-output power up to 1,200 lumens, our innovative lineup delivers all the light and technology you need to put tall trees and buildings in the spotlight!



LANDSCAPE & ARCHITECTURAL LIGHTING  
Learn more. Visit [fxl.com/exa](http://fxl.com/exa)

**FX**Luminaire®



# PROFITABLE PRODUCTS\$

Equip Indoor Booth #9136



## Grasshopper Mowers

**Q+A** with **Michael Simmon**  
Marketing Specialist

### Attachments Power Up Efficiency and Revenue

Boost productivity and minimize labor burden with implements that transform a mower into a four-season, multitasking machine.

### How do Grasshopper attachments like the PowerVac™ Collection System maximize productivity?

Whenever a piece of equipment in your fleet can multitask, you boost productivity and profitability, along with realizing a greater return on your investment. For instance, putting a PowerVac™ Collection System to work for fall cleanups reduces crew fatigue and allows for moving a high volume of grass clippings, pine straw, leaves, small sticks, seed pods, tough weeds, paper and litter. Because of high-powered wind force that pushes debris and clippings through blades and into a trash-ingesting steel impeller, debris is compacted to prevent clogging the machine. Not to mention, this minimizes time spent emptying the collection bags. Adding more power and productivity to fall cleanup is a PTO-driven turbine blower attachment that quickly pushes leaf cover

off turf. These types of attachments offer an opportunity to decrease labor hours while simultaneously increasing labor capacity and delivering a higher level of service.

### How can a landscape contractor reduce labor requirements with mower implements?

Attachments essentially automate labor-intensive tasks like leaf collection, improving efficiency by eliminating the majority of the manual labor associated with those tasks. But beyond the attachment itself, consider its functionality. For example, metal hoppers can be emptied from the operator's seat with power- or lever-actuated controls for productive, uninterrupted mowing and removal of grass, leaves and debris.

Ease of mounting attachments to equipment is also key. Look for an implement system that allows for attachment and removal without tools, or at least minimal tool requirements.



### What revenue-generating opportunities can landscapers realize with versatile attachments?

A range of year-round implements can handle just about any grounds maintenance job, from leaf collection and snow removal to seasonal upsells like aeration. A landscape company can easily extend the mowing season into winter, capturing more grounds maintenance business from clients. Aside from adding snow services, attachments can equip a business to offer aeration, dethatching, herbicide, fungicide and fertilizer applications with a shielded sprayer, and landscape enhancements with dozer blades for moving material. Plus, with a rotary broom or turbine blower, there's an opportunity to add more value to commercial grounds contracts by keeping paved areas tidy and free of debris. All of these attachments, and more, are compatible with the majority of Grasshopper FrontMount™ power units.



Committed to the Cut.®

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# MVP-CALIBER STRIPES? **IT RUNS IN THE FAMILY.**



From the detail-driven design of the Stand-On to the smooth ride of our FrontMount™ and MidMount™ mowers, when your #MowDay begins on a Grasshopper, it's sure to end in victory.



# PROFITABLE PRODUCTS\$

■ ■ ■ Equip Indoor Booth #3182 | Outdoor Booth #8120D ■ ■ ■



## Greenworks Commercial

**Q+A** with **Per Kvarby**  
Vice President Product  
Management & Marketing

### Who is Greenworks Commercial?

Greenworks Commercial is the industry leading manufacturer of outdoor battery-powered equipment. We not only offer a full trailer solution of Zero Turns, Utility Vehicles, handheld, and robotics, but we combine them with our patented Intelligent Power™ smart-technology, the best in brushless motors, and industry leading 82V lithium-ion batteries.

### What is Intelligent-Powered Smart Technology?

As we put out newer products, we don't just focus on making a better tool, but a more intelligent one. As an example, our OptimusZ™ Zero Turns aren't just the fastest on the market, but the smartest. They have a built-in 4G/GPS system that allows the user to know exactly where the machine is at any time. Our App will also allow you to track your cutting time per location. If it's ever stolen, you can easily hit a kill switch from anywhere to hobble or completely shut it off. Our tools motors are intelligent, such as they can sense if the grass is thicker and will speed up for a consistent cut. Even our batteries and chargers are intelligent with the OptimusMC™

mobile charging trailer and our new ChargeLink™ system.

### Why should I use Greenworks Commercial?

By using Greenworks Commercial's line up of tools you will save money year over year. All our products are made for the commercial user making them highly durable. None of our products need any maintenance or down time. They don't have spark plugs, belts, or filters, nor do they need any oil change of any kind. On top of it all our products are quieter than gas, meaning you can start your day earlier and end later and work where gas can't.

### How is Greenworks Commercial better for my crew?

Your crew will love you for choosing Greenworks Commercial products. Our tools are lighter than gas (less fatigue), quieter than gas (no hearing loss), less vibration than



gas (better on their joints), give off less heat (easier to work with), don't give off any fumes (easier to breath), and don't have downtime (can do their job without worry).

### Any more reasons to go battery with Greenworks Commercial?

Outside of the ease and savings battery tools give you many schools, universities, properties, and HOA's are demanding "green" and less intrusive landscaping. Some have a noise rating limit that only battery tools can meet. Greenworks Commercial opens more doors, saves you money on fuel, and increases overall revenue.

**greenworks**  
COMMERCIAL

EXPERIENCE **THE BEST** IN COMMERCIAL BATTERY TECHNOLOGY

**greenworks**  
COMMERCIAL

# OPTIMUSZ

60" 24kWh STAND-ON ZERO TURN MOWER



# SAVE BIG

**STARTING  
ON DAY 1!**



**82**  
VOLT  
LITHIUM MAX

The Greenworks® Commercial OptimusZ 24kWh stand-on mower is the ultimate productivity machine. Engineered for all-day commercial use, the built-in 24kWh battery module with safe LFP cell technology allows landscapers to mow up to 21 acres per charge and enjoy 8 hours of run time. Fully charge in just 3 hours using the OptimusZ super charger\*.

\*Sold Separately



Learn more about Greenworks Commercial and the OptimusZ™ family of zero turn mowers at the Equip Exposition, October 17-20, 2023. Visit us at indoor booth 3182 and outdoor booth 8120D.



# PROFITABLE PRODUCTS\$



## Greenzie

**Q+A** with **Charles Brian Quinn**  
Co-Founder and CEO

The Wright Autonomous Stand-er ZK equipped with Greenzie Autonomous Mowing increases productivity, enhances worker safety, boosts uptime and profitability and helps landscapers operate more efficiently.

Simply map the perimeter by mowing or re-load a previously saved job and let the mower autonomously cut with perfect stripes and non-rutting y-turns while your crew completes other tasks simultaneously, multiplying team output without hiring additional labor.

Rugged sensors and production grade software designed in accordance with industrial robotic standards keeps crews safe, avoiding obstacles and allowing full override and control, while it mows beautifully straight stripes.

A seamless switch between manual and autonomous modes means this already fully capable workhorse of a mower, built on the Stander ZK platform, just got a whole lot better with dealer support you can rely on to get the job done.



Cut out the middle — literally. Mow the perimeter once, and then let software finish the job while you complete other tasks. It's like having a robotic worker on your

crew. More jobs equal more profits. Do more work in less time without adding additional labor.

Schedule a demo now to see it in action on your properties.

## GREENZIE

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# GREENZIE™ AUTONOMOUS MOWING



Greenzie builds cutting-edge software for commercial mowers.

Self-driving technology that improves the safety, productivity, and profitability of your landscaping fleet.

The Wright Autonomous Stander ZK is proudly Powered by Greenzie™

Rugged Reliable Sensors: field tested for safe obstacle avoidance, smooth driving, and perfect stripes.

Production-Grade Software: it just works. Plus, it gets smarter through automatic updates.

Functional Safety Systems: Get the job done faster while following the latest and upcoming safety standards.



# PROFITABLE PRODUCTS\$



## Horizon Distributors

**Q+A** with **Nick diLorenzo**  
*Product Manager,  
 Landscape Products*



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

One of the biggest problems with quick-release fertilizers is they don't last very long — usually only four to six weeks. On the other hand, TurfGro slow-release fertilizers routinely last anywhere from two to four months, some even longer. These fertilizer blends reduce the frequency with which you make applications. Fertilizer doesn't apply itself and labor isn't cheap. With TurfGro slow release you can cut two to three applications out of your program every year!

Another advantage of fewer applications is the number of bags of fertilizer you have to buy, handle, transport and dispose of decreases, helping to reduce the potential for injury that can impede employee productivity and be costly to your business.

### How do your products help reduce fuel & materials?

TurfGro slow-release fertilizer also slows the growth of the turf, resulting in less mowing and maintenance, fewer clippings and fewer trips to the dump. In addition, less mowing means less wear and tear on your equipment, reducing service expenses and extending the life of your

mower. It also reduces the amount of time and labor required to repair and maintain it. And don't forget the cost of gas! Unless you live on the property you'll need to get to and from the job site, which wastes additional time and money.

Slow release fertilizers provide more efficient nutrition delivery, minimizing the feast/famine cycle that can cause stress to the turf. Healthy turf grass is more tolerant to stress factors such as insects, weeds and diseases. This saves you from spending more money on control products throughout the season (and saves labor too!).

We are focusing on cost reduction here, but one of the main benefits of using slow-release fertilizer is that it produces steady, healthy growth. Unfortunately, many of us have been misled to believe that a quick surge of super green is healthy for turf. Not so! In fact, repeated use of quick release fertilizers is a lot like a caffeine rush followed by the crash. You end up with peaks and valleys

in the overall look of the turf. During those lush peaks following a fertilizer application, the plant is overproducing above-ground shoots at the expense of the root system. The end result is a lot of mowing and shallow roots that cannot mine for water and nutrients as deeply in the soil profile, which may require additional maintenance to correct.

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

If your crew isn't spending their time on extra fertilizer applications they can focus on more profitable work like enhancements, such as pest scouting, targeted weed control and color installation. It also frees up crews to complete other tasks and visit more properties each day. Delivering healthy, green turf season after season helps retain clients — and gain new ones!

Individually each of the components may seem to have little impact on profitability, but add them all together and you can begin to understand how adding slow release fertilizer in to your nutritional program and have a significant impact to your bottom line.





### Irrigation & Drainage

controllers, valves, PVC fittings, sprinklers, grates, basins, smart irrigation products and more.



### Outdoor Living

including landscape lighting, pavers, synthetic turf, BBQs and outdoor kitchens.



### Landscape & Agronomic

seed, fertilizer, pesticides, sprayers & spreaders, safety products, hand tools and more.



### Battery & Gas Power Equipment

mowers, blowers, trimmers, chainsaws, plows, trenchers, turf management, parts & service.



### Expand Your Business To Include Drainage!

Visit Horizon's webpage "[Become a Drainage Expert](#)"—where you can learn how to resolve some of the leading homeowner drainage problems. Scan here to check it out!

With over 90 locations nationwide, Horizon is the one stop shop for over 30,000 green industry professionals. Learn more at [HorizonOnline.com](http://HorizonOnline.com).



# PROFITABLE PRODUCTS\$



## Hunter Industries



with **Anthony Long**

*Senior Product Manager,  
Hydrawise Irrigation Control*

### How do your products save time?

To start, the Hydrawise interface looks the same whether you're in the office or on your smartphone — it even looks the same to your customers! Identical pictures, zone names, and operational functions provide consistency throughout the software, and consistency ensures familiarity and ease of use. Hydrawise also allows you to get a lot of work done at the office. You can program irrigation schedules before installation, monitor controllers, and make changes for customers right from your desk. This means your field team can focus on getting field-work done, and simple tasks can be completed efficiently in the office.

### How do your products save labor?

It's not so much about saving labor, it's about making sure the right people are using the right resources to get the job done. The hardest people to find are good field technicians. Why have them stop work to make a simple change on a controller? Or even worse, have them drive to a customer's house to change the controller program, when this could easily be done by someone in the office? With Hydrawise, field techni-

cians can continue focusing on what they do best and leave controller updates to others on the team.

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

When it comes to travel, the more that vehicle use is minimized, the more you can save in fuel, operational costs, and capital cost for replacement vehicles. A study carried out by a Hydrawise contractor found that vehicle mileage is reduced by 30% if all customers use Hydrawise controllers. Hydrawise makes travel simpler. Do as much as you can remotely and only go on-site when you must. Customers prefer this approach as well.

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

To generate more revenue, you must do more. With Hydrawise, doing more is easy! It starts with the initial sale of the controller, and upgrading the irrigation system by adding a flow meter. Then, you can continually monitor the system, identify potential problems, inform your customers, and most importantly exceed



their expectations. Show them the value of Hydrawise with monthly water-use reporting. Hydrawise changes your business. Your staff can work more efficiently, and your customers will be more appreciative. You will generate more sales, get more repair jobs, and add a profitable ongoing monitoring service.

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

Hydrawise saves water, saves labor, saves resources, and most importantly leads to happier customers who value you and the services that you provide. Profitability is improved because Hydrawise ensures that customers have great experiences. They want you to continue providing them with valuable services that in turn boost your income. This can only occur if you have the right business tools. Hydrawise is a fantastic revenue generation tool designed especially for contractors.

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# PROFITABLE PRODUCTS\$

■ ■ ■ Equip Indoor Booth #5194 ■ ■ ■



## Isuzu Commercial Truck of America



with **Brian Tabel**

*Assistant Vice-President, 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

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### EXPERIENCE

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### REFERENCES

- 350,000 Isuzu-built medium-duty trucks registered to satisfied customers, that are still on the road today

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# PROFITABLE PRODUCT\$

■ ■ ■ Equip Indoor Booth #1054 | Outdoor Booth #8020D ■ ■ ■



## Kress North America



with **Todd Zimmerman**

*Vice President Of Product Development*

### How do your products save time and/or fuel, and how do they make landscape and lawn care companies more profitable?

The Kress 8-Minute CyberSystem was thoughtfully engineered to meet the needs of commercial landscapers. Featuring 4Ah and 11Ah battery packs – called CyberPacks – with the ability to fully charge in eight minutes or less, the Kress 8-minute CyberSystem is the fastest commercial battery system available. Due to its proprietary battery cell technology, each 60V CyberPack is not only able to charge more quickly than any other battery on the market, they also have a longer lifespan and are capable of producing as much or more power than equipment in the 30cc gas range.

Because Kress Commercial CyberPacks will charge in the time it takes for a water break, Kress has alleviated the need for crews to carry dozens of batteries on-site to complete a full day's work. And downtime caused by waiting for batteries to charge or refilling at the gas pump is a thing of the past. The Kress 8-minute CyberSystem is backed by more than a decade of



research and development focused solely on bringing the right technology to market to serve commercial landscapers, facilities, municipalities and sports field managers.

Quick charge times mean the Kress 8-minute CyberSystem translates directly to cost savings for landscape crews, who save an average of \$2,000 per year.

The Kress 8-minute CyberSystem battery platform powers a full line of professional outdoor equipment including a 900CFM backpack blower, 16" chainsaw with equivalent power to the 40cc gas range, commercial-grade lawn edg-

ers, hedge trimmers and line trimmers, and heavy-duty walk-behind and self-propelled mowers.

In addition to the revolutionary lineup of commercial-grade power equipment which affords considerable time, fuel and cost savings, Kress is introducing a line of robotic mowers that run on the proprietary Kress real-time kinematic network (RTKn), require no boundary wire and operate with the centimeter-level accuracy needed for perfect cut lines. Kress robotic mowers are designed for people seeking the solution to maintain large or highly-manicured properties with maximum efficiency and minimal hands-on effort, saving time for other detail work like edging, pruning and trimming.





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at Equip Booths 1054  
and 8020D



# PROFITABLE PRODUCTS\$



## Mid-Atlantic Nursery Trade Show

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

### What makes MANTS 2024 a standout event for the landscape industry?

There is an art to hosting a successful trade show, and since 1971 MANTS has worked steadily to become one of the largest private trade shows serving the horticulture industry. It is the premier green industry marketplace for finding everything your business needs and more than you expected. Being centrally located in the mid-Atlantic region makes MANTS easy to reach by car, rail or air. With over 900 exhibitors and a diverse range of green industry businesses, MANTS creates a unique platform where attendees can connect with clients they rarely see, network with potential new sources, place orders for the upcoming season and see new products.

### Why should landscape industry professionals attend?

MANTS is widely known for its unwavering commitment to our exhibitors and attendees. It is the premier green industry trade show. If it grows, you can expect to find it here. Annuals, perennials, ornamentals, trees and shrubs, vegetable plants and herbs, and aquatic plants

are all here. Plus, all the equipment, tools and other industry products that a landscaper could need. We create an atmosphere that fosters meaningful connections and tangible outcomes. Over two-thirds of MANTS attendees are connected to the landscape industry.

### What does “MANTS Means Business” mean?

The show attracts well-qualified buyers with high levels of purchasing power. Over 85 percent of MANTS attendees are the final decision makers or influence their company's purchasing decisions. They are not just looking or kicking tires. They are actively buying and selling. Exhibitors can showcase their products and services to a targeted audience with real purchasing power. MANTS is not just a three-day event; it's a year-round partnership.

### Can you provide insights into the educational and innovative aspects of MANTS 2024?

MANTS 2024 is not just a marketplace; it's a center of knowledge and innovation. Our educational opportunities happen on the show floor between our attendees and exhibitors, and they exchange



insights into the latest industry trends and practices. Whether you're a seasoned pro or just starting out, there's something to inspire everyone. Attendees can expect to leave with fresh ideas, actionable strategies and a competitive edge.

### How can people attend MANTS?

MANTS 2024 is taking place on Jan. 10-12 at the Baltimore Convention Center in Baltimore, Md. MANTS is a private show for industry members only, and anyone interested in attending or exhibiting can visit [MANTS.com](https://MANTS.com) for complete details.





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# PROFITABLE PRODUCTS\$

■ ■ ■ Equip Indoor Booth #1088 ■ ■ ■



## 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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# PROFITABLE PRODUCTS\$

■ ■ ■ Equip Indoor Booth #29078 ■ ■ ■



## Mulch Mule provided by Brown Equipment Co.

**Q+A** with **Shane Salyer**  
*Director of Sales*

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

The Mulch Mule is a time-saving and efficient way to transport and distribute a variety of materials. The Mulch Mule eliminates the need to shovel out of the back of a truck or off the ground and loads a wheelbarrow in just three to six seconds. It spreads mulch evenly and consistently, reducing the time for spreading mulch, and it is easy to use and operate. It manages a variety of materials, making it a versatile machine used for a variety of landscaping tasks.

By minimizing the need to shovel and filling a wheelbarrow in seconds, this reduces time on landscaping jobs and uses less manpower shoveling. With the ability to repurpose that manpower and take on more projects, the Mulch Mule is an investment that pays for itself. Plus, it never takes a day off.

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

The Mulch Mule saves on materials by avoiding over-applying mulch and distributing mulch more evenly to save on mulch and time. To save fuel, the Honda iGX390 utilizes auto idle. Lastly, the Mulch Mule is simple to operate and maintain,

which ultimately saves time and money.

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

The Mulch Mule helps landscape and lawn care companies generate additional revenue by completing jobs faster, improving productivity and quality of work, attracting new customers and retaining existing customers. Also keep in mind the safety aspect of the Mulch Mule. By automating manual labor, it reduces the risk of injuries as well as increases company morale. The Mulch Mule is a valuable tool that can help save labor, improve your work and save money.

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

The Mulch Mule can make landscape and lawn care companies



profitable in several ways, beyond the ones mentioned. A few other ways include improving your company's safety record, increasing employee satisfaction and retention, improving customer satisfaction by providing a higher level of service and improving your brand image with the Branding Package.

Overall, the Mulch Mule is a versatile tool that can help landscape and lawn care companies improve their profitability in several ways. By understanding the benefits of the Mulch Mule, businesses can use it to improve their bottom line and boost their reputation.





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# PROFITABLE PRODUCTS\$

■ ■ ■ Equip Indoor Booth #3164 ■ ■ ■



## Oregon Q+A with Steven Zbrozek *Sr. Global Product Manager*

### How do your products save time and fuel?

Engineered to optimize cutting performance in battery-powered and compact gas chainsaws, the SpeedCut™ Nano cutting system provides 24% faster cut speed and 11% more cuts per battery charge. Operators will spend more time working, and less time recharging or refueling.

### How do your products save labor?

SpeedCut™ Nano is designed with a unique bumper drive-link and depth gauge that interact to reduce chatter while maintaining cutting speed and efficiency. This combination reduces fatigue compared to alternative cutting systems.

The cutting system reduces the tendency to stall saw and provides smooth cutting quality with reduced chatter for professionals who make felling small to medium trees, limbing, pruning, and bucking their livelihood.

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

SpeedCut™ Nano is a unique system, including an updated bar, chain and sprocket combination that works together to provide



optimal performance. More and more OEMs are equipping their saws with SpeedCut™ Nano. For existing saws and fleets Oregon Tool offers conversion kits that include everything you need to enhance your cutting systems. Once saws are converted companies can purchase pre-made loops in predictable sizes eliminating the issue of having spin

custom drive-link counts to match each unique saw in the field.


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

SpeedCut™ Nano is one of many Oregon Tool products designed to help keep tree-care professionals productive on the job. Not only does the cutting system offer unstoppable performance and longer run time but the LubriTec™ Lubrication System keeps the saw chain and guide bar oiled for less friction and longer life reducing equipment maintenance.



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# PROFITABLE PRODUCTS\$

■ ■ ■ Equip Indoor Booth #9208 | Outdoor Booth # 7434D ■ ■ ■



## Steel Green Manufacturing

# Q+A

with **Mike Floyd**

*Cofounder and Senior Product Specialist*

### How do your products save time?

Our machines save time with their speed and maneuverability, being a zero-turn platform and capable of covering up to 240,000 sq ft per fill while spraying and even more with optional attachments.

### How do your products save labor?

Our machines save labor by allowing an operator to cover much more ground than they could if pulling a spray hose on a lawn, giving them the ability to finish more lawns in a day than the old way of doing things.

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

Our machines can help save product that is being applied by using our optional pressure control system to keep application pressure on target while you are spraying, and our foam markers keep you on track, so you don't overlap too far and waste product.



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

With a growing set of optional attachments like our snow plow and lift system, these units can be used all year to keep producing for the company instead of sitting idle.

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

With their speed and ease of getting around on the lawn, our units allow the operator to get more jobs done in a day, and our units' ability to carry multiple products ensures they have everything they need on the lawn to reduce trips back to the truck.



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	MSRP	5% Discount	EOP Price
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<b>SG46</b>	\$16,955.00	\$847.75	\$16,107.25
<b>SG52</b>	\$17,395.00	\$869.75	\$16,525.25
<b>SG54</b>	\$26,000.00	\$1,300.00	\$24,700.00
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*Offer valid at participating dealers only.*

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■ ■ ■ Equip Indoor Booth #10218 | Outdoor Booth #5530D ■ ■ ■



## Switch-N-Go

### Q+A with Russ Wallace

*Product Manager*

#### How do your products save time?

Employing the Switch-N-Go system means having one truck and multiple interchangeable truck bodies instead of multiple single use trucks. Landscapers take advantage of our system by having two dump bodies and one truck. Crews can take the truck and a dump body to finish a spring cleanup. While they work, the second dump body is filled with mulch and shrubs. Once the crew is done, they drop off the first dump body, pick up the second (3 minutes), and head across town to work at different job. This eliminates idle time and allows for more work to be done in one day.

#### How do your products save labor?

Switch-N-Go provides ground level loading for equipment and material. Rather than working out of a high, fixed mounted truck, a Switch-N-Go body can be lowered to the ground practically flat. This provides safer easier access for wheelbarrows and small equipment. Imagine being able to roll stumps into a truck body at ground level instead - it's a game changer! It's faster and has likely saved a lot of backs over the years.

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

We do both AND save you from having to buy additional trucks! Switch-N-Go provides the ability to have multiple truck bodies vs. having multiple trucks. Each truck upfitted can do the work of three. Your one truck can be a dump truck, flatbed, mulch body, hardscape storage body and a salt spreader body.

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

Our system gives you the ability to branch out and specialize in a new segment of the industry with a specific truck body rather than having to buy an entire new truck. Some customers even open a completely different revenue stream by adding dumpsters or storage containers to their offering!

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

Mulch and dumpsters. Dumping mulch at a job site and cleaning it up is tedious and messy. With the Switch-N-Go system you can lower a mulch body onto the ground, use what you need, then winch it back onto the truck. No mess, no wasted time or product. Adding the dumpster body to your fleet, you can easily drop it off when you need it and pick it up when you're done, keeping the profit for yourself.



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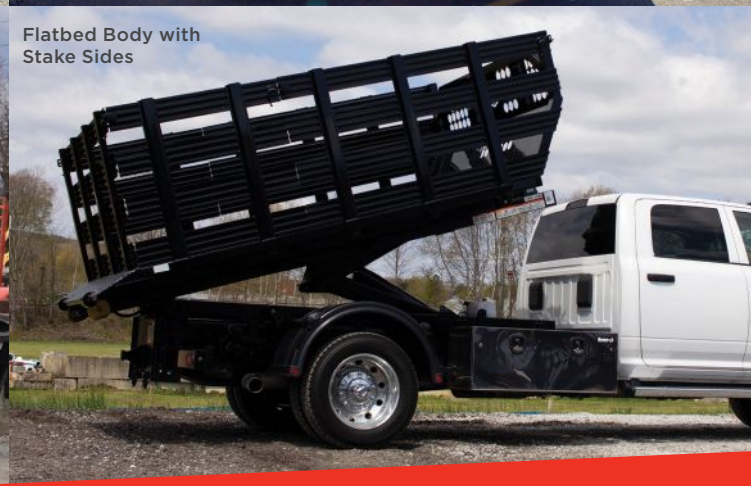
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Drop Body



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# PROFITABLE PRODUCT\$

■ ■ ■ Equip Indoor Booth #11146 | Outdoor Booth #7734D ■ ■ ■



## Takeuchi-US

**Q+A** with **David Caldwell**  
*National Product Manager*

### How do your products save time and generate revenue for landscape companies?

Takeuchi products save time and generate additional revenue for landscape and lawn care companies by including a wide range of factory-installed features as standard equipment.

Our excavators have long arms for greater working ranges, and multiple auxiliary circuits on models from 5.7t and up offer high-flow hydraulics for attachments like brush cutters and mulchers. This enhanced attachment versatility makes it possible to use our excavators for a nearly endless array of applications, helping landscape and lawn care companies expand their service menus.

Our machine cabins come standard with air conditioning and radio to help operators stay comfortable behind the controls longer for greater productivity. Meanwhile, Takeuchi excavators from 5t and up feature standard boom holding valves and overload alarms for greater peace of mind on the jobsite.

Our high-flow track loaders include polycarbonate doors as well as ½" and ¾" couplers and a second auxiliary circuit. Every Takeuchi

track loader is purpose built with a solid, one-piece steel frame for greater ground clearance and stability. Their triple-flange track rollers and rigid-mounted undercarriage further enhance the machines' durability for longer life and reliability when it counts most. Models are available in both vertical lift and radial lift, allowing contractors to choose the configuration that best suits their needs.

Takeuchi's full line of attachments makes all our machines even more versatile, and that helps contractors generate more revenue. Our full-featured attachments offer standard configurations like bolt-on cutting edges, connect-under-pressure quick couplers, heavy-duty cylinders and optimized controls for optimal performance and longer service life.

Takeuchi Fleet Management (TFM) is available on most track loader and excavator models. With TFM, contractors get remote machine monitoring that helps them better manage their fleets and keep costs down. TFM machine performance and health alerts



include location, utilization, performance and maintenance data for valuable insight into where and how equipment is being operated. With TFM, owners and operators can increase equipment uptime and decrease downtime for better productivity and ROI.

Takeuchi continues to provide products that meet the needs of today's contractor, and our dedication to the compact market is evident by our extensive dealer and service network throughout North America which is supported by our state-of-the-art training, parts and distribution facility near Atlanta, Ga.

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If you want a machine that takes a beating, stands the test of time and gets the job done right, the TB350R excavator's performance speaks for itself. No matter the challenge or conditions, it simply won't stop unless you haul it away. And probably not then, either.

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# PROFITABLE PRODUCT\$

■ ■ ■ Equip Indoor Booth #2156 ■ ■ ■



## Turfware

### Q+A with John Prusa President

#### How does your equipment save time?

Time is money. Maximizing uptime or runtime is the goal for any equipment owner. Productivity and cost of use are the true measurements.

In 2005 we grew tired of the downtime and parts expenses related to equipment we were purchasing to operate our own lawn care business. Belt and transaxle issues were costly and annoying. So, we set out to build a ride-on spreader-sprayer to meet our needs. Our goal was to build a simple, easy-to-operate machine that performed well under various lawn conditions and sizes while providing ruggedness for extreme use. The TR460 has grown in use by smart companies both large and small in reflection of this.

#### How does your equipment save labor?

The large on-board capacity of our equipment allows for greater time spent treating properties versus returning to the truck to fill. Longer runtime equates to more productivity every day. With the TR460 customers have reported a 20 percent-plus increase in productivity over other 36-inch wide machines. The optional Spot Spray System

can help eliminate secondary trips to the truck and improve quality of results as well as provide an added tool to allow for adding additional billable services.

#### How does your equipment help to generate additional revenue?

Turfware offers the industry's only Dual Hopper Spreader option. The ability to select on the fly between two granular products and add revenue for services such as targeted insect control has proven to enhance revenue opportunities while lowering product usage. Being able to provide a second billable service with a single pass across the property while smartly targeting control products to where they are needed is a game changer.

#### How does your equipment help drive additional profits?

Opportunities for improving profitability can be found in many areas. Our equipment has been proven over time to increase on the lawn



runtime while lowering parts expenses. Ease of use, especially for new employees, ease of maintenance, plus the flexibility to add optional money-saving features to enhance productivity will help any business improve the bottom line. Long-term return on investment for equipment such as this deserves to be evaluated by every company. Lost productivity due to downtime along with cost of parts can radically impact profitability. Again, time is money. Increasing uptime from application equipment is a measurement that many of our customers take seriously.

**Turfware**  
Equipment Company

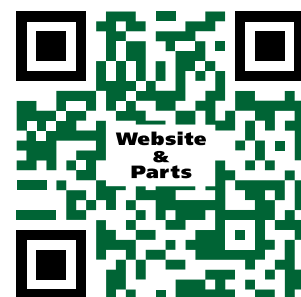
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# Turfware

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## Unilock

**Q+A** with **Elaine Willis**  
*Director of Sustainability*

EcoTerra technology is the first of its kind in North America. By eliminating the use of cement in the top portion of the paver, we can **reduce carbon dioxide emissions up to 15 percent**. This reduction directly addresses embodied carbon, which is the amount of greenhouse gas emitted during the manufacturing, installation and life cycle of a product. In doing so, we help combat rising global temperature averages, the underlying catalyst of climate change.

### How does your product make landscape companies more profitable?

We've seen a rise in demand from consumers who are willing to pay

for more sustainable products. Our product manufactured with EcoTerra technology offers a **100% cement-free face-mix** layer and also boasts high compressive strength, low absorption, remarkable durability and colorfastness. This means you can offer clients an exclusive sustainable product that's better for the environment, will drive word-of-mouth recommendations and boost your company's profitability.

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

Unlike traditional pavers, which may require after-market sealers and cleaners to keep them looking



pristine, EcoTerra thrives with vibrant colors, minimal upkeep, and is **free of efflorescence**, which is a game-changer for homeowners who are concerned about this naturally occurring phenomenon post-installation, reducing callbacks for contractors.



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# PROFITABLE PRODUCTS\$

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## Wright Q+A with Ed Wright CEO

### How do your products save time?

At Wright, we've designed our mowers with performance as a priority. Equipped with powerful engines, unparalleled maneuverability, and long run times between refueling, they let you swiftly cover more ground. This ensures you spend less time on each mowing job, letting you accomplish more in your day.

### How do your products save labor?

Our mowers are designed to reduce fatigue. With stand-on models that allow rapid mounting and dismounting, you are able to safely complete more jobs per day with less fatigue.

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

Our mowers are optimized for fuel efficiency, incorporating some of the best engines available. By using larger engines, they run more efficiently under full load, last longer by running cooler, and allow you to get the job done faster. This not only delivers peak performance but also ensures less fuel consumption than many competitors.



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

The speed and effectiveness of our mowers empower you to complete more tasks within a day. We also focus on reducing your lifecycle cost by using parts that last longer, reducing maintenance costs, and increasing the residual value of the mower.

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

We are unusual in that we are the only brand that is 100 percent focused on mowers for professional use and originated as a landscape maintenance company. We are known for our innovation and pursuit of making the best mower for generating profits in fleet use. This means that, first and foremost, we prioritize performance and safety. Second to that, our mowers are designed to last longer and take more abuse, reducing your capital maintenance costs.



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## 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 help generate additional revenue for landscape 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.

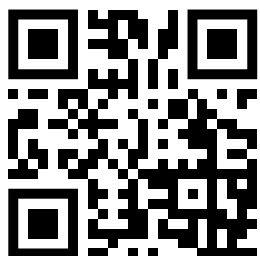


#### In what other ways do your products make landscape companies profitable?

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.



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## Earth & Turf Products

**Q+A** with **Jeb Fregm**  
Sales & Marketing Manager

### How do your products save time?

Running three processes from one machine, *with one operator*, eliminates several machines and the manpower to operate.

### How do your products save labor?

One 415-SP is three times faster than the standard walk-behind spreader, plus the additional productivity of a 48-inch core aerator and 48-inch seedbox for fine seeding.

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

Using our brush expeller and a 48-inch path for each

action, users spread, aerate and seed in only one pattern for consistent, clean action.

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

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# FIVE QUESTIONS

INTERVIEW BY SETH JONES | LM EDITOR-IN-CHIEF

## Bill Dellecker

**CHIEF OPERATING OFFICER**  
**HEARTLAND**  
**KANSAS CITY, MO.**

**1 HeartLand is the No. 6 ranked company on the 2023 LM150 list. What is it like being the COO of a rapidly growing company with a combined revenue of \$434 million?**

It's a lot of fun. It's been invigorating to work with the team we have here, to grow this business over the last seven years and grow something unique within the green industry. Growth continues to be part of the story — the companies that we partner with and the way that we support them, there's a lot of energy and momentum.

**2 HeartLand's companies stretch across 20 states. Is it difficult to manage companies across so many different states?**

It's not so different, market to market. The geography is different. The landscapes, the seasons of the year, whether you're dealing with no snow or a lot of snow. There are more similarities than differences. People aren't so different. Clients' needs aren't so different. The fundamentals are pretty consistent. As we gather with our account managers, our sales teams and our business leaders, there's a lot of sharing of common experiences and ideas on how to approach things. It's more the same than it is different.

**3 Are there any trends in the industry you're hearing consistently these days?**

The trend we see is one that has been continuing for some time: clients are very busy. They have a lot of pressures, a lot of expectations and maybe more on their plate than they ever have had. They're looking for service partners who can make their lives easier, at least in one part. Expectations, responsiveness and communication seem to be more and more important. The quality of work has always been important; that's foundational. It's the other things that we're seeing greater expectations around.

**4 How did you know you wanted to write the book *Leadership Worthy: How Leaders Are Made*?**

It was a long time developing in my mind. The first time it crossed my mind seriously was in 2010. I read a book by

Seth Godin, called *Linchpin: Are You Indispensable?* It was about shipping and producing value. Fast forward to 2014, there was another book I read by Steve McClatchy, *Decide: Work Smarter, Reduce Your Stress and Lead By Example*, about doing the important work. That gave me focus. That made me think I should really write these ideas down. A book or any significant project requires inspiration and motivation, and the inspiration and motivation came in 2017 from my youngest son (U.S. Air Force Captain Frederick Drew Dellecker, who died in an aircraft crash on active duty at age 26). The lessons from his life, and the many conversations we had about leadership, gave me inspiration and motivation.

**5 Do you have a most memorable day at work?**

There are so many, it's tough to pick one. One that was recent deals with *Leadership Worthy*. It was the first time I shared those ideas with a group of up-and-coming leaders in a live presentation situation. I didn't know what to expect; there was some apprehension. But the ways the ideas resonated and the conversation that came out of that with this group of leaders, that was a great day for me. You put it all out there and then you sit back and reflect on it and you say, 'That felt pretty good.' Those young leaders provided the motivation to finalize my manuscript and seek publication; I'm glad that I did. 📖

*Editor's note: to buy Dellecker's book, visit [LeadershipWorthy.com](https://LeadershipWorthy.com).*





# Educational opportunities abound at university field days



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).

Here's a scene in the old Woody Allen film *Sleeper* in which his character awakens 200 years hence and learns from a scientist that fat, steaks, pies and hot fudge are all good for you, whereupon the scientist offers him a cigarette, claiming that it's one of the healthiest things for your body.

No, I am not telling you to have a cigarette with a hot fudge sundae (the hot fudge sundae does sound enticing, however). The movie pokes fun at all manner of scientific shibboleths, but it reminds me that much of what I learned in school has been paved over with new information. In fact, I can recall one professor proclaiming that the purpose of college was

teaching students how to learn on their own — learning how to learn, in other words.

## ADVANCES IN PLANT PATHOLOGY

A remarkable example is in the field of plant pathology. I have a text from my father's turfgrass disease class back in the 1960s: *Diseases of Turfgrass* by Professor Couch at Penn State (upon which a very young Bobby Mann scribbled here and there with a ballpoint pen — naughty boy). The book describes a disease known as *Ophiobolus* patch, causing depressed, circular patches of blighted turfgrass.

This book published in 1962. As late as 1982, *Ophiobolus* patch was still being taught, at least at the Stockbridge School of Agriculture, where between eating too much pizza and drinking too much beer, I occasionally showed up to class.

Now ask yourself, have you ever heard of *Ophiobolus* patch? If you answered probably not, why might that be? Did the disease simply vanish? We should be so lucky, right?

No, what happened is that there was a marked increase in the knowledge of soilborne plant pathogens during the 1980s that resulted in the discovery of new fungi not previously known. *Ophiobolus* was renamed *Gaeumannomyces*, and the disease itself was renamed take-all patch. (Thank goodness

“Did the disease simply vanish? We should be so lucky, right?”

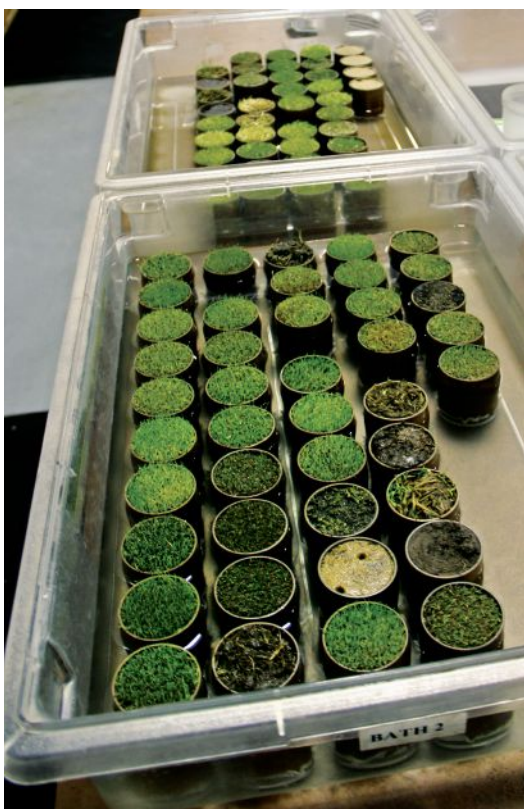
for something simple, eh?) As a result of this research, we now have a series of diseases of turfgrass roots — Bermudagrass decline, necrotic ring spot, spring dead spot and summer patch — that more accurately describe root-infecting diseases of turfgrass.

## INVEST IN YOUR LEARNING

So what, you may ask? I was reminded of this development when I attended the Turf Research Field Day at UMass Amherst, one of many such field days across the country. Apart from catching up with industry friends and enjoying a great barbecue lunch, field days afford you the opportunity to get up to date with the latest research in a way that you simply cannot achieve by reading about it.

You can't beat having a graduate student or professor stand in the middle of a research plot and explain what's happening. You get to see the results with your own eyes and speak with the researchers yourself. That kind of interaction sticks with you far better than just reading it in a book.

If you're not plugged into this network of learning, I'm happy to help you out. The small amount of time you invest in stretching your knowledge will pay you back many times over when your customers need an expert to turn to when things go south in the landscape. 🍷





**BY JEFF KORHAN**

The author is the owner of True Nature Marketing, a Naples, Fla.-based company helping entrepreneurs grow. Reach him at [jeff@truenature.com](mailto:jeff@truenature.com).

# 3 ways to up your team's listening skills to boost your sales

**E**veryone appreciates great listeners because they make us feel valued and respected. Once a top training priority for most organizations, listening skills seem lost in a world where interruption by people and media is commonplace.

According to the Buyer Persona Institute, “many buyers give up because nobody is really helping them.” People assume buyers give up for various reasons, usually based on what being understood and appreciated means to them.

More than processing information, listening is a skill that signals a willingness to stand alongside buyers and guide them through a journey that solves their problems. Many argue that technology creates barriers that interfere with these human connections.

Instead of using technology, consider these traditional practices guaranteed to make meaningful human connections and maximize productivity and outcomes.

## 1 TAKE NOTES WITH PERMISSION

In the old days, people considered it rude to take notes without permission. Asking for permission is an old-school tactic that boosts trust. It honors what your buyers share and promises you will treat it with the trust they've extended to you.

If you tend to use a laptop for note-taking, you should know the tap, tap, tap sound of a keyboard during meetings can annoy many of us. Some experts also will tell you that any physical barrier between you and the client is a psychological barrier to communication.



Consider using the free Fathom app, a hands-free tool that transcribes Zoom calls, to enhance your virtual meeting recording experience. Most people will give you permission to use it, but always ask first.

## 2 COMMUNICATE WITH BODY LANGUAGE

Hollywood actors have a knack for communicating with facial expressions, and Zoom calls teach us that we should practice this, too. Besides smiling and eye contact, how you lean in or out signals that you press an issue or give the buyer space to respond to your comment or offer.

When you start looking for body signals, you'll discover people give off all kinds of them. If you say something and the buyer slumps or squirms, that means something. The only way you'll know for sure is to ask them. I've closed many deals asking a follow-up question after reading the buyer's body language.

## 3 PAY ATTENTION TO TRIGGER WORDS

Most buyers have unique expressions or phrases that mean something

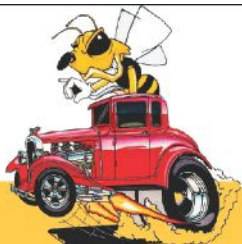
specific to them, often recalling an image in their mind. These phrases will usually jump out to you because clients often repeat them.

Write these words down exactly as they are said, and put them in quotes as a reminder that you are quoting them. We trained our sales teams on this tactic so anyone who accesses notes in a client folder would instantly understand these vitally important power phrases.

One of our longtime clients informed us early in our relationship that he wanted his home to be a “showplace.” Your idea of a showplace may be completely different than someone else's, so take the time to ask for clarification. Most importantly, use these trigger words and phrases in your proposals. You'll discover they magically jump off the page to get attention.

Another tip is to have two representatives attend client meetings to test your team's listening skills. Debrief immediately after meetings to compare your understanding. Make it a game, and watch your collective listening skills grow. 🎯





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# GROW WITH GRUNDER

BY MARTY GRUNDER

The author is the CEO of Grunder Landscaping Co. and The Grow Group, based in Dayton, Ohio. Reach him at [marty@growgroupinc.com](mailto:marty@growgroupinc.com).



## 3 great ideas we've borrowed at Grunder Landscaping Co.

**I**n my opinion, there's never a better way to grow your landscaping company or move your company forward than to go and see a successful landscaping company in action and then do a little R&D — rob and duplicate.

One of the biggest ways I've improved my own business is by observing other companies and then taking the new ideas I gather from their operation home to implement with our team at Grunder Landscaping Co. It shortens the time it takes us to reach our next goal because we're learning from what has and hasn't worked for other companies without having to test and wait to see if the ideas work. We get to start with an idea already proven by another company.

Ideas we've taken from other companies include:



**“One of the biggest ways I've improved my own business is by observing other companies and taking the new ideas I gather from their operation home.”**

### 1 TAYLOR MILLIKEN OF MILOSI'S DUMPSTERS

We took this idea away from GROW! 2022. It sounds silly, but it has saved us a ton of time and money. We got a bigger roll-off dumpster at our facility instead of having smaller bins that we emptied more often. This one is one of those small solutions to a little drip in our business over time that makes us more efficient and profitable. The little drips add up.

### 2 SCHEDULING

We've changed how we do this over time. We now do it all digitally using Aspire. Every iteration of our work scheduling process has been heavily influenced by what we've seen other companies doing. The process we use today is all in Aspire, but we use Trello to help our crews know what trucks and equipment to take with them daily — an idea we got from another attendee at one of our events.

### 3 ELIMINATING THE LIMITING BELIEFS

I often thought the size of my market was limiting our growth potential, but seeing people in other markets helped me realize that we could do what they were doing and grow the business as a result.

Chase Mullin, our GROW! 2021 tour host and president of Mullin,

often talks about having this experience when he came to tour Grunder Landscaping Co. in Dayton. At the time, his company was two pickup trucks he ran out of his driveway. Today, his company is larger than ours. The tours are as much about inspiration as they are anything else.

### JOIN US IN 2024

We started hosting the GROW! Annual Conference so landscape professionals could learn in this same way I found most helpful for my business. Each year, we select our location based on the company we want everyone to tour as part of the event.

We carefully select our tour host based on several factors, and for 2024 we're excited to show everyone the operational powerhouse that is RJ Lawn & Landscape. They do so many things well and operate so efficiently. Every company in America could learn something from touring their operation. We're so excited to introduce our attendees to owners (and husband-and-wife duo) Ryan and Annette McCarthy and the RJ team on Feb. 6-8, 2024, at GROW! 2024.

Early-bird pricing ends on Nov. 1. Register today to save \$200 per ticket on your registration. The price goes up on Nov. 2. No exceptions! I hope to see you in Des Moines!

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