



# LANDSCAPE MANAGEMENT

REAL-WORLD SOLUTIONS™

## GOLDEN OPPORTUNITY

Equip Exposition continues to deliver  
the goods for attendees and exhibitors alike



September 2024 VOL 63, ISSUE 9

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

A NORTH COAST MEDIA PUBLICATION



# THE NEXT BIG THING IN COMPACT MACHINES.

## MORE OF EVERYTHING YOU NEED WITH THE CAT® 255 AND 265 COMPACT TRACK LOADERS.

Welcome the Cat® 255 and 265 Compact Track Loaders to the family. Replacing the Cat 259D3, 279D3 and 289D3, it's normal to compare these redesigns with their predecessor models, but these machines are an even more substantial upgrade than you might imagine. Equipped with more powerful engines, as well as exciting improvements and enhanced product offerings for more performance and comfort, the 255 and 265 will prove to be a jobsite asset across many applications.

**MORE POWER** helps you push through even the toughest jobs. Both models come off the line carrying new engines — the Cat C2.8T and C2.8TA respectively — providing a significant torque increase in both models that will deliver more power to the ground as you drive into a pile of dirt, for example, giving you improved working performance and that “seat-of-your-pants” feel.

**MORE PERFORMANCE** means you get more confidence in a variety of tasks as you take these machines to work. The 255 and 265 will both take lift height to new levels for their respective size classes, and a fully redesigned undercarriage provides more stability for when you need to lift heavier loads, operate on slopes, or make a final grade.

**MORE COMFORT** in the new Cat compact track loaders isn't just about bigger cabs, although their new design provides additional overall volume, foot space and hip room. It's also about optional heated and ventilated seats, easier entry and exit and a two-step removable door. Plus, optional advanced joysticks that allow full machine function control at your fingertips. All that adds up to operator comfort that will make the hard work seem just a little bit easier.

All models across the new Cat compact track loader lineup will come ready for Smart Attachment Technology, ushering in the highest level of integration between machine and attachment, giving the 255 and 265 that much more versatility on the jobsite.

If you'd like more information about the 255 and 265, availability, pricing, and financing information are available from your local Cat dealer, or go online to

**[CAT.COM/NEXTGENCTL](https://cat.com/nextgenctl)**





© 2024 Caterpillar. All Rights Reserved. CAT, CATERPILLAR, LET'S DO THE WORK, their respective logos, "Caterpillar Corporate Yellow", the "Power Edge" and Cat "Modern Hex" trade dress as well as corporate and product identity used herein, are trademarks of Caterpillar and may not be used without permission.







# CONTENTS

SEPTEMBER 2024 • VOL 63, ISSUE 9



## GOLDEN OPPORTUNITY

Equip Exposition continues to deliver the goods for attendees and exhibitors alike

14

## 44 2024 LM150 Profile

How performance tracking drives KeyServ's growth

## TURF + ORNAMENTAL

### 26 TipSheet

Top tips from experts for healthy trees in the fall

### 27 From the Source

Building — and sustaining — a profitable business

### 28 LM Growth Summit Success Story

The power of connections at the Summit

## 30 Turf School

Tips for winning the fight against nutsedge

## MOWING + MAINTENANCE

### 32 The Big One

Superscapes, Irving, Texas

### 35 Recommender

What's your favorite brand of zero-turn and why?

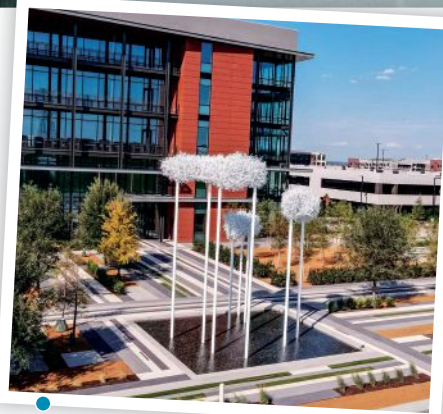
## DESIGN BUILD + INSTALLATION

### 37 Business Boosters

Is now the right time to rent compact equipment?

### 40 Installation Solutions

How to prepare your water features for the cold



Go behind the scenes at Superscapes work on this 1,000-acre development (page 32).

## IRRIGATION + WATER MANAGEMENT

### 42 Business Boosters

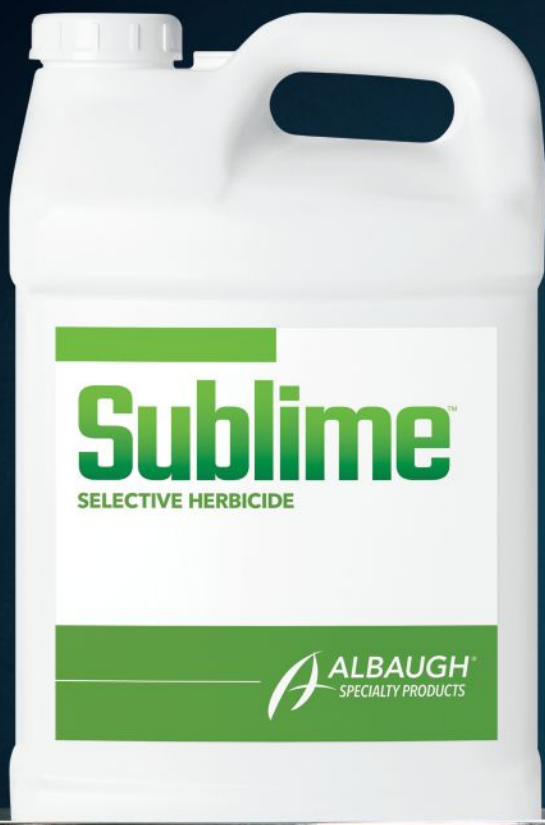
How you can ace your irrigation shutdowns

Learn why focusing on the fundamentals can be a key to success (page 27).



ON THE COVER: PHOTO BY KRIECH-HIGDON PHOTOGRAPHY





IVKYK

**THERE'S SIMPLY NO OTHER HERBICIDE LIKE SUBLIME.**



IF YOU KNOW, YOU KNOW.  
**SUBLIMEHERBICIDE.COM**



©2024 Albaugh, LLC. All rights reserved. Albaugh and the A logo are registered trademarks and Sublime is a trademark of Albaugh, LLC.  
Always read and follow label restrictions, precautions and directions for use.





## COLUMNS

### 6 Scott's Thoughts

BY SCOTT HOLLISTER

### 48 Business Insider

The challenge with superstar employees

BY JEFFREY SCOTT

### 50 Ask McFarlin Stanford

How you can keep your growth going

BY JASON NEW

### 52 Grow with Grunder

The true power of a platform

BY MARTY GRUNDER

LM Editor-in-Chief Scott Hollister catches up with Jeffrey Scott. (page 10).

## IN EVERY ISSUE

### 8 Editorial Advisory Board Q+A

How can first-time show attendees make the most of their experience?

### 10 LM Gallery

Check out the faces and places the LM team recently encountered

### 12 Need to Know

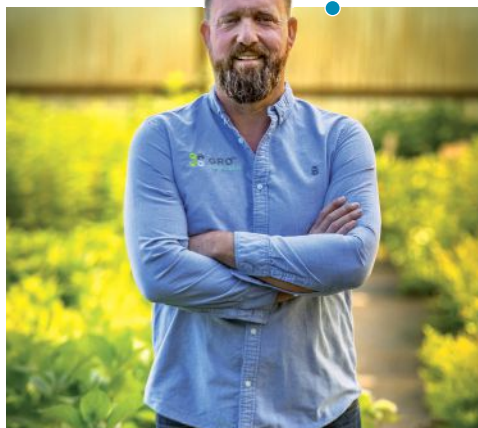
The latest industry news

### 46 Five Questions

Garret Hergert, CEO, GRO, Vancouver, Wash.

### 51 Classifieds/Ad Index

Garret Hergert shares why he loves to see his team members win. (page 46).



## Class is in session



Join us for our **15 education sessions** during the 2024 Equip Expo in Louisville, Ky., Oct. 15-18. Session topics include business management, staff development, equipment advances and more. To register for our education sessions, you'll first need to register to attend the show. Visit **EquipExposition.com** to register and learn more. During the registration process, you can add our education sessions.

## LM CONNECT

facebook.com/LandscapeManagement

twitter.com/LandscapeMgmt

linkedin.com/company/landscape-management-magazine/

youtube.com/c/LandscapeManagementTV

instagram.com > @landscapemgmt

## HEADQUARTERS

1360 East 9th St., 10th Floor • Cleveland, OH 44114

## EDITORIAL STAFF

Editorial Director **Seth Jones**  
785/542-2627 | sjones@northcoastmedia.net

Editor-in-Chief **Scott Hollister**  
785/424-0932 | shollister@northcoastmedia.net

Associate Editor **Rob DiFranco**  
216/675-6001 | rdi franco@northcoastmedia.net

Associate Editor **Nathan Mader**  
216/675-6012 | nmader@northcoastmedia.net

Art Director **Tracie Martinez**  
216/280-6127 | tmartinez@northcoastmedia.net

Graphic Designer **Courtney Townsend**  
216/363-7931 | ctownsend@northcoastmedia.net

Senior Digital Media Manager **Danielle Pesta**  
216/363-7928 | dpesta@northcoastmedia.net

Digital Media Specialist **Payton Szymczak**  
216/363-6009 | pszymczak@northcoastmedia.net

## ADVERTISING STAFF

Group Publisher **Bill Roddy**  
216/706-3758 | broddy@northcoastmedia.net

Associate Publisher **Craig MacGregor**  
216/706-3787 | cmacgregor@northcoastmedia.net

Regional Sales Manager  
(West & Midwest) **Jake Goodman**  
216/363-7923 | jgoodman@northcoastmedia.net

Account Executive (Northeast) **Nader Hassen**  
216/363-7932 | nhassen@northcoastmedia.net

Account Manager (Southeast) **Chloe Scoular**  
216/363-7929 | cscoular@northcoastmedia.net

## BUSINESS STAFF

Operations Manager **Petra Turko**  
216/706-3768 | pturko@northcoastmedia.net

Events Manager **Allison Blong**  
216/363-7936 | ablong@northcoastmedia.net

Manager, Production Services **Karen Lenzen**  
216/978-3144 | klenzen@northcoastmedia.net

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

Audience Marketing Manager **Hillary Blaser**  
216/440-0411 | hblaser@northcoastmedia.net

## MARKETING/MAGAZINE SERVICES

Reprints & Permissions **Wright's Reprints**  
northcoastmedia@wrightsmedia.com

List Rental **Brahm Schenkman**,  
The Information Refinery, Inc  
800/529-9020 | bschenkman@info refinery.com

Subscriber, Customer Service  
847/513-6030 | landscapemanagement@omeda.com  
For current single copy or back issues



## CORPORATE OFFICERS

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

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

VP, Marketing **Michelle Mitchell**  
216/363-7922 | mmitchell@northcoastmedia.net

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

VP, Content **Marty Whitford**  
216/706-3766 | mwhitford@northcoastmedia.net

Editorial Director **Seth Jones**  
785/542-2627 | sjones@northcoastmedia.net

Editorial Director **Kevin Yanik**  
216/706-3724 | kyanik@northcoastmedia.net



# YOUR TO-DO LIST CAN BE A LOT. WE MAKE ONE THING EASY.

Progressive Casualty Ins. Co. Coverage provided  
and serviced by affiliated and third-party insurers.



As a small business owner, you can't escape your to-do list. That's why Progressive makes it easy to save with a commercial auto quote, so you can take on all your other to-dos. Get a quote in as little as 7 minutes at **ProgressiveCommercial.com**

**PROGRESSIVE**  
COMMERCIAL



**SCOTT HOLLISTER**  
EDITOR-IN-CHIEF

Contact Hollister at 785-424-0932  
or [shollister@northcoastmedia.net](mailto:shollister@northcoastmedia.net).



## A celebration of showtime

**W**hen you work for a trade publication such as *Landscape Management*, reporting on industry conferences and trade shows is part and parcel of your editorial content.

It would almost be a dereliction of duty if it were any other way. These events are focal points for an industry, a chance to bring people together to learn, network and celebrate what makes their industry unique. It's where news is made and stories are shared, so trade pubs like ours wouldn't be doing our job if we didn't talk about them.

Trade shows and conferences are also great measuring sticks for the health of an industry. Of course, they're not the only ones, but if an industry's biggest events attract attendees, exhibitors and a broad spectrum of attention — even among those who can't attend in person — chances are that industry is pretty dang healthy.

By that measure, then, the landscaping industry must be very, very healthy. Like setting-a-personal-record-in-the-steeplechase healthy. Or breaking-a-world-record-in-synchronized-swimming healthy. Maybe taking-the-gold-in-Greco-Roman-wrestling healthy. (Sorry ... there's a decent chance I watched way too much Olympic coverage.)

Even before joining *LM*, I was certainly aware of Equip Exposition — which anchors the content in this issue — and Elevate — which you'll read more about in upcoming issues. What I wasn't quite as familiar with was just how successful both shows have been in recent years, which is excellent news for the industry that they serve.

**“If an industry's biggest events attract attendees, exhibitors and a broad spectrum of attention ... chances are that industry is doing pretty well.”**

The 2023 edition of Equip Expo broke records for attendance (27,000) and exhibit sales (over a million square feet of exhibit space), earning it a spot on *Trade Show Executive's* Gold 100 list as one of the largest trade shows in the country. And the upcoming 2024 version — Oct. 15-19 in Louisville, Ky. — looks like it will offer more of the same; exhibit space sold out almost three months before the show's opening.

Elevate is a relatively new entrant in the marketplace; this year's event, set for Nov. 3-6 in Charlotte, N.C., will be the third edition. And while it's a more intimate affair by design than Equip, it's equally robust ... and it's growing. Attendance rose from 1,250 attendees the first year to over 2,000 last year, and expectations are for more of the same this go-around.

Toss in the annual Irrigation Show — the 2024 event is Nov. 6-7 in Long Beach, Calif. — and countless popular regional events that take place from coast to coast, and you see why so many arrows are pointing up for this industry. At *LM*, we share that optimism, which manifests itself in the official media partnerships we have with the sponsoring organizations of both Equip Expo (the Outdoor Power Equipment Institute)

and Elevate (the National Association of Landscape Professionals).

At both events, *LM* will have prominent spots on the trade show floor where we'll interact with readers and spend time with exhibitors to learn about the new products and services they'll have on display there.

At Equip Expo, the magazine will also present 15 high-level educational sessions led by some of the industry's leading voices for landscape contractors and lawn care operators. Equip Expo is offering *LM* readers a 50 percent discount on registration to help you take advantage of these opportunities. Check out the Equip Expo website ([bit.ly/3XaQWw9](https://bit.ly/3XaQWw9)) to take advantage of this special offer.

And even if you're not able to join us in Louisville or Charlotte, you'll still be able to keep tabs on everything going on at these two industry events by following *LM's* website, its social media channels and, down the line, the print editions of the magazine.

As someone with plenty of experience with trade shows and conferences in my previous life, I can confidently tell you that these events are massively important to the industries they serve. When they succeed, they should inspire plenty of confidence and pride in those same industries. Whether you're on the ground with us at Equip Expo and Elevate or joining us from home, we hope you'll take the opportunity to celebrate right along with us. 📍



# equip

## EXPOSITION

# EXPERIENCE EQUIP

OCTOBER 15-18, 2024  
LOUISVILLE, KENTUCKY

REGISTER  
NOW FOR  
(SAVE 50%)

\$60

### Pre-Registration Discount Ends October 13

Equip Exposition is the annual event dedicated to growing landscapers', hardscapers', builders', contractors' and dealers' businesses. Find the latest and greatest products across 1.1 million square feet of exhibits and pit your favorite brands against each other to find the champ. That's why they call us the proving ground.

Welcome  
Reception:  
Churchill Downs

Sponsored by



Opening  
Keynote:  
Kevin O'Connor,  
Host of This Old House

Sponsored by



Trace Adkins  
KFC Yum! Center  
Arena Concert

Sponsors



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



# EDITORIAL ADVISORY BOARD



## How can first-time trade show attendees get the most out of their experience?

“Allow yourself two or three days to explore the show floor and take pictures of the things that interest you. Also, sign up to see as many panels as you can.”



### Landscape Professionals

#### Richard Bare

Arbor-Nomics Turf  
Norcross, Ga.

#### Troy Clogg

Troy Clogg Landscape Associates  
Wixom, Mich.

#### Pam Dooley

Plants Creative Landscapes  
Decatur, Ga.

#### Paul Fraynd

Sun Valley Landscaping  
Omaha, Neb.

#### Mike Haynes

The Loving Companies  
Charlotte, N.C.

#### Luke Henry

ProScope Lawn &  
Landscaping Services  
Marion, Ohio

#### Chris Joyce

Joyce Landscaping  
Cape Cod, Mass.

#### Aaron Katerberg

Grapids Irrigation  
Grand Rapids, Mich.

#### Jerry McKay

McKay Landscape Lighting  
Omaha, Neb.

#### Bryan Stolz

Winterberry Landscape  
& Garden Center  
Southington, Conn.

#### Greg Winchel

Winchel Irrigation  
Grandville, Mich.

### Industry Consultants

#### Neal Glatt

Grow the Bench  
Boston, Mass.

#### Marty Grunder

The Grow Group  
Dayton, Ohio

#### Phil Harwood

Tamarisk Business Advisors  
Grand Rapids, Mich.

#### Jeffrey Scott

Jeffrey Scott Consulting  
New Orleans, La.

“Don’t be shy about meeting new people. I promise most will be happy to meet you and uniquely understand the things you are going through. The best part of our industry is that everyone shares and learns from each other.

I’ve met some of my favorite lifelong friends at industry events.”



“Pre-schedule a meeting with your leadership team to present findings. It’s easy

to get excited while at the show, but this helps hold you accountable to execute on what you’ve learned.”



“Ask what the expectations are for going, before you go. And then once you get back, give a presentation on what it was you learned to your colleagues.”



“Attend some of the educational sessions as well as the trade show. If you have the same amount of enthusiasm for getting better as a leader as you do for equipment, you’ll go far!”



### 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).



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



**Do more with the ultimate turf engine.**  
VANGUARD® BIG BLOCK™ engines with the Oil Guard™  
system deliver maximum power and productivity  
in the harshest, hottest conditions and go 500 hours  
between oil changes. That's more time for cutting with  
unrivalled performance in heavy-duty turf applications.  
Let us prove it. [vanguardpower.com/OG](https://vanguardpower.com/OG)

# STATUS quo. GO.



## VANGUARD®

**TRUST VANGUARD POWER.™**

© 2024 Briggs & Stratton. All rights reserved.



# LM GALLERY

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

**1 Summer Growth Summit in KC** We were excited to attend the 2024 Jeffrey Scott Summer Growth Summit in our hometown (at least for some of us!) of Kansas City. Our own Scott Hollister, editor-in-chief (second from left), kicked off the event with Corine Koornhof, Jeffrey Scott and Anna Koornhof.

**2 Talking shop in the Windy City** The panel discussion at Envision 2024 in Chicago included three industry heavy hitters: Mick Mulhall, Mulhall's; Chase Mullin, Mullin; and Daniel Curran, Greenscape Inc.

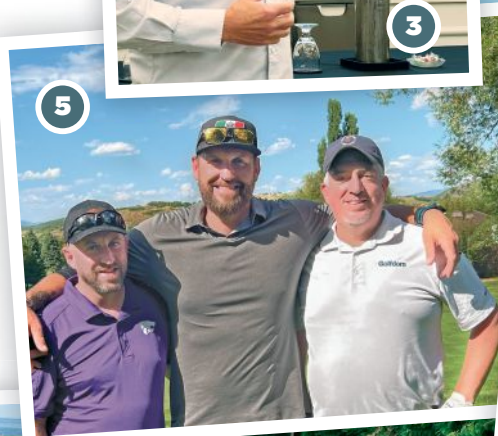
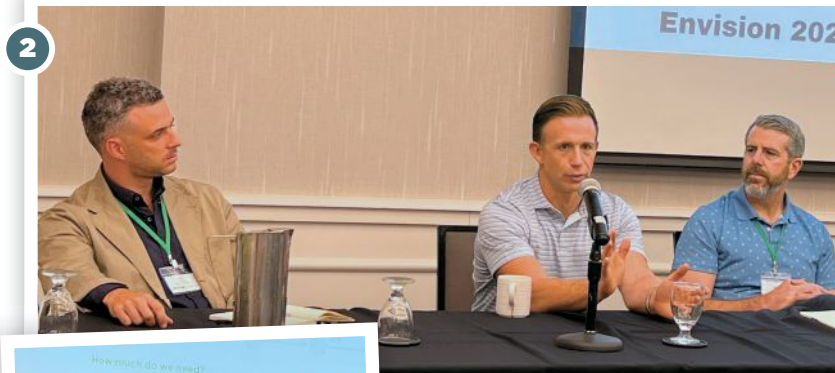
**3 So fresh and so clean** Ken Thomas, principal, Envisor Consulting, gave his presentation "Start Clean, Finish Clean" at Envision 2024. He'll do the same presentation at Equip Exposition 2024 as one of *Landscape Management's* educational offerings.

**4 Is there a designer in the house?** Tito Caceres, Bloom Talent Solutions, presented at Envision 2024, where he spoke on the toughest position to fill in the industry (designers) and how he advises his clients to use social media to attract talent.

**5 Grip it and rip it** (Left to right) Jeff Stahman, TurfMend; John Perry, Greene County Fertilizer Co.; and LM's Editorial Director Seth Jones during a recent golf outing in Park City, Utah.

**6 Firm and fast** John Perry, Greene County Fertilizer Co., speeds up the putting green in his backyard with his Hudson Star mower.

**7 Beach bums** Following the wrap-up of North Coast Media's annual Content Meeting, some of the *Landscape Management* team — Jones, Hollister, Group Publisher Bill Roddy and Associate Publisher Craig MacGregor — caught a great view of downtown Cleveland from Huntington Beach.



PHOTOS: LM STAFF



# ALL WE DO.

## EXCELLENCE IN EVERY ATTACHMENT.

At Blue Diamond Attachments, all we do is manufacture attachments that make you better at all you do. From excavators, skid and track loaders to tractors and more, our commitment to quality shines through in every weld and every design. Crafted with precision and innovation, our complete attachment solutions redefine durability and performance.

So, whether you're breaking ground or finishing a project, trust the experts who focus on one thing, and when it comes to your equipment, demand the attachments that excel. Choose Blue Diamond – where all we do is elevate everything you do.



Scan the QR code or go to [www.AllWeDoBDA.com](http://www.AllWeDoBDA.com) to find your nearest dealer. It's time to take your projects to a whole new level.

## COMPLETE ATTACHMENT SOLUTIONS



SKID STEERS



EXCAVATORS



TRACTORS



MINI SKID STEERS



## EPA issues emergency ban on Dacthal pesticide

The ban is the first of its kind by the EPA in almost 40 years

BY SCOTT HOLLISTER | LM EDITOR-IN-CHIEF

**T**he Environmental Protection Agency (EPA) issued an emergency order suspending all uses of dimethyl tetrachloroterephthalate (DCPA), a pesticide also known as Dacthal. This marks the first time in nearly 40 years that the EPA has taken this kind of emergency action.

As of Aug. 7, DCPA may not be sold, distributed or used in any manner, and current stock of the product may not be used.

According to Brett Bultemeier, an extension assistant professor with the University of Florida's Institute of Food and Agricultural Sciences, Dacthal is a pesticide used to control weeds in agricultural and non-agricultural settings, including turf. It's primarily used on agricultural crops such as


broccoli, brussels sprouts, cabbage and onion.

The EPA said Amvac Chemical Corp. is the sole manufacturer of DCPA. Bultemeier identified the following products affected by the emergency order:

- Dacthal Flowable Herbicide (EPA Reg. No. 5481-487).
- Dacthal W-75 Herbicide (EPA Reg. No. WI050002).
- Technical Chlorthal Dimethyl (EPA Reg. No. 54851-495).

"DCPA is so dangerous that it needs to be removed from the market immediately," said assistant administrator for the EPA's Office of Chemical Safety and Pollution Prevention Michal Freedhoff. "It's EPA's job to protect people from exposure to dangerous chemicals. In this case,



pregnant women who may never even know they were exposed could give birth to babies that experience irreversible lifelong health problems. That's why for the first time in almost 40 years, EPA is using its emergency suspension authority to stop the use of a pesticide." 

**In turf applications, Dacthal is effective against crabgrass and other annual grassy weeds.**

## DAVEY ADDS OHIO-BASED COMPANY

Davey Tree Expert Co., No. 2 on the 2024 LM150 list, added VanCuren Services and Midwest Land Clearing of Newbury, Ohio, to its brand family.

"VanCuren and Midwest are excited to join Davey because of its strong reputation in the industry and countless support systems," said David VanCuren, owner of VanCuren and Midwest. "One of those support systems is the Davey Institute, Davey's industry-leading research and diagnostic laboratory, which will help us make science-based decisions for our people and advance our commitment to quality, integrity, safety and exceptional service."

Since 1986, VanCuren has serviced residential,

commercial and utility tree care needs in Northeast Ohio and surrounding states. Midwest Land Clearing provides land surveying, underbrush mulching, tree removal, debris removal, hauling services and total lot clearing for Northeast Ohio.

"Now that we are with Davey, we are looking forward to seeing how our employees can get involved with employee ownership at Davey and how they can advance in their careers through training and promotions," VanCuren said.

The company's nearly 60 employees will continue to work in Davey's residential/commercial (R/C) service line.



# Harrell's names Jack Harrell III as new CEO

**E**mployee-owned Harrell's recently announced the appointment of Jack Harrell III as its new CEO and chairman of the board. Harrell currently serves as president and chief operating officer of the company and will retain his title of president.

Jack succeeds his father, former chief executive officer and chairman of the board, Jack Harrell Jr., after his recent passing. The news comes from the company's corporate office in Lakeland, Fla., where Harrell's board of directors unanimously elected Jack III.

"The Board was very happy to elect Jack Harrell III as chairman and CEO of Harrell's," said Harrell's Board Member John Attaway. "We have the utmost confidence in Jack and his ability to continue to maintain the traditions and success of his father before him."


Harrell III has 15 years of experience at the company, including serving as its chief operating officer and president.

"It is an honor to take on this new leadership role. To be the fourth generation Harrell to lead this company



Jack Harrell III

means a great deal to me. Following in the footsteps of my great-grandfather, grandfather and father is a tall task and one I do not take lightly," Harrell III said. "It is impossible to replace my father, but I will work every day to honor the legacy and culture he created by doing all the things he taught

me and instilled in me. I look forward to continuing to work with our Vice Chairman Dave Schermerhorn, as my father did for the last 20 years. It is an incredible honor to get to lead this great team at Harrell's." 

---

## Senske expands in the Midwest

Senske Services, No. 29 on the 2024 *LM150* list, acquired Tee Time Lawn Care. The company has provided lawn care services throughout Illinois, Missouri and Iowa since 2005.

"We are thrilled to welcome Tee Time Lawn Care to the Senske family of companies," said CEO of Senske Services, Casey Taylor. "Tee Time's dedication to excellence and customer satisfaction aligns perfectly with our values, and we are tremendously excited about further expansion into the Midwest."

Senske's organization will provide Tee Time employees with access to resources and opportunities for professional development.

"After nearly two decades of serving our communities, I am pleased to entrust Tee Time Lawn Care to Senske Services. Their reputation for quality service and customer care assures me that our clients will continue to receive the best lawn care in the industry," said Joseph Daou, owner of Tee Time Lawn Care.

## Turf Masters grows with Georgia acquisition

No. 26 on the 2024 *LM150* list, Turf Masters Brands acquired Mr. Turf, a provider of residential lawn care, tree care and pest control services based in Fayetteville, Ga. Following the acquisition, Turf Masters Brands now operates 31 branches across 11 states and employs over 850 team members.

Mr. Turf has served homeowners throughout Fayette County for more than 20 years and further

expands the Turf Masters Brands footprint in the southwest Atlanta market.

"The addition of Mr. Turf aligns with our mission to grow strategically with brands that share our people-first values," said Jon Clift, CEO of Turf Masters Brands. "We are thrilled to welcome the Mr. Turf team to the Turf Masters Brands platform and look forward to providing additional career growth opportunities for employees, along with expanding our customer service area in the greater Atlanta region."

## Eric Miltner, Ph.D., joins Target Specialty Products

Target Specialty Products, a provider of pest control, vector and turf and ornamental solutions in the U.S. and Canada, recently appointed Eric Miltner, Ph.D., as its new product development manager for the turf and ornamental division.

"Joining Target Specialty Products and taking on the role of product manager for Turf Fuel is an exciting opportunity," said Miltner. "I look forward to working with the team to innovate our products and provide our customers with the tools they need for optimal turfgrass and landscape management."

Miltner brings nearly 30 years of dedicated industry experience to his new position. His extensive research and technical agronomist background includes substantial expertise in product development, technical support and customer training.

# GOLD RUSH

**With Equip Exposition 2024 on the horizon, several of last year's "golden ticket" winners share their experiences and biggest takeaways from the show**

BY SCOTT HOLLISTER | LM EDITOR-IN-CHIEF





**T**hanks to the host of record-breaking performances and once-in-a-lifetime moments at the Summer Olympics in Paris, gold was definitely the color of the summer of 2024.

A host of lucky landscape contractors, lawn care operators and equipment dealers got a head start on all that last October with their own gold-medal experience at Equip Exposition in Louisville, Ky. Forty early registrants won “golden tickets” — 40 recipients to celebrate the event’s 40th anniversary — that gave them free admission to the industry’s largest trade show and the opportunity to take advantage of the industry-leading education, the expansive indoor exhibit space and the one-of-a-kind outdoor demonstration area that’s found there.

With the 2024 version of Equip Expo set for Oct. 15-18, *Landscape Management* caught up with a handful of last year’s winners to see how they utilized the opportunity they won and discuss how the experience affected their businesses in 2024.

For more information on this year’s event, check out “Winning streak” on page 21 of this issue of *LM* or visit the event’s website at [equipexposition.com](http://equipexposition.com).



## TNH LAWN & SNOW LA CROSSE, WIS.

Jason Wooden is no stranger to trade shows showcasing a wide variety of powerful machines. But the machines he studied during his time at last year’s Equip Expo are significantly different than the ones he’d check out when he attended Cisco Live — one of the IT industry’s premier events — during his previous professional life as a network engineer.

The one area that was similar between the two events, though, were the benefits Wooden says he took away from both experiences. As one of the golden ticket winners last year at Equip Expo, he says he benefited from the education, the networking opportunities and, of course, the opportunity to shop on the trade show floor and try out new equipment in the outdoor demo area.

“You definitely need to seek out the right people and ask the right questions, but everyone you want to see and everything you want to know is right there,” says Wooden, who had attended Equip Expo one time previously. “Both times I’ve been, I’ve had a list of things I wanted to do, products I wanted to check out. Once I had those out of the way, we’d just make our way through the floor to see the new stuff, the products that were getting a lot of attention.”

Because half of TNH’s year is spent focusing on commercial snow removal, Wooden spent plenty of time in Louisville examining snow equipment and advances that have been made in that space. But that hasn’t been at the expense of tools that can help the company’s landscape maintenance business, which has slowly been expanding.

“We take our lawn care business very seriously. We’re always looking at new equipment,” Wooden says. “We try to add a new mower every year, and this year we added a new trailer. We also do hardscaping work, so we did a little looking at skid-steers last year. That’s something we’re kind of shopping for right now.”

Wooden also used the golden ticket opportunity to connect with other contractors, mainly during the one

Jason Wooden of TNH Lawn & Snow appreciates the one-stop shopping available at Equip Expo.

*Continued on page 18*





# aspire<sup>TM</sup>

A ServiceTitan Company



"When we found Aspire, we couldn't believe something like it existed. It's web-based, easy to manage, has great customer service, and it's completely customizable."

- Adam Boyette, Regional Director | Yardnique



# When exceptional businesses need exceptional software, they turn to Aspire.

Many of the top-performing landscape companies trust and rely on Aspire, and for good reason. Aspire empowers even the most successful organizations to reach greater heights.



Generate accurate estimates



Streamline operations



Gain sales visibility



Access real-time insights

38% of survey respondents saw a  
**7% boost in bottom-line profits within their first year with Aspire.\***

## Ready to break free from limitations?

If frustrating inefficiencies and stagnant growth is holding you back,  
it's time to upgrade to Aspire.



**Get started with Aspire.**  
Scan the code to learn more.  
[youraspire.com/lmmagazine](https://youraspire.com/lmmagazine)

*\* Results are illustrative of certain customers' success; your individual results may vary*

*Continued from page 15*

education session he participated in and through some of the social media sessions that allowed him to interact with industry influencers.

"It only makes sense to do that at an event like Equip because you learn more from just talking shop with fellow contractors than you probably learn everywhere else," he says.

Wooden and some of his fellow TNH colleagues are already booked to attend Equip Expo this year. And for others who might still be on the fence about joining them in Louisville, he has a few simple words of advice.

"Do it. It's totally worth it," he says. "There are always things that come up and reasons not to go. But so far, our experiences have been really beneficial and helpful as we try to grow our business."

## ROYAL PRODUCTS OUTDOOR POWER

### ELKADER, IOWA

Tanya Keppler and her husband, Cletus, have called this northeast Iowa town home since 2001 and have owned Royal Products since 2012. And even though this equipment, parts and service dealership is in a small town, it has a big impact on customers throughout the region.

"Our community only has about 1,200 people in it, but we sell and service equipment for a big radius outside of Elkader," Keppler says. "We've worked with customers as far away as Cedar Rapids (75 miles south of Elkader) and all over northeast Iowa. We're definitely a small town, but we service a big area."

To ensure customers keep coming back for more, the Kepplers make a special effort to stay on top of

new products and emerging industry trends. They do that partially by maintaining strong relationships with the brands they represent — Stihl, Simplicity, Ferris, Honda and Briggs & Stratton, among others.

And most recently, they have done that by making the journey to Louisville for Equip Expo, going last year as one of the lucky golden ticket winners.



Tanya and Cletus Keppler.

PHOTO: TANYA KEPPLER

**Expand Your Service Offerings & Dominate Backyards at Equip!**

# Landscapers, upgrade your game!

Equip in Louisville, Kentucky, is your chance to **transform your lawn care business** into a **full-service backyard oasis provider**.

**Upgrade your skills and boost profits with in-depth education on:**

- **Pool Building & Design:** Learn the essentials from industry experts.
- **Pool Maintenance & Service:** Become a certified pro and offer year-round care with the Certified Maintenance Specialist certification from the Pool & Hot Tub Alliance.
- **The Latest Trends:** Discover cutting-edge backyard features to impress clients (think fire pits, outdoor kitchens, and more!).



### Why Equip?

- **One-Stop Shop:** Learn everything you need to expand your business in one place.
- **Hands-On Training:** Get practical experience with top-of-the-line equipment.
- **Network with Experts:** Connect with industry leaders and build valuable relationships.



**Don't miss out! Equip is your chance to turn backyards into cash cows.**

Visit us at our booth **42573** and check out our Endless Pool on the show floor, for exclusive show specials and to meet our instructors!





"It's been a 100 percent valuable experience for us," Keppler says. "If you go in with an open mind and a plan with how you want to increase sales, know what kind of equipment you want on your floor, the parts you need to have on hand for your customers ... it's a very valuable experience. It really is."

Last year, the Kepplers focused on exploring some of the premium tractor options on display, something they'd like to add to their product offerings sooner rather than later as a way to differentiate them from competing dealers in the region and big-box retailers.

Similarly, they studied the ever-increasing number of battery-powered equipment options dominating the trade show floor and outdoor demo area. Tanya says Royal Products' customers remain cautious about taking the leap into battery power, but she knows that won't

always be the case.

**Having both indoor and outdoor exhibit areas sets Equip Expo apart for many attendees.**

"I was pleasantly surprised by the battery-powered stuff, especially the zero-turns," she says. "The ride was very easy, the

power was good and the quality was better than I expected."

Based on their previous experiences in Louisville and what they've learned from exploring the exhibit areas, participating in educational opportunities and attending the myriad networking events, Keppler says they'll make visits to Equip Expo a regular occurrence and encourages others to do the same.

"There are so many new products and huge advances in this industry, and spending time at Equip has been a great way for us to stay on top of it all," she says.

## BLADE LAWN CARE

### ARVADA, COLO.

For Dan Kessenich, passion won out over practicality.

After spending a decade in the corporate world, Kessenich decided to return to his roots, and a year and a half ago, he started Blade Lawn Care. He had grown up helping his father maintain the family yard and plow snow in the winter, and he grew to love the satisfaction that came

*Continued on page 20*

## ACE PEER GROUPS

# LEADER SPOTLIGHT



### HEATHER MENJIVAR

President - Hidden Lane

#### THEN

Heather's journey with Hidden Lane began in 1997 as an office manager. Over the years she wore many hats while gaining a deep understanding and love for the business. In 2018, Heather became the third employee to purchase the company, extending a unique tradition held since 1957. Specializing in high-end residential, Hidden Lane continues to thrive with Heather at the helm focused on a business mix of 75% design/build and 25% maintenance.

#### NOW

Today Hidden Lane enjoys impressive retention with many team members in place for more than a decade—a testament to the company's strong culture and leadership. As a member of ACE Peer Groups, Heather has seen growth of 25% and found immense value in learning from other owners to enhance her company's systems and processes.

**We're proud to be the company team members want to come back to.**

HEATHER MENJIVAR

#### HEATHER'S CORE PRINCIPLES:

1. **Empower Your Team:** Develop & trust them to make the right decisions
2. **Systematize Success:** Create great systems that are consistently followed
3. **Financial Awareness:** Review your numbers daily and stay on top of your cash flow



[MCFARLINSTANFORD.COM](http://MCFARLINSTANFORD.COM)





*Continued from page 19*

from that work. Watching his wife, Julie, embrace her career as a pediatric occupational therapist convinced him the time was right to do the same thing and pursue his real passion.

As someone who was just getting a new business off the ground then, the opportunity to attend last year's Equip Expo as a golden ticket winner was priceless.

"It was my first time, so I just got lucky with the golden ticket," Kessenich says. "We were just starting to figure things out and buy mowers, trailers, things like that ... so the opportunity to see all the different brands side by side was awesome. We also took some classes which gave me a good idea of what I might want to take in the future and what might be worth sending our guys to as we start to grow."

With his second visit to Equip Expo coming up in October, Kessenich is already mapping out how this trip might differ from the first. He's hoping to add some design/build services to Blade Lawn Care's offerings, so he says he'll put extra emphasis on hard-scaping education and time spent in that part of the trade show floor this year. Also, the potential for changes to regulations in Colorado regarding the use of gasoline-powered equipment will increase Kessenich's urgency in building relationships with companies that sell battery-powered tools, such as Greenworks and Kress.



The outdoor demo area at Equip Expo gives attendees the opportunity to try out the latest equipment, from mini-excavators to handheld tools.

And as he's able to bring more of his small but growing crew to Louisville for the event, Kessenich says he'll focus on spending more time in the outdoor demo area than he did in year one.

"I'd say it was 80-20 indoor last year, so I'd like to switch that up and spend more time outside demoing the equipment," he says. "When we're able to bring our crew, I think we'd get a lot out of playing around with the equipment in the demo area to see how we could actually implement it in our day-to-day work."

While last year's golden ticket experience at Equip Expo wasn't the first time Kessenich had attended an industry-focused conference and trade show, it was a significantly different experience — in a positive way — than the ones he'd attended in his previous career. He's looking for a repeat performance during his second trip to Louisville.

"As someone whose business is just getting started, I got so much out of going last year, and I'm sure this year will be no different," he says. "If you go for no other reason than to check out all the cool toys in the outdoor area, it's still valuable. The fact that there is so much more to experience is great."

*Continued on page 22*

**Producers & Installers of Fumigated Georgia Certified Quality Turfgrasses**  
for Golf Courses and Athletic Fields  
**Pike Creek Turf, Inc.**  
427 Pike Creek Turf Circle Adel, GA 31620  
1-800-232-7453

**Varieties Available**  
Tifway | TifGrand® | TifTurf™ | Celebration™  
Tifdwarf | TifEagle | Tif3D | Platinum TE™ | Meyer  
Trinity | Zorro | Centipede Sod & Seed

www.pikecreekturf.com PikeCreekTurf



# WINNING STREAK

**A sold-out trade show floor, education and big events are all on tap at Equip Expo 2024**



Equip Exposition's momentum is showing no signs of slowing anytime soon.

In early August, event organizers announced that exhibit space for the 2024 edition, which will be held Oct. 15-18 in Louisville, Ky., had sold out. This marks the second straight year that trade show space has sold out, and it was accomplished even after expanding available space into the west wing of the Kentucky Exposition Center.

It also follows last year's record-setting attendance figures (27,000) and Equip Expo winning two Grand Awards from *Trade Show Executive's* Gold 100 awards program.

"Maxing out the exhibit space more than two months before the doors open is great news for anyone attending," says Kris Kiser, president and CEO of the Outdoor Power Equipment Institute (OPEI), which owns the show. "Every inch of the more than a million square feet of indoor and outdoor exhibits at Equip Expo is loaded with equipment, training and information to help landscapers and contractors run their businesses more efficiently and make more money."

The show is co-located with Hardscapes North America, so attendees also receive complimentary access to exhibits focusing on hardscape design and construction. An upgraded registration provides access to additional hardscape-focused education.

The trade show floor and outdoor demo areas aren't the only places attendees can improve themselves and their businesses at Equip Expo. A host of education sessions directed at both contractors and dealers are on the agenda, including 15 sessions presented by *Landscape Management* (see "2024 Equip Exposition to again feature LM education" on page 23).

This marks the third consecutive year *LM* has partnered with Equip Expo to present educational sessions. For more information, visit the *LM* website ([www.landscapemanagement.net/2024-equip-exposition-to-again-feature-lm-education/](http://www.landscapemanagement.net/2024-equip-exposition-to-again-feature-lm-education/)).

Attendees also will have a full slate of networking opportunities at their disposal at Equip Expo so they can connect with their fellow contractors while having a little fun at the same time.

A keynote presentation by Kevin O'Connor from the TV show "This Old House" and an arena concert by country music star Trace Adkins top the list of major events that will highlight the week in Louisville. There's also a Welcome Reception at Churchill Downs, a happy hour concert with The Crashers at Freedom Hall, a benefit 5K fun run and walk and a women's leadership reception to fill out any attendee's planner for the week.

For more information, visit [equipexposition.com](http://equipexposition.com). — S.H.

## "Great customer service and the best equipment in the industry."

**That's how Josh and Shawn Rupani, owners of Advanced Turf Pros in Cape Cod, sum up their Graham experience.**



"They're always available, always have the parts we need, always deliver on their promises. And we know we're getting the best spray equipment."

**Ready for the Graham experience?  
Call 770-942-1617 or  
visit [GrahamSE.com](http://GrahamSE.com).**

**VISIT US AT NALP, BOOTH #941**

*Tuflex*

Part of our rigs. Part of our family.



**Graham® Spray Equipment**

PUTTING YOU FIRST IS WHY WE'RE SECOND TO NONE

© 2024 Graham Spray Equipment

Continued from page 20

## TEAL LAWN CARE

**BILLINGS, MONT.**

This year marked Teal Lawn Care's 10th anniversary of serving a blend of residential and commercial customers in this south-central Montana city. Owner Jason Teal and his company celebrated that milestone by continuing a run of slow, steady growth, a pattern he says was aided by his attendance at Equip Expo, something he's done since 2019.

"Business has been great this year," says Teal, whose most recent trip to Louisville was aided by the golden ticket program. "We have five full-time staff members now (up from three in 2023) and want to keep that going. My goal is to continue expanding, but slowly, with quality people."



**Jason Teal (center) was able to expand the Teal Lawn Care team to five staff members in 2024.**

GROW YOUR BUSINESS, WE'LL GROW YOUR TURF.

# GET READY.

Aeration and overseeding time is coming fast. Get the best results with GreenePOP™ 16-21-2 and N-Ext RGS™. With your work and our fert, lawn renovation season will be better than ever.

Greene County  
Fertilizer Company



HEALTHY TURF STARTS WITH GREENE COUNTY FERT.

Buy/Ship Direct • Pro Tech Support • [GreeneCountyFert.com](http://GreeneCountyFert.com)

"I go to Equip to network and to learn more about the industry. In Montana, we don't have access to a lot of the new product displays and education they feature there. So, I get a lot of ideas out of going to Equip, and that's really helped my business."

Considering his location, it's not surprising that snow removal shares equal billing with the lawn care services Teal Lawn Care offers. As a result, Teal says he spends as much time checking out snow removal products and services as he does with mowers and handheld equipment when he attends Equip Expo.

And while he's not in the market for them just yet, he says the electric, autonomous mowers displayed on the trade show floor caught his eye. "Pretty cool," Teal says. "We're not ready for that right now, but it does get you thinking about what's coming down the road."

Teal didn't limit his experience at Equip Expo to the exhibit areas. He took a half-dozen classes, ran in the 5K, attended the opening reception at Churchill Downs and met several of the industry-focused social media influencers he follows on YouTube. And he'll be doing it again this year, as he and a fellow contractor from Billings will travel to Louisville for the 2024 event.

"It's been a great use of time for both of us, so we want to keep coming as often as we can," Teal says. "I'd encourage everyone in this business to try it at least once." 📸

PHOTO: JASON TEAL



# 2024 EQUIP EXPOSITION TO AGAIN FEATURE *LM* EDUCATION

**Sessions touching on everything from overcoming labor challenges to advances in modern equipment among 15 planned for the event**

BY SCOTT HOLLISTER | *LM* EDITOR-IN-CHIEF

For the third consecutive year, the Outdoor Power Equipment Institute (OPEI) and *Landscape Management* will partner to provide top-notch educational opportunities at Equip Exposition, set for Oct. 15-18 at the Kentucky Exposition Center in Louisville, Ky.

A total of 15 sessions will be available to Equip Expo 2024 attendees, with topics ranging from business management and staff development to conquering labor challenges and equipment advances.

"Equip listens to attendees and provides the most diverse education opportunities for landscape contrac-

tors in the industry, and our partnership with *Landscape Management* illustrates that," says Kris Kiser, president of OPEI and Equip Exposition. "They have a great lineup planned for this year's show. With so much opportunity to learn in Louisville, we encourage contractors to bring their leadership team, so they can take full advantage of what's available."

Bill Roddy, the publisher of *LM*, says, "*Landscape Management* is honored to partner with OPEI again to deliver high-level educational sessions at Equip Exposition. Providing landscape professionals with the latest knowledge and solutions is

central to their success. These sessions offer a unique opportunity to gain valuable insights from industry experts and peers that can help take their businesses to the next level."

Here's more information on the classes that will be offered at Equip Expo 2024.

## **2024 EDUCATIONAL SESSIONS** **WEDNESDAY, OCT. 16**

### **Gamify Your Company Culture: Competition**

**Creates Engagement, noon-1 p.m.:** Is it possible to make work ... fun? This workshop shows how the job doesn't have to be a grind, especially for a younger

*Continued on page 24*



TILT TRUCKS



GLOVES



BURLAP



MESSAGE CENTERS



**ULINE**

**HUGE SELECTION IN STOCK  
IN 13 LOCATIONS**

**ORDER BY 6 PM FOR SAME DAY SHIPPING**

**1-800-295-5510**

**uline.com**

Continued from page 23

generation that thrives when work has a gaming element incorporated into it. Presented by Chris Psencik and John Dalton, McFarlin Stanford.

**Building an Accountable Organization, 1-2:30 p.m.:**

For your landscape company to achieve greatness, you need to maximize accountability, productivity and buy-in. This talk is designed to equip owners and their teams with the knowledge and tools needed to instill a culture of accountability. Presented by Jeffrey Scott.

**Facility Must-Haves: What are the Best Companies Doing When Designing Their Facility?, 2:30-3:30 p.m.:**

Pondering the need for a newer, larger facility? Before making that leap, see what other companies have done to improve workflow, storage space and even the boss's office. Presented by Tommy Cole and Chris Psencik, McFarlin Stanford.

**Your Company, Your Culture, 3:30-4:30 p.m.:** Back by popular demand! Listen to advice from industry veteran Larry Ryan of Ryan Lawn & Tree, Taylor Milliken, owner of Milosi Inc. and Chris Psencik, partner and vice president of McFarlin Stanford. The trio of panelists discuss everything they've seen and experienced that creates a positive culture. Moderated by Seth Jones.

**THURSDAY, OCT. 17**

**Hello, it's Private Equity Calling ... How Do You Answer?, 9:30-10:30 a.m.:**

The green industry has seen a major influx of private equity dollars, and the mergers and acquisitions have been coming at a rapid rate. Our panel of industry executives discusses this trend and predicts what the industry will see over the next 10 years.

**Leveraging a Strong Brand to Attract and Retain Employees and Customers, 10:30-11:30 a.m.:**

Your customers might not judge a book by its cover, but they might judge your company based on its trucks. In this discussion, the panel discusses the power of good branding and the many ways a strong marketing plan can strengthen a company.

**Talking Tech, 2030 and Beyond, 11:30 a.m.-12:30 p.m.:** Advancements in technology are rapidly changing the landscaping industry. This panel delves into some of the newer technologies offered at Equip Expo, who is successfully using them and steps to take to not be left behind.

**Start Clean, Finish Clean, 12:30-2 p.m.:** Much of the bewildering elements of the workplace we bring upon ourselves by not having clear systems for processing work. The team from Envisor Consulting outlines the keys to mastering "workflow" within your organization. Presented by Ken Thomas and Ben Gandy.

**How to Hire the Best Landscape Employees, 2-3 p.m.:** Everyone knows who their best employees are, but what they want to know is how they find more people just like them. In this panel discussion, green industry professionals and consultants discuss methods of attracting great candidates and ways to identify star players.



**Turning Good Ideas into Great Realities, 2:30-3:30 p.m.:**

Companies that embrace change often lead their markets. This seminar presents four important steps that will empower anyone at your company with the proper steps to implement change at the company. Presented by Judy Guido.

**A Roadmap for Visionary Landscape Business Owners, 3:30-5 p.m.:**

Visionaries have great ideas, but sometimes struggle with implementation. During this talk, we will explore key insights on effective leadership and practical implementation approaches that can revolutionize your landscape business. Presented by Jeffrey Scott.

**Grow Your All-Star Team from Within: Recruit, Retain and Reward, 4-5 p.m.:**

Are you looking past your current stable of employees, hopeful that the next hire is the one who makes it all come together? This panel discussion identifies methods to build your current roster of B- and C-teamers into an all-star team.

**FRIDAY, OCT. 18**

**Keying in on Key Performance Indicators, 10-11:30 a.m.:** Landscape businesses need certain metrics or Key Performance Indicators (KPIs). But which ones? And when and who should be looking at them? Envisor Consulting will talk about the KPIs critical to our industry. Presented by Ken Thomas and Ben Gandy.

**An Electric Personality: The Growing Movement of Electric Equipment, noon-1 p.m.:**

Look around ... there's more electric-powered equipment — both handheld and heavy duty — at Equip Expo than ever. This panel of experts will advise on the strengths of battery power, the weaknesses that still need to be overcome, and what adjustments end users should be ready for.

**This is Goodbye: Five Things to Know About Selling Your Business, 12:30-1:30 p.m.:**

In this panel discussion, former landscape and lawn care business owners discuss what it was like to sell their business, what made the transition smooth and what could have gone better.

To register for these and all Equip Expo educational sessions, you'll first need to register to attend the show. Use this QR code or visit [EquipExposition.com](http://EquipExposition.com), and during the registration process, you'll be prompted to add educational sessions.





# LM EDUCATION @ EQUIP EXPOSITION



**Join *Landscape Management* in Louisville where we'll present 15 educational sessions as part of Equip Exposition, Oct. 16-18**



To register for these and all Equip Exposition educational sessions, you'll first need to register to attend the show. During the registration process, you'll be prompted to add educational sessions.

## **This year's educational sessions include:**

- Gamify Your Company Culture: *Competition Creates Engagement*
- Building an Accountable Organization
- Facility Must-Haves: *What are the Best Companies Doing When Designing Their Facility?*
- Your Company, Your Culture
- Hello, it's Private Equity Calling ... *How Do You Answer?*
- Leveraging a Strong Brand to Attract and Retain Employees and Customers
- Talking Tech, 2030 and Beyond
- Start Clean, Finish Clean
- How to Hire the Best Landscape Employees
- Turning Good Ideas into Great Realities
- A Roadmap for Visionary Landscape Business Owners
- Grow Your All-Star Team from Within: *Recruit, Retain and Reward*
- Keying in on Key Performance Indicators
- An Electric Personality: *The Growing Movement of Electric Equipment*
- This is Goodbye: *Five Things to Know About Selling Your Business*



## TIPSHEET

# Top tips for healthy trees in the fall

## Pros provide tips and insights to boost your fall tree prep regimen

BY MIKE ZAWACKI | CONTRIBUTOR

**T**rees may seem solid and stoic, but they need some TLC heading into dormancy for the winter season. Tree care experts provide tips and care suggestions to consider as part of your end-of-summer routine for your commercial and residential clients.

### THE PHYSICAL

Addressing a tree's physical needs heading into winter includes managing safety, access, clearance and aesthetic issues, explains Lou Meyer, an arborist and regional business developer for The Davey Tree Expert Co. based in Ellicott City, Md.

From a safety perspective, address dead branches and limbs to prevent them from breaking free under heavy snow or freezing rain. In addition, a thorough inspection should be conducted, seeking signs of stress and injury. For example, sap flow will indicate a structural wound on a tree, and the presence of fungus indicates dead plant matter.

To mitigate problems for vehicles and pedestrians, prune back branches hanging over roads and walkways. Meyer suggests branches should be between 12 and 14 feet off roadways and 8 to 10 feet over sidewalks.

Likewise, trim limbs and branches back from 6 to 8 feet off building roofs

and siding, and be sure branches are not obstructing nearby lights and security cameras.

"Freezing rain and heavy snowpack can be a problem for tree limbs, especially with pines, which are susceptible to heavy loads," says Andrew St. Clair, an arborist and field rep with Joshua Tree Experts in Allentown, Pa. "When this is the case, discuss with clients reducing the length of branches (on pines and evergreens) to protect from heavy snow and ice loads."

### NUTRITIONAL NEEDS

Fall is the best time to feed a tree with a slow-release fertilizer, especially one heavier on potassium and phosphorus than nitrogen.

"By mid-summer, the tree has stopped growing for the year," Meyer says. "A slow-release (fertilizer) will spread out the feeding and won't cause an immediate growth spurt in the tree, which we don't want heading into winter."

Meyer suggests injecting the nutrients into the soil around the tree to bypass the surrounding turf roots.

"You want to get the fertilizer right to the tree roots and keep the turf roots from stealing the nutrients before the tree can get to it," he says.

Pay close attention to young trees and trees that experienced excessive drought or heat stress during the summer months or are showing general signs of decline, St. Clair says.

### HEALTH AND DISEASE

Winter prep is also a time to address any disease or pest issues the tree may be experiencing. But bugs aren't the only pests. Deer are a nuisance, especially to younger trees and their tender leaves and branches.

If deer are an issue, a topical treatment that lasts three to six months (depending on precipitation) can be applied to repel the deer and discourage



winter snacking. Be alert to the presence of fungal activity as well.

"Look for conks, which are shelf fungi that grow on trees," Meyer says. "Sometimes you get little jelly fungi too. Those are all saprophytic, which are life forms that feed on decay. So, if you see those on limbs, there's decay present. Now, the fungi aren't hurting the tree, but they are feeding on what's hurting the tree and are a symptom that something else is going on that needs to be addressed."

### CULTURAL PRACTICES

At this time of year, mulching around trees is a solid winter-prep practice.

"Mulch is a fantastic insulator that helps keep soil regulated if you're not getting much snow," St. Clair says. "Mulch is beneficial in insulating the soil if your area is experiencing cold temperatures but not a lot of snowfall. It also helps retain moisture when it rains or there's snow melt, which keeps the soil in good condition."

In addition to moisture retention, mulch provides additional nutrients as the woody fibers decompose over time. Meyer recommends a mulch layer 2 to 3 inches thick and 6 inches away from the tree's trunk. And if possible, leave the leaves.

"If you can avoid having to clean them all up in the fall, they're great for the tree," Meyer says. "Use a mower to shred the leaf material, which will help recharge the soil with nutrients." 🌱

Mike Zawacki is a Cleveland-based writer who has covered various aspects of the landscape and horticulture industries for the last 20 years.



Lou Meyer



Andrew St. Clair



## FROM THE SOURCE

**TEAMS WORK**  
A solid team is a crucial leg in the “three-legged stool” approach to business success.



# Building — and sustaining — a profitable business

**An industry veteran says a broad approach and a focus on fundamentals are key to creating and maintaining landscaping and lawn care success**

BY SAMANTHA BAMACA | CONTRIBUTOR

In the competitive world of landscaping and lawn care, building a profitable and sustainable business requires a multifaceted approach. From balancing client needs to developing an effective team and maintaining company profitability, lawn care entrepreneurs must navigate a complex landscape to achieve long-term success.

Understanding the “three-legged stool” approach to success is one key to building a thriving business, according to Aaron Sutenfield, the founder of RDS Lawn Care in Belmont, N.C., and co-founder of The Lawn Care CEO with 28 years of industry experience. This concept represents the delicate balance between client, team and company needs. Each leg of the stool is crucial, Sutenfield says. If one is neglected, the entire structure becomes unstable, potentially leading to business failure.

From the client perspective, you need to offer an affordable, easy-to-understand service that the market is willing to pay for. This means carefully analyzing pricing, product offerings and the competitive landscape to ensure your business remains competitive and attractive to potential customers.

To build a solid team, prioritize creating full-time, career-oriented jobs with benefits such as health care, retirement plans and paid time off. Sutenfield currently spends 1.26 percent of revenue on health care for his employees. Investing in your employees can attract and retain top talent, a crucial factor for long-term success.

Finally, for the company itself, Sutenfield underscores the need to maintain profitability, with a target net margin of 20-25 percent. He notes that labor should be below 15 percent of revenue and materials around 20-25 percent. Knowing the numbers is vital to building a profitable lawn care business. Use the QR code with this story to download a cost-per-unit calculator and a rate matrix template.

## DATA-DRIVEN PROGRAMS

According to Sutenfield, developing an effective fertilization program is another key to building a profitable lawn fertilization business. Your reputation and referrals are your most critical lead sources, so using ineffective or subpar materials or failing to develop a comprehensive program will hurt your business in the long run.

Sutenfield partnered with Cort Hall, an agronomic expert from Harrell's, to develop a data-driven approach to fertilization for his company. This approach not only ensures the effectiveness of your program but also gives you a sense of control and security.

By utilizing a tool from Harrell's called PolyGraph, Hall can predict the nitrogen release patterns of different fertilizer products, allowing for the creation of a consistent, predictable program. PolyGraph enables Sutenfield's company to optimize its fertilization program for maximum effectiveness and efficiency. This leads to better resource management and reliable results for clients.




The slow-release, granular approach offered by Polyon controlled-release fertilizer also has allowed RDS Lawn Care to reduce overall nitrogen usage while maintaining lush, green lawns — an essential factor for generating referrals.

Sutenfield also highlights the value of a robust customer relationship management (CRM) system like Spraye. This system streamlines estimating, scheduling and client communication, giving you confidence in your operations.

## CULTIVATE THE RIGHT RELATIONSHIPS

Finally, Sutenfield says building solid partnerships and leveraging technology to drive efficiency and profitability are essential. His relationship with Hall and Harrell's, for example, provides access to agronomic expertise and a collaborative approach to program development. This allows Sutenfield to focus on growing his business and reassures him that his company's agronomic program is in good hands.

By knowing your numbers, learning how to use the cost-per-unit calculator and rate matrix tool, abiding by the three-legged stool principle, building a relationship with a Harrell's rep (who may become your agronomist) and tying it all together with a comprehensive CRM such as Spraye, you will be well on your way to building a profitable lawn care business. 



Access the cost-per-unit calculator and rate matrix tool here

Samantha Bamaca is Harrell's director of marketing.

## The power of connections

### Learning from vendors and fellow lawn care operators paid big dividends for one attendee at the 2023 LM Growth Summit

BY SCOTT HOLLISTER | LM EDITOR-IN-CHIEF

**C**hris Stoudt, owner of Stout Lawn Care in Pottstown, Pa., worked up a healthy to-do list before his trip to the 2023 LM Growth Summit.

And while he was able to check off most of those items during the event, he says the most impactful part of his experience was a handful of takeaways that he hadn't considered before heading to the Summit.

"First, going in and meeting with the companies that sell a lot of the products that we use regularly made me more confident in the programs that I had put together," Stoudt says. "I always suspected that what we were doing was taking the right approach, but being able

to get affirmation from the vendors about that, along with a few new ideas to try, was invaluable.

"But the best takeaway was probably the networking and the people I met, some from firms the same size as us and others who are bigger, which is where we're trying to get. I met Chris Brown from Teed & Brown (Norwalk, Conn.) and the guys from Lawn RX (Brad Herrle and Shawn Rodgers) over in Pittsburgh. We still stay in touch and have our own little networking group, which is really cool."

#### CONTINUOUS IMPROVEMENT

Although last year's LM Growth Summit was his first, Stoudt has pursued professional development opportunities throughout his career. His company is a RealGreen by WorkWave customer, so he's participated in numerous user conferences over the years and has taken advantage of local and regional events when possible.

So, when a couple of his colleagues in the area recommended the Growth Summit, he was eager to attend.

"I'd heard it was a good event from some vendors I know, colleagues who had gone in previous years," he says. "And for a long time now, I've found that networking and putting myself out there has been good for me as a business owner and as a person too."

Stoudt says he valued the Growth Summit's one-on-one nature, which sets it apart from

other industry events. "It's such a unique format. The one-on-one conversations and the time


with vendors, really digging into problems, is invaluable," he says.

He also appreciated the fact that his fellow attendees represented lawn care companies of all shapes and sizes.

"I'm a big fan of diversity in the company size. We're not a huge company, so it was nice to meet a couple of the larger companies down there in more of an intimate setting than a user's conference where you have thousands of people," Stoudt says. "That's the big difference for me, that you have more time to interact with people you want to interact with (at the Growth Summit)."

#### FIVE STARS, WOULD RECOMMEND

Just like other landscaping professionals did for him, Stoudt has been singing the praises of the LM Growth Summit and the value it delivered to other colleagues. If the opportunity presents itself, he says, lawn care companies need to seize it.

"I think the most important thing that we can do as an industry — particularly as a small-business owner — is network," he says. "No one has all the answers or all the newest ideas, so being able to meet others, learn how they operate and talk about their business was great. I thought it was a really unique way to elevate your business." 

**Chris Stoudt, owner of Stout Lawn Care says his LM Growth Summit experience helped him form good relationships with other lawn care operators.**



#### GET TO THE SUMMIT!

If you're reading this, it means you're interested in learning more about the tools available to help lawn care operators get the job done. Instead of reading about the tools at the LM Growth Summit, why not attend and see them for yourself?

For more than a dozen years, *Landscape Management* has brought 20 companies to Reunion Resort for this event. Accepted companies only need to get to Orlando and give us their time and attention — accommodations, food, beverage and golf are all covered.

To apply to attend, visit **[LandscapeManagement.net](https://LandscapeManagement.net)**.



NOW ACCEPTING APPLICATIONS!

# GROWTH SUMMIT

TURF+ORNAMENTAL CARE

December 9–11, 2024

Reunion Resort – Orlando, FL

An exclusive  
invite-only experience.

**Space is Limited.**

Apply Today!



- ▶ One-on-one scheduled meetings with leading industry executives
- ▶ Presentations, peer panels and networking
- ▶ Exclusive event with your expenses covered (lodging, golf, food and drinks)

**LMGrowthSummit.com**

2024 Confirmed Partners\*



# CONTROLLING NUTSEDGE

Fight back against this aggressive pest

BY NATHAN MADER | LM ASSOCIATE EDITOR

Unlike super specific issues or the pests that go away with almost no effort, nutsedge unfortunately falls into a unique category of pest that is both extremely common for lawn care operators (LCOs) yet still very difficult to control.

This aggressive perennial can be found ruining lawns and landscapes throughout North America, usually preferring moist soils. However, once an infestation is established, they are quick to withstand even droughts, hogging the soil's resources and staying annoyingly resilient.

Nutsedge is difficult to remove because their tubers and underground stems (called rhizomes) survive in the soil even after the leaves die during the cold fall or winter. They can grow up to 14 inches below the soil surface, and new tubers can form four to six weeks after new branches spread and emerge.

## REMEMBER THE NAME

Chris Butcher, Quali-Pro Southeast territory manager, says nutsedge is also referred to as nutgrass due to its similarities to various grassy weeds. However, this nickname can be problematic for LCOs.

"Nutsedge is sometimes mistaken for a 'grassy' weed because of similar appearance, and many herbicides designed for grassy weed control are ineffective against nutsedge," Butcher says.

It may sound obvious, but the answer is in the name. Sedges require different treatments to grassy weeds, so correct identification is important.

Nutsedge usually has thicker and stiffer leaves than grasses and are arranged in sets of three at the base.

Butcher also says nutsedge grows quicker than grasses, making them look gaudy and stand out in an otherwise well-maintained lawn.

## A COLORFUL CONUNDRUM

On top of identifying nutsedge from other weeds, LCOs need to identify which kind of nutsedge they're dealing with. The two most common kinds are yellow nutsedge (*Cyperus esculentus*) and purple (*Cyperus rotundus*), which is important for knowing the best herbicide to use.

While the two species often grow together, yellow nutsedge can be more common due to its higher cold tolerance with purple nutsedge being more vigorous. Butcher says they can differ slightly by seedhead color, height and leaf shape.

For example, yellow nutsedge can have a lighter green to yellow color with tannish seedheads while purple nutsedge can be darker, shorter and have reddish-purple seedheads.

## FIGHTING BACK

You've identified a nutsedge invasion and you know what species you're dealing with. So, now what? Well, Butcher recommends first ensuring you utilize proper turf maintenance and irrigation to maximize the efficiency of treatments.


"Timing nutsedge applications postemergent is more effective when plants are young, the correct herbicides are applied and soil moisture conditions are adequate," Butcher says. "Applications during drought and extreme heat may lead to inequitable control."



The thick, stiff leaves of nutsedge not only grow faster than other turfgrasses, but they often cut unevenly and unsightly when mowed.

Active ingredients such as halo-sulfuron, bentazon (better for yellow nutsedge) and sulfentrazone can be successful options for postemergent treatment, and Butcher recommends sticking to trusted brands and products for more guaranteed results.

Quali-Pro has two products, Sedgemaster and Expel, that he recommends for sedge control.

"Sedgemaster and Expel do an excellent job of controlling nutsedge and other weed species. Sedgemaster (powered by halosulfuron) is a Group 2 herbicide that inhibits amino acid formation," Butcher says. "Expel (powered by sulfentrazone) inhibits PPO enzymes in nutsedge. Expel and Sedgemaster have separate modes of action, which is important to Integrated Pest Management programs when chemistries are rotated to prevent herbicide-resistant weeds." 

BROUGHT TO YOU BY





# 2024 AMGUARD™ EARLY ORDER PROGRAM

No enrollment form. No signing up.  
Simply order **September 1 – November 30, 2024.**

SUREPYC IQ



## Destroy Doveweed

And **70+ weeds** in  
warm-season turfgrass.

SCEPTER  
T & O | 70 WDG HERBICIDE



## Weed Control in Landscape Beds

**Imazaquin** over-the-top for  
southern landscape beds.

WISDOM EZ



## Easier Granular Bifenthrin Application

**Broad spectrum control**  
of labeled lawn and  
perimeter pests.



View savings and included products at  
**AMGUARDTECH.COM/2024-EOP**



SUREPYC IQ, SCEPTER T & O 70 WDG HERBICIDE, and WISDOM EZ are EPA registered products of AMVAC Chemical Corporation. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties. Please check with your state agency responsible for pesticide registration to ensure registration status.

©2024 AMVAC Chemical Corporation. All rights reserved. AMERICAN VANGUARD, AMVAC, AMGUARD, SUREPYC, WISDOM, and respective logos are trademarks owned by AMVAC Chemical Corporation. AMGUARD Environmental Technologies is the specialty markets division of AMVAC Chemical Corporation, a wholly owned subsidiary of American Vanguard Corporation. SCEPTER is a trademark of BASF. AMGUARDTECH.COM AET-24035

**AMGUARD**  
ENVIRONMENTAL TECHNOLOGIES

## THE BIG ONE

# Like, really big one

BY NATHAN MADER  
LM ASSOCIATE EDITOR

**LOCATION** Irving, Texas

**COMPANY** Superscapes

**DETAILS** Superscapes are really putting ‘big’ in “The Big One” this month. Cypress Waters is a massive 1,000-acre development filled with offices, entertainment, retail and more that has been managed by a large team of Superscapes professionals for more than eight years.

Blake Freis, vice president of maintenance for Superscapes, says they initially got their foot in the door at the property by doing an installation at three of the office buildings, and since then, they’ve been on duty for maintenance with multiple full-time crews and specialists.

Fitting for a development that has some big names and brands, Superscapes keeps the aesthetic professional and business-minded. Freis says the property uses lots of right angles and straight lines in its design, and the team focuses on tried-and-true vegetation they know will be easy to maintain in the harsh summers.

Plant health has been especially challenging for the crews as water rationing and poor soil have been big issues over the years. With lots of concrete throughout the property, high pH and clay contents in the ground, Superscapes does




annual tests and uses custom-designed chemical programs to gradually restore the soil’s health.

With so many variations in what different clients and properties need in terms of landscape maintenance, it’s easy to get overwhelmed. However, Freis says the great teamwork throughout his crews makes for effective execution.

“It just takes everybody working together as a team and communicating the issues and getting it

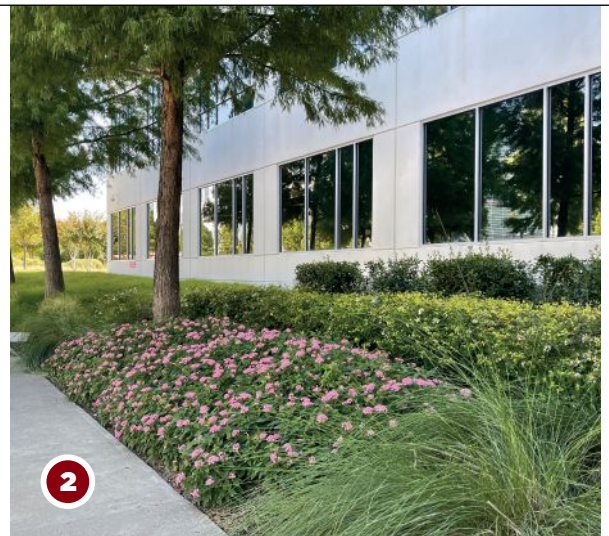
knocked out. So, it has its challenges, but we’ve got a really good team that works well together,” Freis says. “We’ve got really good communication from our clients.”

Superscapes won a silver award from the National Association of Landscape Professionals’ Awards of Excellence program for this project. 

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

PHOTOS: SUPERSCAPES





**Captions |** **1.** The main entrance consists of bermuda, buffalo and ryegrass to give a year-long green look at the cost of being tricky for irrigation teams due to their differences in water requirements. **2.** The corporate style can still use a bit of color, and beds like these are strategically placed around the property with weekly deadheading and a summer cutback to ensure blooming occurs throughout the hot summers. **3.** Not all of the property is strictly business. Blake Freis, vice president of maintenance, says in certain locations, such as parks, the aesthetic can be a bit more fluid and creative. **4.** One job for maintenance crews is a bi-weekly blowing to keep certain office entries and sidewalks free of debris. **5.** Freis says some grasses only need trimming a few times a year while others, like the bermudagrass that dominates the property, need near weekly mowing. **6.** The custom-designed chemical programs for soils incorporate a mix of soil microbes, micro- and macronutrients. Turf aeration is performed annually to allow nutrients and water to penetrate the high clay in the soil. **7.** More than 3,000 trees along streets, 40 acres of turf, 8,000 linear feet of shrubs and 5 acres of beds are maintained for the more than 15,000 daily pedestrians that traverse the development.

# WE MEET YOU WHERE YOU ARE

WEBSITE

VISIT ME



PRINT

E-NEWSLETTER

SOCIAL MEDIA

VIDEO

WEBINAR





## » RECOMMENDER

What's your  
**favorite  
brand of  
zero-turn,**  
and why?

Availability of parts and quick service are several key factors for landscape pros when choosing a zero-turn mower.

*Continued on page 36*



PHOTO: EXMARK

SEE YOU AT THE  
**SHOW!**  
BOOTH #26046



**HARDSCAPE**  
North America



 **Atlantic | Oase**  
[www.ATLANTIC-OASE.com](http://www.ATLANTIC-OASE.com)



# MOWING + MAINTENANCE



## CODY TOY

MAINTENANCE  
MANAGER, LANDSCAPE  
SALES, TOY'S LANDSCAPE  
CABOT, PA.

"Exmark, the Laser Z. The quality of cut is always the same, as long as you upkeep the maintenance, which we do regularly. Their mower is as reliable as they come. The bagging system is kind of amazing — how good the quality is, and the time it saves you. Instead of running over the same thing four times, bag it once and be done."



## AARON WEINBERG

OWNER, AZ TURF  
TORONTO, ONTARIO

"Toro. They're durable and reliable. In my area, you can find replacement parts very readily. If you ever have a question, they have a bunch of reps here in Ontario — they pick up the phone. And remote mechanics will come right to you if you need them to. And don't forget, they're made in the USA — that's important to me."



## PATRICK MARTIN

OWNER, MARTIN MOWING  
LEOMA, TENN.

"Exmark is my favorite. One thing, I used one for two years straight and it never gave me one problem, as far as mechanically, nothing. I used their zero-turn and a walk-behind. It always striped super great. The seats are very comfortable. The handles are great. I don't think that there's anything bad about their mowers."



## SCOTT LAMON

CEO, TYNIC LANDSCAPE  
SOUTHWICK, MASS.

"Skagg — the Cheetah and the Tiger Cat 2. I love the durability. The quality of the mower is obvious. The welded decks last a long time, we get up to 4,000 hours on our mowers, which is unheard of. But the biggest component is our partnership with our dealer. Our dealer is five miles away from us and is always there to support us."

## FABRICS FOR EVERY REASON... PRODUCTS FOR EVERY SEASON



DeWitt Tree Stake Kit RS 15



DeWitt PRO 5 Weed Barrier®



DeWitt Contractor's Select Plus Grey

**One Company. One Call. Over 600 Products!**

- Accessories
- Aquatic
- Edging
- Erosion Control & Geotextiles
- Ground Covers
- Landscape Fabrics
- Plant Protection
- Retail Support
- Shade Cloth
- Tarps
- Tree Care
- Wildlife Control



800-888-9669 | [dewittcompany.com](http://dewittcompany.com)



DEWITT FULL CATALOG



A SUPPLEMENT TO



**LANDSCAPE  
MANAGEMENT**

# **START YOUR ENGINES**

**2025**

## ***EARLY ORDER PROGRAM GUIDE***



# Expand your control. Cut your costs.



## Grow your business and protect your bottom line with limited-time rebates on new herbicides.

Tackle crabgrass and broadleaf weeds with more options and ways to save. Envu has introduced four new cool-season herbicides – including Terradex™ Power Premix, a powerful four-way postemergence herbicide that controls over 80 weeds such as ground ivy and wild violets – along with rebates that help you maximize your value. See how much you can save now through September 30 with the NOW Solutions program.



Scan to see how  
much you can save.



# START YOUR ENGINES

## ON EARLY ORDER PROGRAMS

How to save money as EOPs race into the spotlight

BY NATHAN MADER | LM ASSOCIATE EDITOR

**T**he checkered flag will soon be raised as we head into the final lap of the year. The hot summer months will fade into golden leaves and, for some more than others, freezing cold temperatures.

But as businesses start slowing, early order programs (EOPs) are speeding around the corner, meaning many lawn care operators (LCOs) and manufacturers are already planning ahead to the next season.

With springtime being such a busy start to the landscaping season, EOPs allow LCOs to get a head start with the products they'll need to start strong and stress-free, often with heavy discounts. But don't let the big numbers and sometimes overwhelming opportunities of these programs spin you out of control, as the modern EOP is designed for all LCOs to take advantage of.

### STEER INTO THE SAVINGS

There are many benefits to EOPs, but arguably the biggest draw is the massive amount of savings they can offer for landscaping companies.

Mike McCarron, owner of Image Works Landscaping in Fairfax Station, Va., says he initially got into EOPs as a way to recover from market issues around 2010-2012.

"Going into the 2013 season, we were just looking for ways to financially retool what we were doing," he says. "That's when I think a lot of the suppliers really started pushing the EOP program because they were trying to get out of a bad two years."

And it worked, as EOPs are now a staple for this time of year with LCOs like McCarron seeing more financial incentives. He said his initial savings were



large enough to keep him invested in EOPs, and since then, Image Works has expanded its purchases from just mowing and maintenance products to snow, ice and large equipment.

"It was more than enough percentage points to raise an eyebrow for us, so that's what kind of started it," McCarron says. "If you have a moderate purchase level, and you're enough days out, the discounts are substantial."

Substantial might be an understatement for some, as heavy spending and good deals can result in more than 20 percent savings on certain products. As Carson Cashwell, lawn market manager for Syngenta, explains, some programs allow the savings you find during EOP season to follow you into the next year.

"(With Syngenta), you buy between Oct. 1 and Dec. 10, and depending on how much you buy, you're going to lock in a rebate level not only on those purchases,

*Continued on page EOP4*

# 2025 *EARLY ORDER PROGRAM GUIDE*



Many manufacturers enjoy EOPs because it can help them plan what products will be popular in the upcoming year.

*Continued from page EOP3*

but that rebate level goes for the entire year,” Cashwell says. “If you hit a certain rebate level during EOP and then decided you wanted to purchase something the following April, you receive that same rebate percentage earned during EOP.”

## READY, SET, GO!

As you’ve probably heard hundreds of times before, money isn’t everything. And while the discounts are certainly a big draw for landscape professionals, that motto also rings true about EOPs.

Aaron Johnsen, co-CEO of bioLawn, a Minneapolis-based company, says getting products early before the spring season starts is a game changer.

“The spring is kind of always a rat race, and so from that end, it’s really nice to know that everything we’re going to need for the first few months of the year is ordered, most likely at that point sitting in our shop or with a scheduled delivery date,” Johnsen says. “We know we’re going to have the product to do the job.”

With springtime weather’s unpredictability, it’s nice to know that, through EOPs, LCOs can quickly turn the engine on once the season starts again.

“If the weather does break early, you already have your product, you already have your product at a good price, it’s already in your shop ready to go and you can launch super quick in the spring,” McCarron says.

Both McCarron and Johnsen agree the peace of mind that comes from ordering, receiving and paying early is an extremely undervalued aspect of EOPs that helps them run their businesses smoothly.

“When you have a job tomorrow, and all of a sudden you realize at 2 o’clock you don’t have the product to do that job, you now just ruined your afternoon and generated a lot of costs,” Johnsen says. “I think one great thing about this industry is everybody’s always trying to take care of the customer, probably to a fault, and it ends up being extra cost if you didn’t have that (product) already sitting there.”

## SIZE DOESN’T MATTER

Nick Janovich, director of agronomic products for Heritage Landscape Supply Group headquartered in McKinney, Texas, says one common fear from LCOs is that they can’t spend enough money to qualify for EOPs.

However, Janovich says that any company can take advantage of EOPs, as many programs can start at as little as a few thousand dollars. Heritage’s programs, for example, start at just \$2,500.

“There’s no LCO too small for an EOP. Let our team help you,” Janovich says. “I will have someone at your door within a few days if you would like to sit down and talk about EOPs.”

Johnsen says he had good experiences with EOPs back when bioLawn was just beginning, as the benefits for smaller companies can go beyond saving money. He says when bioLawn was first starting out with almost no people or equipment, getting a cash flow started in the spring before the EOP bill came was extremely beneficial.

“The idea of not having to pay for those purchases in March and April and getting the terms until late May or June for us was advantageous because we could start billing some clients and getting some money coming in before we ultimately had to pay for that product. And those terms were better than if we just bought it in the spring,” Johnsen says. “As a small company early on, it was more about getting

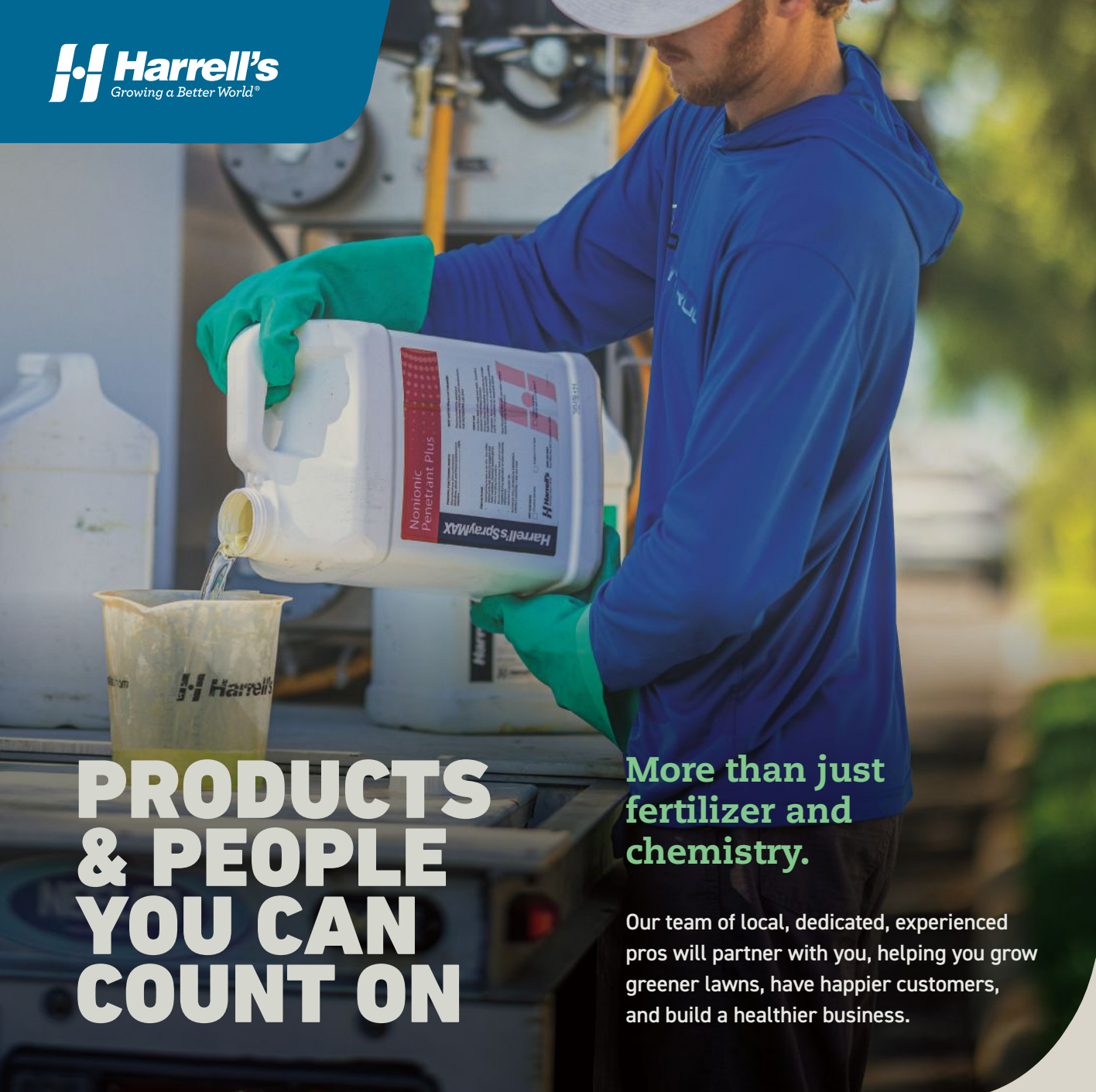


**“There’s no LCO too small for an EOP. Let our team help you. I will have someone at your door within a few days if you would like to sit down and talk about EOPs.”**

**Nick Janovich**

*Continued on page EOP6*





# PRODUCTS & PEOPLE YOU CAN COUNT ON

More than just  
fertilizer and  
chemistry.

Our team of local, dedicated, experienced pros will partner with you, helping you grow greener lawns, have happier customers, and build a healthier business.



→ **GET  
CONNECTED  
WITH YOUR  
HARRELL'S REP**

**MAXIMIZE YOUR EARLY ORDER**

- + **NATIONWIDE LOCATIONS**
- + **DEDICATED, EXPERIENCED REPS**
- + **PROVEN PRODUCTS + PROGRAMS**
- + **UNMATCHED TECHNICAL SUPPORT**
- + **BUSINESS-BUILDING RESOURCES**
- + **ONLINE BILL PAY + FREE CEUS**

# 2025 *EARLY ORDER PROGRAM GUIDE*

*Continued from page EOP4*

that capital and not having to pay for the product, at least as of yet.”

But for the big dogs out there looking to find the biggest deals, EOPs are still equipped to help. Janovich says that with Heritage and other programs that stretch into six figures, manufacturers and suppliers are more than ready to offer even bigger discounts for those with the highest purchasing power.

## DON'T CRASH AND BURN

Besides a minimum buy-in, another common issue with EOPs is that they can be a little overwhelming or confusing. With so many options and directions to take your savings, it's difficult to determine how to maximize the benefits and assess what products need purchasing for the next season.

Thankfully, manufacturers and suppliers want LCOs to take advantage of their programs, so simplifying the process and helping along each step of the way is a massive goal. Jay Young, turf and ornamental portfolio leader for Corteva Agriscience in Indianapolis, Ind., says Corteva strives to make their program as digestible as possible.

“LCOs are bombarded with several different programs with various levels of complexity. Each year, we evaluate our program and make changes as

needed to make it as end-user friendly as possible,” Young says. “Our program is designed to reward the end-users who purchase multiple Corteva products. It gives them the freedom to build their own bundle, or package, of products to meet their specific agronomic needs for the season while increasing their rebate potential.”

Many companies also try to simplify the process with online calculators designed to give a rough estimate of a customer's rebate with ways to optimize their savings. Brett Rieck, sales manager for PBI-Gordon, headquartered in Shawnee, Kan., says LCOs just need to plug in the products they expect to buy to see the best ways they can save.

“It does all the work for you,” Rieck says. “Almost everyone tells us it's the simplest program.”

Syngenta also has easy-to-use online calculators, and Cashwell recommends just spending time playing around with them to find the discounts and products that work best.

“With our calculators, the customer is in control. Experiment with different product combinations, quantities, and see the impact on your rebates and savings. It's a powerful tool for maximizing your investment,” he says.

For those who want help with a bit more of a personal connection, LCOs can turn to distributors and expert sources for assistance in personalizing their purchases. Janovich says that with a bit of planning for next year and predicting what products are needed, LCOs can meet with an advisor who will walk them through all the options that fit their purchasing power, comfort level and discount needs.

## YOUR VERY OWN PIT CREW

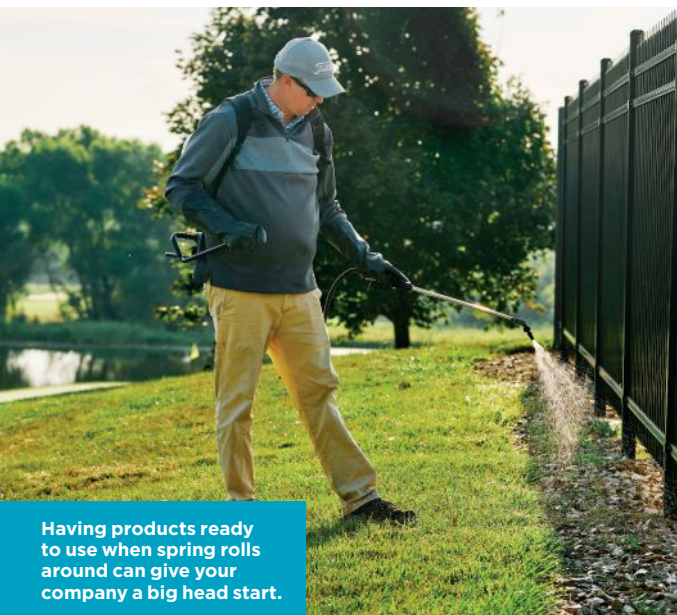
As EOPs expand and offer more products and deals, the ability to stay within one trusted company's network becomes easier, and the deals can become more significant. Cashwell says that joining a particular company's ‘family’ can simplify the EOP process and make getting help with your specific needs far easier.

“With our yearlong rebates, agronomic programs and 30-plus territory managers and technical man-

*Continued on page EOP8*



**Carson Cashwell**



Having products ready to use when spring rolls around can give your company a big head start.





»» REWARDS

TURF

★ ★ ★ ★ ★ SEPTEMBER 1 TO DECEMBER 6 ★ ★ ★ ★ ★

## Turf Care Savings That Pack a Punch



### 3 NEW PRODUCTS

Southpaw™, SureGuard® EZ, Velocity® PM



### 2 NEW EZ BUNDLES

SAVE UP TO 21%\*

Anuew® & 3336® F, Traction™ & 26/36®



### 8 NEW VOLUME BONUS REBATES

SAVE UP TO 27%\*

Aloft®, Arena®, Celero®, Change Up™, Southpaw™, SureGuard® EZ, TetraSan®, Tourney® EZ



### 9 ENHANCED PRODUCT REBATES

SAVE UP TO 28%\*

Aloft®, BroadStar™, Celero®, Certainty®, Distance®, Safari®, SureGuard® EZ, TetraSan®, TriStar®



### EOP 1

September 1 – October 31, 2024

### EOP 2

November 1 – December 6, 2024



Start saving today  
by registering at  
[nufarmrewards.com](https://nufarmrewards.com)

\*Savings compared to 1 unit at the normal in-season national price. Percent discount can vary for non-MVP and MVP products.

©2024 Nufarm

Aloft® LC is an EPA Restricted-Use Pesticide. 3336®, Anuew®, Change Up™, Southpaw™ and Traction™ are trademarks of Nufarm. 26/36® is a trademark of Cleary Chemical, LLC. Aloft®, BroadStar™, Distance®, Safari®, SureGuard®, TetraSan®, Tourney® and Velocity® are trademarks of Valent U.S.A. LLC. TriStar® is a trademark of Nippon Soda Co. Ltd. Arena® and Celero® are trademarks of Sumitomo Chemical Company, Ltd. Certainty® is a trademark of Monsanto Technology LLC.



Grow a better tomorrow

# 2025 *EARLY ORDER PROGRAM GUIDE*

*Continued from page EOP6*

agers, our early order program is more than just a transaction; it's a yearlong partnership," Cashwell says. "With rebates that grow as you explore our extensive portfolio, a team of experts at your side, and summer pay flexibility, we're committed to our customer's long-term success."

For a company like Heritage, Janovich says the family aspect is important because the full line of products across multiple markets helps it act as a "one-stop shop" for customers. With Heritage's family of companies at more than 220 locations across the country, Janovich says almost everybody can go to their local branch and get help with EOPs.

"I would advise (LCOs) to reach out to the local Heritage family company in their area," Janovich says. "We have agronomic experts in all areas of the company, and those agronomic experts are happy to sit down with them, look at their past purchases and help them save money on their 2025 purchases."

Janovich says that with a little bit of effort from the LCO in planning what they expect to use in the 2025 season and looking at their recent purchasing history, Heritage can help just about anyone anywhere personalize the optimal EOP plan thanks to its massive outreach.

## WHEN TO ORDER

So when can you take advantage of these programs? Well, that can change depending on your geographic location and preferred manufacturer.

Many EOPs last from early October into December, with even earlier openings and deals becoming more common. Rieck says that for certain southern markets like Texas and Florida, getting a head start now can be crucial as they prepare for what he calls the "second spring."

"We have a term around here — second spring — because in October, (LCOs) got to get ready for people migrating south for winter," Rieck says. "They're getting their properties ready, so it's 'go time' Oct. 1. It's chaos."

Check with specific companies to see when you can get involved with various EOPs, and as Rieck says, remember to sign up! 📅

## TIPS AND TRICKS FOR EOPS

“Take the manufacturer you buy the most of and just try to really understand that one and ignore the noise of all the other ones because they can get confusing.”

**Aaron Johnsen, co-CEO of bioLawn, Minneapolis**



“What are the terms and conditions of the program? Is it a ‘pay now, get delivered later,’ ‘deliver now, pay later?’ You’ve got to figure out what works for you financially, storage-wise, handling-wise and delivery time frame.”

**Mike McCarron, owner of Image Works Landscaping, Fairfax Station, Va.**



“Our industry can be extremely unpredictable at times given the challenges LCOs face. Start off with what you are certain about. If you are certain that you have to make one or two preemergent applications depending on your location, start there. No matter the size of your operation, the savings will benefit you.”

**Jay Young, turf and ornamental portfolio leader for Corteva Agriscience, Indianapolis, Ind.**



“Just sign up for the program. For every one of the programs, you have to sign up, and if you don’t sign up for any of them, you’re not in. Two minutes, boom, you’re in. We have thousands of people signed up inside of PBI today, but there are a thousand more who are not that would have probably earned money and just didn’t sign up.”

**Brett Rieck, sales manager for PBI-Gordon, Shawnee, Kan.**







# SCORE MORE SAVINGS!

WITH  **QUALI-PRO**

Quali-Pro is offering special incentives beginning September 15<sup>th</sup>, 2024.  
Take advantage of the SGT early order program for the biggest rebates of the year.



Snag your rebate at **[simplygrowtogether.com](https://simplygrowtogether.com)**

# 2025 *EARLY ORDER PROGRAM GUIDE*

## Corteva Ultimate Rewards

### Stock Up with the Corteva Ultimate Rewards Program!

**P**ut the power of Corteva Ultimate Rewards to work for your business! Simply enroll at [coreultimaterewards.com](https://coreultimaterewards.com), and you can lock in year-long rates on select Corteva herbicides, fungicides and insecticides AND receive distributor credits throughout the year. Plus, you can earn even greater rewards when you bundle your purchases.

With Corteva Ultimate Rewards, you'll get the year's best rebates on products like:

**Dimension® specialty herbicide.** Dimension is the only preemergence herbicide to offer early postemergence control of crabgrass, along with control of over 45 other grassy and small-seeded broadleaf weeds;

**Defendor® specialty herbicide.** Reduce callbacks and complaints with Dimension. Dimension can be applied in late fall or early spring, and offers postemergence control of high-anxiety weeds like dandelion and clover.

**Floxcor™ fungicide.** Floxcor provides control of more than 26 turf diseases like brown patch, fairy ring and dollar spot, along with more than 20 ornamental diseases, including botrytis, powdery mildew and cercospora leaf spot. The active ingredient in Floxcor is taken up quickly, providing a distinct advantage over other strobilurins.

**Crew® specialty herbicide.** Crew is an easy-to-use preemergence herbicide that gives you control of more than 120 grassy and broadleaf weeds, and is perfect for use in cool- and warm-season turfgrasses as well as on more than 410 ornamental landscape plants.

## Defendor®

**SPECIALTY HERBICIDE**

## Dimension®

**SPECIALTY HERBICIDE**

Now's the time to lock in rebates on some of the most trusted and most effective products available for turf, ornamental and greenhouse applications, so don't wait!

® TM Trademarks of Corteva Agriscience and its affiliated companies. State restrictions on the sale and use of Defendor, Dimension, apply. Consult the label before purchase or use for full details. Crew is not registered for sale, distribution or use in New York. Other state restrictions on the sale and use of Crew apply. Floxcor is not for sale or use in Nassau or Suffolk counties, New York. Other state restrictions on the sale and use of Floxcor apply. Contact your state pesticide regulatory agency to determine if a product is registered for sale or use in your state. Always read and follow label directions.



### NEED TO KNOW

**Early Order Deadline:** Dec. 6, 2024;  
Rate Lock dates go through June 30, 2025  
**Website:** [coreultimaterewards.com](https://coreultimaterewards.com)



  
**CRABGRASS**  
**FREE**

**STAIN**  
**FREE**

~~**PROBLEM**~~  
**FREE**

**TURFGRASS PROBLEM FREE**

**SCAN THE QR  
FOR MORE INFO**



**Dimension<sup>®</sup>**

SPECIALTY HERBICIDE



# 2025 *EARLY ORDER PROGRAM GUIDE*

## FMC Early Order Program 2024

**FMC** EARLY ORDER PROGRAM 2024

GET DURENTIS 64 OZ FOR  
**\$66/ACRE**  
WHEN YOU BUY 4+ UNITS.  
\$1.51/1000 ft<sup>2</sup> at 2.7 fl oz/acre

GET SCION 32 OZ FOR  
**\$2.39 COST IN USE\***  
WHEN YOU BUY 1+ UNIT.  
\*Applied at 75-Day Assurance rate

75-DAY FMC ASSURANCE

**E**xclusive Innovation, Exclusive Savings — only from FMC's 2024 EOP. With three simple ways to save on the products formulated to make your job easier, there simply isn't a better EOP.

First, you **get the best prices on industry-leading products.** That includes up to 30% off new Durentis™ Insecticide for grubs and fall armyworms, and up to 22% off the proven 75-day mosquito control of Scion® Insecticide with UVX® Technology.

**Save even more with volume buys** on nearly a dozen of FMC's most popular products to get low costs per acre starting at as few as two units. Stock up on items like Solitare® WSL Herbicide or Talstar® Insecticide and get savings that simply can't be beat.

What's more: the opportunity to **earn up to an extra 8% on all FMC agency purchases in September 2024** with our Rebate Booster. Just spend at least \$10,000\* — and purchase **Durentis™ 16 oz/64 oz or Fame® 64 oz/2.5 gal** — to get your booster savings added on, all the way up to 8%.

**Enroll free at [TrueChampionsEOP.com](https://TrueChampionsEOP.com)** and earn year-best savings on the products your business needs.

*\*Individual locations of golf course management/ownership groups must qualify separately.*



**NEED TO KNOW** Early Order Period: Sept. 1-Dec. 6, 2024  
Website: [truechampionseop.com](https://truechampionseop.com)

FMC | 2929 Walnut Street, Philadelphia PA, 19104 | ☎ 215-299-6000

🌐 [gss.fmc.com](https://gss.fmc.com) | 📧 @FMCturf | 📺 [YouTube.com/FMCturf](https://YouTube.com/FMCturf)





EXCLUSIVE  
INNOVATION



EXCLUSIVE  
SAVINGS

Sept. 1 through Dec. 6, 2024

There simply isn't a better EOP

GET **UP TO 33% OFF** FMC'S INDUSTRY-  
LEADING PRODUCTS

With the lowest pricing during  
September/October.



**UP TO  
30% OFF**  
SEASON-LONG  
CONTROL OF  
GRUBS AND FALL  
ARMYWORMS



**UP TO  
22% OFF**  
GUARANTEED  
75-DAY  
MOSQUITO  
CONTROL

SAVE MORE WITH **VOLUME BUYS**  
ON BIG EXCLUSIVES

Available from September 1 –  
October 31, 2024.

Minimum bulk purchases of as  
few as two units.

**SOLITARE<sup>®</sup> WSL**  
HERBICIDE

GET SOLITARE WSL  
2.5 GAL FOR

**\$2.20/1000 FT<sup>2</sup>**  
WHEN YOU BUY **48+** UNITS.

**FAME<sup>®</sup> SC**  
FUNGICIDE

GET FAME SC  
2.5 GAL FOR

**\$123/ACRE**  
WHEN YOU BUY **4+** UNITS.

**DURENTIS<sup>™</sup>**  
INSECTICIDE

GET DURENTIS  
64 FL OZ FOR

**\$66/ACRE**  
WHEN YOU BUY **4+** UNITS

EARN UP TO AN EXTRA 8%  
ONLY IN SEPTEMBER

**DURENTIS<sup>™</sup>**  
INSECTICIDE

**FAME<sup>®</sup> SC**  
FUNGICIDE

- Purchase **Durentis 16 oz/64 oz** OR **Fame 64 oz/2.5 gal**
- Earn an additional 2-8% on all FMC agency products — **only in September**

Total Agency Purchases on Invoice	Additional Rebate	Rebate Booster
\$10,000-\$19,999	2%	\$200
\$20,000-\$29,999	4%	\$800
\$30,000-\$59,999	6%	\$1,800
\$60,000+	8%	\$4,800

\*Booster with all other qualifying agency product-specific rebates earned for purchases made September 1-30, 2024.

\*Individual locations of golf course management/ownership groups must qualify separately.

TRUE CHAMPIONS

**FMC** EARLY ORDER  
PROGRAM 2024

To qualify for a rebate, rebate must total at least \$500 minimum. Offer valid September 1 through December 6, 2024. All agency products invoiced between September 1, 2024 and December 6, 2024 will receive June 13, 2025 terms for the end-user.

EARN YOUR EOP  
REBATES AND MORE

Enroll free at [TrueChampionsEOP.com](https://TrueChampionsEOP.com)



# 2025 *EARLY ORDER PROGRAM GUIDE*

## Heritage Landscape Supply Group

### Order Early. Save Green.

**L**everage Heritage Landscape Supply Group's Early Order Program for added savings and bonus offers. Act early and combine purchases from industry-leading suppliers and programs.

#### NEW FOR 2024

All Heritage brand Professional Products now qualify for their early order program in addition to 15 other industry-leading suppliers. This includes NEW Gravity G PLUS Granular Fertilizer with add-ons including wetting agents, growth enhancers, soil conditioners and micronutrients.

#### SAVE EVEN MORE WITH PACKS

Heritage has bundled some of its most popular products for additional savings on top of EOP rebates.

#### Black Out Pack

Keeping turf happy and healthy during required black out periods is a challenge. The Black Out Pack can help ease seasonal stress. Gravity® L Humic Base helps build soil structure, while improving water holding capacity and drought resistance.



Aquisync® wetting agent penetrates compacted soil and encourages uniform movement of soil water. Combined with Gravity® S MicroSurge, your grass stays strong and green when regular nitrogen and phosphorous applications are not permitted.

#### Spreader Pro Pack

This pack features three new products from Heritage Professional Products Group. The all-new Aquicare® GR is a Biodac-based granular wetting agent great for treatment of turf moisture "hot spots" or when making spray applications isn't practical. Gravity® G Black Caviar is a 70% granular humate in a consistent, low dust particle size. Purchase 12 bags of each, and get a brand-new Heritage PPG fertilizer spreader at no charge.

#### Herbicide On Target Pack

Roundup® Quikpro is a proven post-emergent herbicide with a winning combination of glyphosate for systemic weed control and diquat for speed. To take your weed control to the next level, tank mix Roundup® Quikpro with Breeze® XL to lower spray water pH and boost coverage on the leaf surface. Droplex® reduces spray drift by up to 20% keeping your investment where you want... on target.



## NEED TO KNOW

**Early Order Deadline:** Dec. 13, 2024

**Website:** [heritagelandscapesupplygroup.com](http://heritagelandscapesupplygroup.com)

Heritage Landscape Supply Group | 7440 State Highway 121, McKinney, TX 75070 | ☎ 214-491-4149 | 🌐 [heritagelandscapesupplygroup.com](http://heritagelandscapesupplygroup.com)

📘 [Facebook.com/HeritageLSG](https://Facebook.com/HeritageLSG) | 📷 [Instagram.com/heritagelsg](https://Instagram.com/heritagelsg) | 💼 [LinkedIn.com/company/heritagelsg](https://LinkedIn.com/company/heritagelsg)



# ORDER EARLY SAVE GREEN

## 2025 EARLY ORDER PROGRAM

September 1st through December 13th, 2024

Purchase a minimum of **\$2,500** worth of product  
from qualifying suppliers to earn rebates

- ▶ Earn **1-7%** based on total spend
- ▶ **1%** bonus if booked by October 31st
- ▶ **\$25** gift card for every \$1,000 of  
Heritage PPG Products purchased

**QUALIFYING SUPPLIERS:** AQUATROLS • BAYER • BASF • CIVITAS • CORTEVA • ENVU • FMC  
GRIGG • HERITAGE PPG • NUFARM • OHP • PBI GORDON • QUALI-PRO • SEPRO • SYNGENTA



Visit [heritagelandscapesupplygroup.com](https://heritagelandscapesupplygroup.com)  
to learn more and find a distributor near you.



# 2025 *EARLY ORDER PROGRAM GUIDE*

## PBI-Gordon Green Dividends Early Order Program

**S**tart the march toward a successful 2025 with the PBI-Gordon Green Dividends Early Order Program. Green Dividends gives end-users the best prices when they order qualifying products between Sept. 1-Dec. 2, 2024.

The PBI-Gordon EOP features 18 of our most popular products, including:

- Aethon™ Herbicide SL for Turfgrass – New Aethon delivers post-emergence control of listed broadleaf weeds, sedges and kyllingas on warm-season turf.
- Arkon™ Herbicide Liquid – An innovative solution for sedge and kyllinga control.
- Segway® Fungicide SC – The industry standard for control of Pythium root dysfunction, blight, damping-off and root rot.
- Q4® Plus Turf Herbicide for Grassy & Broadleaf Weeds – Save money and labor with rapid, broad-spectrum control of tough grassy and broadleaf weeds from a single product.
- SpeedZone® EW Broadleaf Herbicide for Turf – The fast, broad-spectrum control of the #1 speed herbicide in an advanced emulsion-in-water formulation.
- Pedigree Fungicide SC – The same proven performance as granular flutolanil in an easier-to-handle liquid formulation.



### LEVEL-UP FOR A BIGGER REBATE!

- Level I rebate (\$500-\$999) earns an additional 15% rebate
- Level II rebate (\$1,000 or more) earns an additional 25% rebate

The PBI-Gordon Green Dividends EOP offers end users the opportunity to maximize their financial budgets by earning rebates on key products needed for the upcoming year. Want to see how big that rebate can be? Try our calculator at **PBIGordonTurf.com/GreenDividendsEOP**

### REGISTRATION IS EASY!

In fact, you might already be registered! If you've enrolled online and taken advantage of PBI-Gordon Early Order Program in prior years, you're automatically enrolled. If you're new, or if you're not sure if you're enrolled in the past, or if you'd just like to verify your information, complete the online form at **PBIGordonTurf.com/GreenDividendsEOP**

Visit **PBIGordonTurf.com/GreenDividendsEOP** to see the full list of qualifying products and enroll!



### NEED TO KNOW

**Early Order Deadline:** Dec. 2, 2024

**Website:** [PBIGordonTurf.com/GreenDividendsEOP](https://PBIGordonTurf.com/GreenDividendsEOP)





# PBI-Gordon

# GREEN

## DIVIDENDS

EARLY ORDER PROGRAM

SEPTEMBER 1, 2024 THROUGH DECEMBER 2, 2024

## HIT THE TURF RUNNING IN 2025!

PBI-Gordon's Green Dividends EOP gives end-users the best prices on qualifying products.

FEATURES 18 OF OUR MOST POPULAR PRODUCTS, INCLUDING:

**AETHON**

**ARKON**

**SpeedZone<sup>EW</sup>**

**SEGWAY**

**Q4<sup>Plus</sup>**



Check out the  
Planning Calculator!

[PBIGordonTurf.com/GreenDividendsEOP](https://PBIGordonTurf.com/GreenDividendsEOP)

Always read and follow label directions. Aethon™ and Arkon™ are trademarks of PBI-Gordon Corp., Q4®, and SpeedZone® are registered trademarks of PBI-Gordon Corp. Segway® is a registered trademark of Ishihara Sangyo Kaisha Ltd. 699304 7/24

**pbi / GORDON**  
**CORPORATION**

Employee-Owned

# 2025 *EARLY ORDER PROGRAM GUIDE*

## Syngenta GreenTrust 365

### The Rebate Ripple Effect: Only With GreenTrust 365

**W**ith **GreenTrust® 365** from Syngenta, there are so many ways to maximize savings for your business. Spend at least \$5,000 during the Early Order Period (EOP), **Oct. 1–Dec. 10, 2024**, to earn yearlong rebates. Purchases of **on-fertilizer products through May 31, 2025 also qualify** as an EOP purchase.



#### YEARLONG REBATES

Lock in your **yearlong rebate** of **5% to 9%** during EOP to save on purchases through Sept. 30, 2025.



#### GT BONUS BOOSTER

It's easier than ever to save with the **GT Bonus Booster**. Once you qualify for the 7% yearlong rebate (\$20,000 or more), you will automatically receive an **additional 2% rebate** on purchases made during the EOP.



#### NEW FOR 2025 – ACELEPRYN/FERENCE BONUS

Save **up to 42%** on Acelepryn® insecticide brands and **up to 46%** on Ference® insecticide with the **NEW Acelepryn/Ference Bonus**. Purchases of Acelepryn, Acelepryn G, Acelepryn Xtra, Acelepryn on fertilizer, and new Multipaks, will receive an additional rebate based on qualifying rebate level.

Other ways to save big on Acelepryn:

- **NEW:** Updated pricing with added rebates available
- **NEW:** Reduced purchase volumes needed for volume pricing
  - 4 gal. for Acelepryn
  - 10 gal. for Acelepryn Xtra
- **NEW:** Acelepryn + Ference and Acelepryn Xtra + Ference Multipaks
- GreenTrust 365 Yearlong Rebate
- GT Bonus Booster

Qualifying Product Purchases During EOP	Acelepryn/Ference Bonus (EOP Only)
\$5,000 to < \$10,000	10%
\$10,000 to < \$20,000	12%
\$20,000 to < \$30,000	14%
\$30,000 to < \$40,000	16%
\$40,000+	18%



### NEED TO KNOW

**Early Order Period:** Oct. 1-Dec. 10, 2024

**NEW Rebate:** Acelepryn/Ference Bonus

**Website:** [GreenTrust365.com/Lawn](https://GreenTrust365.com/Lawn)





### ENHANCED VOLUME PRICING

Volume Pricing is available for multiple SKUs, including:

- Save an additional **10%** on when you purchase at least **10 gallons** of Acelepryn Xtra or at least 4 gallons of Acelepryn
- **ENHANCED for 2025:** Save an additional **25%** on Compendium® fungicide when you purchase:
  - 60 gallons or more of the 1-gallon package

### BARRICADE BRAND REBATE

**Add 3% to your yearlong rebate** by purchasing Barricade® brand herbicides, including Barricade fertilizer.



### PALLET SOLUTION

Apply intelligently with the right mix of herbicides. The **Warm Season Herbicide**

**Solution** includes Barricade 4FL and Monument® 75WG herbicides and is available **Oct. 1 – Dec. 10, 2024**.



### MULTIPAKS

Save even more, **up to 15%**, on complementary products delivered in convenient **Multipaks**.

- **NEW for 2025:** Save with three new Multipaks available all year:
  - Acelepryn Xtra + Ference Multipak
  - Acelepryn + Ference Multipak
  - Heritage® TL + Velista® Multipak



### PRODUCT GUARANTEE PROGRAMS

Protect your customers' turf and your business with leading agronomic recommendations and **performance**

**guarantees** developed by our technical experts.



### SUMMERPAY™ PROGRAM

Keep your cash flow in check by **deferring payment until June 20, 2025** with **SummerPay**. It's just one way to manage your expenses more easily throughout the season.

### LAWN AGRONOMIC PROGRAMS

As you prepare for 2025, our lawn agronomic programs will help you plan a yearlong preventive strategy to keep your customers happy and your business thriving. Our agronomic experts carefully developed programs to help save you time while also reducing applications, mitigating resistance and more. Find a program at **GreenCastOnline.com/LawnPrograms**.



### FREE CUSTOMER MARKETING MATERIALS

Take advantage of an array of free homeowner brochures that Syngenta offers to help grow your business. Learn more at **GrowWithSyngenta.com**.



### REBATE CALCULATORS

Maximize your savings with our easy-to-use rebate calculators. Simply input the products you would like to purchase to get customized savings for your business. **Visit GreenTrust365.com/Calculators** to plan your agronomic program.

Contact your local Syngenta territory manager or visit **GreenTrust365.com/Lawn** to learn more.

We've done the math for you with our GreenTrust 365 calculators. Scan the QR code to calculate your savings.



All photos are either the property of Syngenta or are used with permission.

© 2024 Syngenta, 410 S. Swing Rd., Greensboro, NC 27409. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use.** Acelepryn®, Barricade®, Compendium®, Ference®, GreenCast®, GreenTrust®, Heritage®, Monument®, SummerPay™, Velista® and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks are the property of their respective third-party owners.

# THE REBATE RIPPLE EFFECT

ONLY WITH GREENTRUST® 365

Start the wave of savings with a NEW Bonus for up to 42% savings on Acelepryn® brands and up to 46% on Ference® insecticides.



**NEW** Acelepryn/Ference  
Bonus



**ENHANCED**  
Volume Pricing



**NEW**  
Multipaks



GT Bonus  
Booster

To see the full wave of savings, visit  
**GreenTrust365.com**



@SyngentaTurf #GreenTrust365 #RebateRippleEffect



**GreenTrust® 365**

**syngenta.**

All photos are either the property of Syngenta or are used with permission.

© 2024 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use. Acelepryn®, Ference®, GreenTrust®, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks are the property of their respective third-party owners.

©



## BUSINESS BOOSTERS

# Should you rent equipment?

**There are plenty of variables to consider when deciding between purchasing or renting compact equipment** **BY ROB DIFRANCO | LM ASSOCIATE EDITOR**

**W**ith the landscaping industry still riding the wave that started amid the pandemic, contractors are still deciding whether to add new services. Digging deeper into that decision unearths another question — should you rent before you decide?

Lee Padgett, product manager at Takeuchi-US, shares his thoughts on the questions you should look to answer before deciding on that final big question.

### TO RENT OR NOT TO RENT?

Padgett says a contractor should consider a few questions before deciding whether to purchase or rent a machine. It starts with how often the machine will be used and unfolds from there.

“First, how often do you think you’ll use the machine? Secondly, what can you afford?” he says. “If you’re only going to use a compact excavator or track loader occasionally, then renting a machine to complete a job or several jobs

may suffice. But if you plan on expanding your business with services that require a lot of digging and lifting, it’s probably time to invest in a machine of your own.”

Contractors should also understand what services they offer now and those they may want to offer in the future.

“As your business grows, you may discover the opportunity to provide additional services or work on larger

*Continued on page 38*



Lee Padgett

# THE POSSIBILITIES ARE ENDLESS.

The Irrigation Show and Education Week brings thousands of irrigation professionals, industry experts, and the leading manufacturers and innovators to one exciting location.

- Find unique solutions and see the latest landscape products on the market.
- Sharpen your technical skills and earn CEUs.
- Explore landscape and golf irrigation trends and best practices.
- Forge lasting business connections from across the industry.

**Early bird rates start at \$89 — save your spot at [irrigationshow.org](http://irrigationshow.org).**



**IrrigationShow**  
and **Education Week**

**November 4-7**  
Trade Show | Nov. 6-7  
**Long Beach,**  
**California**



**MULCH MATE®**  
DISPENSE MATERIAL 3X FASTER



AS LOW AS  
**\$600**  
PER MONTH

**5.99% FINANCING**  
**(888) 776-8524**  
[www.MulchMateUSA.com](http://www.MulchMateUSA.com)

YouTube Instagram LinkedIn Twitter Facebook American Flag

**THE LAST MILE FOR MATERIAL**  
**Finish Faster!**



Starts Flat

Stands up For Additional Top Loading

All Debris Types  
Hedge trimmings, leaves, weeds, sticks, clippings.

Custom Branding Available  
LeafBurrito.com • 800-BURRITO Made RIGHT In Charlotte, NC

AVAILABLE AT  
**Leaf BURRITO** THE YEAR ROUND YARD BAG  
**LOWE'S**

## DESIGN BUILD + INSTALLATION

### BUSINESS BOOSTERS



#### THE THOUSAND-DOLLAR QUESTION

Renting instead of — or before — buying a piece of equipment could save you plenty of money in the long term.

*Continued from page 37*

projects that require a bigger, more capable unit with a greater working range,” he says.

This brings another benefit of renting into view — the contractor’s ability to get a hands-on test experience with a piece of equipment before they make a large dollar commitment

Accessories are another potential thing to consider, depending on the piece of equipment that a contractor is renting. Other things to consider include your ability to transport the equipment you rent and for how long you’ll need it.

“Transporting a larger machine will also require a bigger and likely more expensive trailer,” says Padgett. “Furthermore, operating a single vehicle weighing more than 26,000 lbs. — which includes the combination of a truck, trailer and anything being towed — requires a commercial driver’s license, a process that will require more time and effort.”

#### STATE OF THE MARKET

According to the American Rental Association’s (ARA) latest economic forecast, the market for renting equipment has begun to soften.

“Largely what we’re seeing is softening growth as well. We’re seeing pricing elasticity,” Kurt Barney, president of Vandalia (Ohio) Rental, tells the ARA. “It’s no longer, ‘Do you have it?’ We’re back to doing business like 2019 when we have to really communicate the value proposition of working with us.”

Barney adds that the rental market should rebound as interest rates continue to decline, despite the softening profits.

“We’re balancing rate pressures, supply chain and mix of the fleet in a softening environment, especially on the earthmoving side,” he continues. “The rental model and proposition have never been stronger. It’s a good place to be.”

PHOTO: TAKEUCHI





# SCION SUCCESS STORIES



Innovations You Can Trust.  
People You Can Count On.

Want to be featured  
in a future LM story?  
Tell Us Your Scion®  
Success Story.

## 75 DAYS OF MOSQUITO PROTECTION

### LAWN CARE COMPANIES PROVEN RESULTS WITH SCION



“SCION HELPED US REDUCE  
REAPPLICATION RATES  
IN HALF, AND GROW OUR  
CUSTOMER BASE.”

**BRIAN LIGHT** OWNER

WEED MAN - KNOXVILLE, TN



“WE WERE ABLE TO  
SAVE OUR CUSTOMERS  
MONEY BY REDUCING  
THEIR TOTAL ANNUAL  
APPLICATIONS.”

**LUKE ZIMMERMAN** OWNER  
GREEN IMAGE LAWN CARE  
YORK, PA



“SCION IS A QUALITY  
PRODUCT AND MY  
GO-TO FOR MOSQUITO  
TREATMENT.”

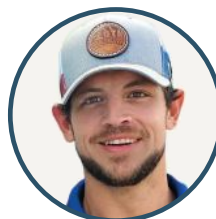
**CAIN COOPER** VECTOR  
MANAGER, EMERALD LAWN  
ROUND ROCK, TX



“SINCE THE SWITCH  
TO SCION, I HAVE MORE  
CONFIDENCE IN OUR  
PROGRAM AND THAT  
MAKES IT EASIER TO

SELL TO CUSTOMERS.” **GrassRoots**  
TURF.com

**MITCHELL O'BANION** OWNER  
GRASSROOTS TURF - JACKSON, MS



“FROM THE FIRST  
APPLICATION, THERE  
WERE INSTANT COST  
SAVINGS BECAUSE OF  
THE LONGER INTERVALS.”

**JOHN McMONIGAL**  
GENERAL MANAGER  
DTL TOTAL TURF CARE  
DOWNTOWN, PA



Always read and follow all label directions, precautions and restrictions for use. Some products may not be registered for sale or use in all states. FMC, the FMC logo, Scion, and UVX are trademarks of FMC Corporation or an affiliate.

## INSTALLATION SOLUTIONS

# Water winterization

How to prepare your water features for the cold

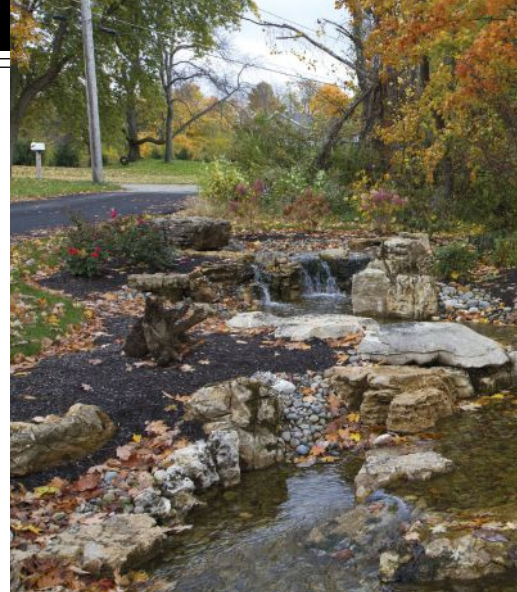
BY NATHAN MADER | LM ASSOCIATE EDITOR

**T**yler Fisher, Northeast regional sales manager for Atlantic-Oase based in Aurora, Ohio, says an old tagline he'd heard from his CEO was "life is better living in water." He's sometimes surprised many landscapers and clients often overlook the value water features can add to a property.

"Sometimes you can have somebody out there and say, 'Hey, close your eyes. Imagine there's water running,'

Or you can have the sound of it going, and that's sometimes enough to seal the deal for somebody," he says. "It's something to have in your toolkit that is a really good upsell."

One of the main disincentives with water features, especially the farther north you go, is that the process of preparing them for winter can be tricky, meaning landscapers should be well-versed in the topic if they want to utilize effective water features.



### DON'T FALL SHORT

As most things in the industry go, preparation starts early, and landscapers should be thinking about winterization for their water features in the fall. Fisher recommends preparing for winter by keeping water features clean during the warm season. Plus, treating larger water features with aeration and regular applications of sludge-consuming bacteria

PHOTO: ATLANTIC-OASE

Design | Communicate | Excite

# PRO Landscape®

DESIGN SOFTWARE



PHOTO IMAGING | CAD | ESTIMATING | 3D RENDERING  
NIGHT & HOLIDAY LIGHTING | FREE COMPANION APP

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

816-842-5551

[sales@prolandscape.com](mailto:sales@prolandscape.com)





**MORE THAN MEETS THE EYE**  
Water features can add a lot to your landscapes, so knowing how to care for them is critical.

to reduce organics is another important step.

Using pond netting to intercept leaves before winter arrives is another great technique for smaller features. For pondless features and

fountains with water stored in an underground basin, Fisher says it's best to clean out any organics in the fall, then remove the pump and check valve before cleaning and servicing them if needed before storing them inside for the winter.

#### FREEZING OVER

While smaller features may be allowed to freeze right over, Fisher says anything with fish in it requires some extra steps.

"When it comes to a big pond, you can put filtration on there, you can put a plethora of things to clean it out — treatments — but you're still dealing with an ecosystem," Fisher says.

Many of the bigger features like ponds, waterfalls and other open bodies of water already need extra attention, and when it comes to caring for fish, Fisher points out that they need to be able to breathe under the ice. If possible, cleaning ponds in the fall reduces the organics that would eat up the oxygen over the winter.

To further ensure a good supply of oxygen for the fish, Fisher recommends placing an aerator in the shallows to keep a hole free of ice, leaving the deepest, warmest water undisturbed.

#### SET FOR SUCCESS

Not every water feature needs the same kind of preparation, and with all the options out there, Fisher says finding a solution that fits your feature is key.

"Staying consistent is a big part of it," he says. "If you did one thing the first winter and it worked, do it again the next winter."

Plus, as winters in places like Ohio seem to get tamer each year, it's important for landscapers to attack the problems early instead of assuming the cold season will get easier or cause less problems.

"Maybe it wasn't an issue last winter, but it could be an issue this winter, so definitely be prepared," Fisher says. "Everything you're doing now is setting you up for what you have to deal with in the spring." 📌

## ONE INCREDIBLE SHOW!



LOUISVILLE, KY  
OCTOBER 16-18

REGISTER EARLY  
& SAVE



### Your Take-Home Value

Extraordinary memories, and more importantly, the knowledge, new products and hardscape connections to take your business to the next level.



**HARDSCAPE**<sup>®</sup>  
North America

SEE IT. TRY IT. EXPERIENCE IT.

[HardscapeNA.com](https://HardscapeNA.com)

## BUSINESS BOOSTERS

# Ace your irrigation shutdowns

## Avoid costly mistakes when prepping irrigation systems for the winter with these tips

BY MIKE ZAWACKI | CONTRIBUTOR

**A** solid irrigation shutdown strategy prepares your client's irrigation systems for a long winter's nap and alleviates worries about costly repairs when the system is removed from hibernation in the spring. Here are tips on scheduling appointments, winterization, and essential equipment to ensure a smooth startup in the spring.

### CONNECT WITH CLIENTS

Reaching out to clients and scheduling fall winterization appointments may be the most important component of the irrigation shutdown process.

Irrigation pros suggest getting a jump on this process in August to begin filling up the September calendar with appointments and establishing routes, all with the goal of being done by Thanksgiving.

"Without a doubt, it's a very busy time for us because it's a race to the freeze," says JC Wheaton, president of Centerville Landscape & Irrigation in Dayton, Ohio. The full-service landscape company's service portfolio includes 40 percent irrigation work.

Schedule "snowbirds" first before they leave town for the winter. Often, they can schedule appointments early, giving your techs a jump on the shutdown season, says Brian Danielson, co-owner of B&B Sustainable Landscape & Irrigation, based in Pompton Plains, N.J.

Make every customer aware of the day your irrigation crew will be on their property. Keep the time frame to a.m. or p.m. rather than a specific

arrival time because some system shutdowns may take longer.

"This is key because we need access to the water shut-off, which may be in the yard or the client's basement," Danielson says. "And we'll also have to access the control box, which is outside often, but it could also be in the garage or even in the house."

The final step before deploying technicians is to arm them with client notes about their systems. This is vital to assessing any important details about their irrigation system or the client's property—for example, there's a friendly dog in the backyard, so make sure the gate stays closed. Older systems may also need special attention during winter shutdown.

### STEP BY STEP

Once on-site and the point of connection is turned off, irrigation pros should double-check that the water supply is, in fact, turned off.

"This is an important point that I've learned the hard way," Wheaton says. "Sometimes the meters in the ground develop small leaks as the angle valves go bad. So, you want to remove the meter to make sure the angle valve is actually shut off all the way. If you don't when you winterize, it's going to leak water slowly back into the system and either break the piping of your backflow."

Next, choose the activation cycle on the controller and turn on each zone manually, cycling water through the system until no more water is coming out of the heads.

"If you're blowing mist, that ensures you've evacuated the water out, and nothing will expand and freeze (during the winter)," Wheaton says.

Danielson says that thoroughness and attention to detail are keys.

"If you miss something now, it'll come back to bite you in four or five months when you turn that system back on," he says. "The time and attention you put in now means fewer issues in the spring."

### THE BLOW OUT

A common misconception is that compressor size is not a factor when pushing air into an irrigation system during winter shutdown. Wheaton says adding this process can take between 15 and 45 minutes, depending on the size of the irrigation system.

"A pancake compressor isn't going to do it," he says. "You need a volume of air to (blow out) a system correctly. We've had clients who thought they could do it themselves with a compressor they purchased from (a big box store). To do it the right way, you need a volume of air, and we use 100- and 185 (cubic feet per minute) tow-behind compressors so that volume is sustained throughout the entire (irrigation) system."

### ADDRESS THE ISSUES

The final step is for techs to note any issues encountered during a shutdown, any damages (broken heads, inactive zones) that need to be repaired in the spring, or any critical work that needs to be done immediately. All notes should also be provided to the client.

"Unless it's a critical issue, most repairs can wait until the spring," Danielson says. "So, we make notes in the file, address any issues with the client, and give them a rough estimate of the costs come spring." 📌

Mike Zawacki is a Cleveland-based writer who has covered various aspects of the landscape and horticulture industries for the last 20 years.



# sunseeker



## SUNSEEKER ORION X7: THE FUTURE OF LAWN CARE

**T**he Sunseeker Orion X7 is a revolutionary robotic wireless lawn mower designed to transform the way you maintain your lawn. The cutting-edge machine is not just about mowing; it's about efficiency, sustainability and intelligent technology.

Traditional lawn care methods often come with many challenges, including high labor costs, noisy machines and environmental concerns. The Orion X7 is engineered to significantly reduce labor costs and environmental impact. Conventional mowers require gas, oil changes and produce emissions that can contribute to air and noise pollution. Not to mention, the physical effort involved in mowing can be exhausting and time-consuming.

"The Orion X7's low noise level of 68 decibels in night mode makes it perfect for overnight mowing without disturbing your family or neighbors. This feature also helps reduce overheating and provides relief from the sun, as the machine can operate efficiently even at temperatures up to 115 degrees Fahrenheit," explains Matt Moore, director of robotic sales for Sunseeker US. The electric operation also means zero harmful emissions, contributing to cleaner air and a healthier planet.



MATT MOORE

Traditional mowers can struggle in wet conditions, leading to missed mowing days and an overgrown lawn. Equipped with a rain sensor technology system, the Orion X7 can operate seamlessly in rainy conditions. Its AI mapping processor learns the property over time, optimizing mowing patterns for precision. The Orion X7 features an all-wheel-drive system capable of easily handling hills and drainage ditches.

"Each wheel has its own

independent system, allowing for superior maneuverability. The dual blade system, with a cutting height adjustable from 0.8 inches to 4 inches, ensures a customizable and precise cut every time," Moore explains.

The Orion X7 also features advanced safety features to reduce risks. "A lot of wireless robotic mowers in the industry only feature one camera, but the Orion X7 has two. This provides a 3-D vision that makes it superior to other models on the market," says Justin Novosel, executive vice president and general manager at Sunseeker US. This stereoscopic vision aids in obstacle avoidance, ensuring safety for children, pets and other objects. The mower's app-driven system allows users to schedule mowing times and easily manage multiple zones. The app also offers customer support, allowing users to ask questions or call a dedicated support line.

The Orion X7 makes maintenance a breeze as well. The machine can be washed with a hose, and blades can be replaced every 30 to 45 days using just a Philips screwdriver. Its robust construction, featuring thicker plastics than traditional models, ensures it can withstand extensive use without constant repairs.

The Sunseeker Orion X7 is a state-of-the-art robotic lawn mower that combines efficiency, sustainability and advanced technology to deliver a superior lawn care experience. Whether for residential or commercial use, the Orion X7 is the ultimate choice for those seeking a pristine lawn with minimal effort.



JUSTIN NOVOSEL

# Performance tracking drives KeyServ's growth

#90

BY LAUREN DOWDLE | CONTRIBUTOR

Ensuring all the companies under its umbrella employ effective software has not only helped KeyServ track performance, but it's also provided another level of transparency and encouraged growth, says CEO Jeff Domenick.

When the Fernandina Beach, Fla.-based firm started in 2021, it closed three initial acquisition deals and has since completed four more. The company's focus on acquisitions and organic growth has helped it reach No. 90 on the 2024 *LM150* list. KeyServ experienced an 87-percent increase in revenue from 2022 to 2023, giving it the No. 5 growth rank among *LM150* companies.

KeyServ has seen strong organic growth from all of those acquisitions and continues to consider companies that will fit within its growth strategy. When considering a company for acquisition, Domenick says he first looks at the sellers to see if they would make good partners.



Jeff Domenick

He also focuses on finding established companies with margins either at or above industry standards. While KeyServ primarily focuses on residential properties, it also offers commercial services.

"We really think that both segments are important parts of the industry," Domenick says. "Our goal is to have a commercial and residential component in all the markets we compete in."

One of the first things KeyServ does after acquiring a company is to implement a solid technology platform that shows where the business is winning and where it is not performing quite as well.

"While the companies were profitable and growing, some of them didn't have a granular view of what was truly driving their gross margin profile," Domenick says. "By implementing the software into our companies, it really gives us a level of transparency now."

KeyServ's leaders plan to continue focusing on technology to ensure the entire team understands what drives the company's success and how they track and measure it. Currently, the primary software KeyServ uses in the field is Service Autopilot.

Domenick says it's important to incorporate technology into the business from the start, no matter how big or small a company is.



"Understanding the things that really drive your profitability and sharing those drivers with your team is important," he says. "I think it's a lot easier to implement technology earlier in the journey than later. You can create bad habits when you don't have that visibility."

**KeyServ's latest acquisition, Landscape Landmark Group, expands its presence further into Alabama.**

In addition to software, KeyServ also focuses on the team. After acquiring a company, it knows there will be changes for the employees but looks to make them as positive as possible. It recognizes the tenure employees had with the previous company and offers competitive pay, benefits, paid time off and 401(k)'s with strong matching, he says.

"We want to make sure our benefits are as good as or better than what they had," Domenick says.

KeyServ also looks to add on services that customers have a difficult time finding on their own. For example, if the company handles clients' weekly lawn services, it also wants to become their turf care, irrigation maintenance and enhancements provider.

"We want to be that resource for our customers across the board ... and have a frictionless experience for customers when it comes to managing their outdoor environments," Domenick says. "We appreciate the fact that we have relationships with our customers, and they see us as a trusted advisor. That's important for us to expand."

Domenick says KeyServ is looking to expand into the Southeast and plans to close two to three more deals before the end of the year.

"We're very focused on making sure our growth is for the growth of the business and not for the sake of growth," Domenick says. "Not all revenue dollars are the same."



# ISUZU

## THE POWER OF TEAMWORK

- Isuzu F-Series models, in classes 6 and 7, with GVWRs up to 33,000 lbs.
- The Cummins B6.7 powerful and efficient diesel engine: a 6.7-liter turbocharged inline 6-cylinder engine with 260 hp/660 lb.-ft. of torque
- The Allison smooth and responsive 2000-series™ 6-speed automatic RDS transmission
- Designed to easily move hefty payloads through urban environments
- Built to maximize uptime for the long haul



**ISUZUCV.COM**

Isuzu vehicles are assembled from component parts manufactured by Isuzu Motors Limited, its affiliated companies and by independent suppliers who manufacture such components to Isuzu's exacting standards for quality, performance, and safety. Vehicle shown with optional equipment. Some equipment is dealer installed. The Cummins logo is a registered trademark of Cummins Inc. The Allison logo is a registered trademark of Allison Transmission, Inc. © 2024 Isuzu Commercial Truck of America, Inc.



SCAN QR

# FIVE QUESTIONS

INTERVIEW BY SETH JONES | LM EDITORIAL DIRECTOR

## Garret Hergert

CEO

GRO

VANCOUVER, WASH.

### 1 What would you like people to know about GRO?

GRO is a landscape design/build company. We do everything from small projects, enhancement work, irrigation start-ups ... all the way to design/build of large projects. Our average project is probably between \$50,000 to \$75,000, but we do \$200,000, \$500,000 projects, and we have a \$2.5 million project right now.

### 2 How is your 2024 going?

Pretty good, actually. A little bit better than last year. Not crazy growth this year. The last couple years, it's been a little harder to get the work. But we've got some really good projects going and we have a decent amount of pre-sold work. Next year is looking pretty good as well.

### 3 Do you have a most memorable day at work?

I love seeing our team members win. Whether it's having their first child or getting married ... recently we had a team member buy his first house. That's important to me. When I see them as a family making those life goals become reality, hopefully it means I'm doing something right as the business owner, as their boss. I want them to feel like we're a company that takes care of its people and that they are our biggest asset and that we want to take care of them has always been my goal. To see good things happen is really cool.

### 4 What's your favorite tool to get the job done?

I love equipment. I've got four excavators, a bunch of skid-steers, mini skid-steers, a bulldozer. We use Takeuchi almost exclusively on our machines. Ditch Witch is another partner of ours. I like incorporating equipment into the jobsites because it's better on their backs and it

helps get the job done quicker. It allows you to control the jobsites a little bit differently. I think that using equipment on the jobs or specialty subcontractors ... help get the projects done and give us a leg up on the other guys in our local industry.

### 5 How big is your family and what do you do for fun?

I've got five kids and a beautiful wife. I've got three daughters and two sons. Vivian is 7, Simon is 9, Georgia is 11, Franklin is my oldest son, 19, and Bailey is 22. I come from a big family with seven kids — not to mention being surrounded by a huge church community — so we love spending time together. My in-laws live on Flathead Lake in Montana. We go to Montana a lot ... and hang out on the lake and spend time with grandma and grandpa, aunts and uncles. I'm a hunter and a fisherman. My kids play sports. We love spending time in the outdoors, making memories as a family. 🏡

#### BEST ADVICE

**"As an entrepreneur, you have to be willing and able to never give up. Too often, when you hit hard times, a lot of people give up. I know that every time things got hard and I kept pushing through and just trusting in God's plan, the blessings, the wins were around the corner."**



PHOTO: SCHULTZ PHOTOGRAPHY





Your #1 source for **irrigation and landscape supplies.**



### 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.

**Stock up during the Horizon Fall Sale, happening August 15 – September 30!**



### 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.



**Get A Lot More Done, In A Lot Less Time With HorizonOnline**  
Secure online ordering and account management has never been easier.

*Also available as an app! Search "HorizonOnline".*



# Horizon®

800.PVC.TURF | [HorizonOnline.com](http://HorizonOnline.com)



# The challenge with superstar employees

**M**uch of the industry faces similar challenges when onboarding their new employees. Too many are inconsistent, unreliable or worse.

If only you could attract a superstar instead. As the saying goes, *“Be Careful what you wish for.”*

In my years of coaching and consulting with top landscape firms, I have seen an equal but opposite challenge with superstar employees.

I often write about the virtues of investing more in the right employee, i.e., a higher caliber employee who can literally help you grow to the next level. In this article, I have some important insights into managing them.

## SUPERSTARS AND SUPERCARS

On social media, I often see short videos of people driving new, high-powered sports cars. You see them hit the gas, lose control and immediately skid off the road into the guardrail. It’s never pretty.

A superstar employee can suffer a similar fate. Just because they are smarter and highly motivated, doesn’t mean they need less care and attention when you first hire them.

In fact, the more horsepower they have, the more attention they’ll need.

## I DON’T HAVE TIME TO BABYSIT THEM

It’s common to assume that competent leaders and managers need less on-boarding (than lower-level hires.)

The challenge: left to their own devices, an ambitious, talented new hire can head off in the wrong direction quickly:

- Making uninformed decisions,
- Implementing new ideas without clear guidance,
- Reinventing the wheel.

Their egos tend to be stronger, and thus, they need more steering upfront. Like a sports car, they can get into trouble faster.

## REAL-LIFE EXAMPLES

A Texas-based contractor that we coach just hired a high-powered sales manager. This new manager brought a stronger approach to bear on the organization.

Let’s just say it was a culture shock. It’s fine to hire someone to shake things up, but how you go about it can mean the difference between success and failure.

The new manager needed more initial guidance to better understand the existing culture, clients and personalities.

On a different note, sometimes, a strong, quiet professional is frustrated

by the limited impact they are allowed to have.

A top contractor we coach in Minnesota hired a controller but didn’t give her the upfront attention needed. He told her, “Here, wrap your head around our numbers. You already know your way around our accounting software.”

However, frustration grew as the controller was not able to make the strategic impact she wanted. She felt disconnected, and it almost went off track. Luckily, we identified the issue in time, did a “restart,” and got everything back on track.

## POWERFUL PEOPLE NEED ONBOARDING TO MAXIMIZE THEIR VALUE.

I have seen this happen repeatedly, where an independent-minded new hire is left to find their own way, and they have less impact by year’s end, leaving them and their boss unhappy.

## SPEND YOUR VALUABLE TIME WITH YOUR BEST PEOPLE

Your problem employees, like problem children, tend to suck up the majority of your time. It’s the age-old dilemma in our labor-dependent industry.

That’s why you hire superstars in the first place, so you can be more proactive and focus your energy on truly building your business. This also means spending more time with your better people in order to maximize their impact.

Your job doesn’t end when you find and hire them — it’s just the beginning. The on-boarding phase is how you unlock their promise, turning your *potential* superstars into *actual* superstars!

Good luck! Let us know if we can help.



**BY JEFFREY SCOTT**

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



# ELEVATE

## THE NATIONAL CONFERENCE & EXPO

LANDSCAPE | LAWN CARE | DESIGN BUILD INSTALL

Presented by



NATIONAL  
ASSOCIATION OF  
LANDSCAPE  
PROFESSIONALS

Powered by



# NOVEMBER 3-6, 2024

CHARLOTTE CONVENTION CENTER | CHARLOTTE, NC



*Home to the industry's premier education and networking  
designed to help landscape professionals connect, learn and grow.*

### Why Attend?

- **Boost your bottom line**  
Discover proven strategies to increase revenue and profitability.
- **Stay ahead of the curve**  
Learn about the latest industry trends and technologies.
- **Expand your network**  
Connect with peers and industry leaders.
- **Develop your team** Access expert insights on talent management and employee development.

### NALP ELITE PARTNERS

Software  
Solutions



Construction  
Equipment



Mowing  
Equipment



Handheld  
Equipment



**Register by  
September 30  
and save!**

[NALPelevate.org](https://NALPelevate.org)



**10+ = 24% OFF  
BRING YOUR TEAM!**

**Register 10 or more team members and  
receive a discount of 24% off our lowest price!**

\*available to contractor members only.





BY JASON NEW

The author is a founding principal and executive coach for McFarlin Stanford.

# Keeping growth going

**Q I've been running my landscape business for several years. At first, growth felt easy, but as I've gotten over \$1 million in revenue, I feel like I've stagnated. What can I do to increase my leadership skills and drive growth in my business?**

— Reader-Submitted Question

**A** In working with hundreds of landscape businesses, I've seen firsthand how common this issue is for most owners. At the front end of your business, when scaling just means finding a few new clients, growth can feel easy. And then you hit the revenue wall — the first one is usually right around the \$1 million mark.

This is when you ask yourself: Do I keep working longer hours? Is it time to invest in higher-level team members? How do I keep growing and staying profitable?

What I've discovered is that in the landscape industry — where the only limitations of our business are us as leaders — evolving your leadership skills is essential to helping your business experience healthy growth in every market. And, if this business has taught me anything, it's that true leadership isn't about having all the answers; it's about knowing where to find them and how to implement them.

Here are four effective strategies to elevate your leadership capabilities and drive your business forward:

**1. Create habits for learning and growth.** Leadership is an evolving skill set that requires continuous

development. Make it a habit to set aside time to increase your knowledge regularly. I know it can feel difficult to step outside of your business to sharpen your saw, but this one habit is critical for strong leadership.

Whether it's a leadership conference, workshop or even listening to industry-specific podcasts, investing time in learning will keep you informed about new strategies and tools that can benefit your business. This commitment to ongoing learning also reinforces your role as a leader who values growth and adaptability, inspiring your team to do the same.

**2. Set clear goals and expectations.** Effective leadership hinges on clarity. Establish clear, measurable goals for your business and communicate them regularly to your team. This approach aligns everyone's efforts and helps track progress and make necessary adjustments. Setting expectations and regularly reviewing goals with your team ensures that everyone remains focused and motivated, contributing to overall business growth. Clarity aligns efforts, drives performance and fosters a focused, motivated team.

**3. Practice financial discipline.** Effective leadership requires a strong grasp of financial management. By maintaining robust financial practices — through careful budgeting, financial planning and performance monitoring — you can make strategic decisions that support business growth and stability. Sound financial practices safeguard the future of your business and enhance your credibility as a leader who manages resources wisely.

**“If this business has taught me anything, it's that true leadership isn't about having all the answers; it's about knowing where to find them and how to implement them.”**

**4. Join a peer group.** One of the most powerful ways to sharpen your leadership skills is to connect with other successful landscape business owners through peer groups. Engaging with other professionals who face similar challenges provides valuable insights and diverse perspectives. At McFarlin Stanford, our ACE Peer Groups offer a structured environment where you can share experiences, tackle common issues and gain actionable advice. This collaboration fosters personal growth and helps you stay abreast of industry trends and best practices. A supportive network can help you navigate complex business issues and stay ahead in this ever-changing industry.

By integrating these strategies into your leadership approach, you'll be better equipped to navigate the complexities of running a successful, scalable landscape business. Remember, leadership is a journey of continuous improvement.

For personalized advice or to delve deeper into these topics, feel free to email me your questions ([support@mcfarlinstandford.com](mailto:support@mcfarlinstandford.com)) or consider joining us at ACE Discovery in New Orleans ([www.mcfarlinstandford.com/discovery](http://www.mcfarlinstandford.com/discovery)) this November. 📍



Every month the Classified Showcase offers an up-to-date section of the products and services you're looking for. **Don't miss an issue!**

#### ADVERTISING INFORMATION

Call Chloe Scoular  
at 440-342-6011,  
**FAX:** 216-706-3711,  
**E-MAIL:** cscoular  
@northcoastmedia.net



Payment must be received by the classified closing date. We accept Visa, MasterCard, and American Express. Mail LM Box # replies to: Landscape Management Classifieds, LM Box # \_\_\_\_\_, 1360 E. 9th St., 10th Floor, Cleveland, OH 44114 (please include LM Box # in address)

#### PLACE YOUR AD IN AN UPCOMING ISSUE

ISSUE	CLOSING
<b>DECEMBER</b>	<b>11/6</b>
<b>JANUARY</b>	<b>12/11</b>

#### PRODUCTS AND SERVICES

### Keep Your Business Growing.

Place your ad today!

Next available issue:  
**NOVEMBER 2024**

Ad closing:  
**September 25th**

**OVER 30 YEARS** **We Find Plants**  
Powered by Horticultural Associates

**Best Price Nursery Stock!**

Quality plant material at a great price.  
Let us show you how.  
**Contact us for a free quote today!**

Shade Trees Large and Small,  
We Find (and Ship) it all.

Shrubs Perennials  
Evergreens

**www.WeFindPlants.com**  
585.889.5933 — info@wefindplants.com

## BENEFITS OF CLASSIFIED ADVERTISING

### IMPACT

Command immediate attention  
and get fast action  
with the dynamics of classified advertising!

### EXPOSURE

Reach highly-targeted,  
market-specific business professionals,  
industry experts and prospects.

#### AD INDEX

Albaugh Specialty Products.....	3
Amguard.....	31
Aspire.....	16-17
Atlantic-Oase.....	35
Blue Diamond Attachments.....	11
CAT.....	CV2-1
DeWitt.....	36
Exmark.....	CV4
FMC.....	39
Graham Spray Equipment.....	21
Greene County Fertilizer Co.....	22
Hardscapes North America/HNA.....	41
Horizon Distributors.....	47
Irrigation Association.....	37
Isuzu.....	45
Leaf Burrito.....	38
McFarlin Stanford.....	19
Mulch Mate.....	38
NALP.....	49
OPEI/Equip Exposition.....	7
Pike Creek.....	20
Pool and Hot Tub Alliance PHTA.....	18
PRO Landscape by Drafix Software.....	40
Progressive Insurance.....	5
Sunseeker.....	43, CV3
Uline.....	23
Vanguard.....	9

\*denotes regional advertisement

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

#### [ WATER WORLD ]

### Irrigation projects wanted!

*Landscape Management* highlights interesting and photogenic projects in our Water World feature. Has your operation recently completed a noteworthy project? If so, drop LM Associate Editor Rob DiFranco a line at [rdifranco@northcoastmedia.net](mailto:rdifranco@northcoastmedia.net) and the project might be featured in an upcoming issue.



LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by North Coast Media LLC, 1360 East 9th Street, 10th Floor, Cleveland, OH 44114. Subscription rates: For US, Canada and Mexico, 1 year \$64.95 print and digital; two years \$99.95 print and digital. All other countries, 1 year print and digital \$174.95; two years \$259.95. For air-expedited service, include an additional \$75 per order annually. Single copies (prepaid only) \$10 plus postage and handling. For current single copy or back issues, call 847-513-6030. Periodicals postage paid at Cleveland OH 44101-9603 and additional mailing offices. POSTMASTER: Please send address change to Landscape Management, PO Box 2090, Skokie, IL 60076. Printed in the U.S.A.



Copyright 2024 North Coast Media, LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients is granted by North Coast Media, LLC for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr, Danvers, MA 01923, phone 978-750-8400, fax 978-750-4470. Call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law.

Landscape Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. The views and opinions expressed by Landscape Management's contributors are those of the authors and do not necessarily reflect the official policy or position of Landscape Management or North Coast Media. Landscape Management welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. North Coast Media LLC provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want North Coast Media LLC to make your contact information available to third parties for marketing purposes, simply call 847-513-6030 between the hours of 8:30 am and 5:00 pm CT and a customer service representative will assist you in removing your name from North Coast Media LLC's lists.



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).



## The power of a platform

**A** team that understands what matters most is more capable of being successful.

I've long harped on the importance of having a strong platform for your company. By this, I mean a clear vision, mission and core values your entire team can understand and rally around. To be successful, your team must know what a win looks like.

By having clarity in this, teams are more prepared to make good decisions on their own. It enables companies to be scalable, for the owners to delegate big responsibilities and trust that the right decisions are being made by other leaders.

While we've had a clear vision, mission, and core values at Grunder Landscaping Co. (GLC) for a long time, our team has made a concerted effort in the past five years to take it a step further by communicating exactly what each of these statements mean for everyone on our team.

There are three rallying cries our president and COO, Seth Pflum, uses to remind our team of what's important:

### TRUST THE PROCESS

Standardizing the way we work allows our teams to scale up — managers can delegate tasks, team members can be more efficient in their work, and our team can work better together. That being said, Seth reminds the team that  $4+5=9$ , but so does  $8+1$ . It's okay if people have

“Whether you're an owner or a salesperson, your wallet is directly affected by your ability to prioritize and execute well.”

slightly different ways of accomplishing the same goals; too much rigidity can get in the way of creative thinking and progress.

### KEEP IT SIMPLE

The simpler something is, the easier it is to implement. Complicated, convoluted processes or processes that require certain people to be physically present to work get in the way of the team's success. A great example of this is the way salespeople prepare a job to be handed over to production.

The complicated way would be for the salesperson to just plan to meet the crew and show them what to do. The better way is to take great notes and prepare detailed drawings so the crew can execute what the client wants without even needing to talk to the salesperson directly.

Sometimes, we end up with complicated processes or bad habits because we try not to burden our team or think something is too difficult to handle on their own. I've made this mistake myself, and I've found that our team wants to take on responsibilities and is often capable of more than we expect. Often, my team found a way to do

it better than I would've when I trusted them with a task.

### PRIORITIZE AND EXECUTE

This is my favorite of our three mantras. A person who is constantly reprioritizing and working to check things off their to-do list gets work done. This year, our top salesperson at GLC will end 2024 with about \$3.5 million in sales. The secret to his success isn't much of a secret at all: he's focused, and he hustles. He doesn't work any longer hours than the other salespeople on our team. He manages his book of business by staying focused on what he's supposed to: sales.

Whether you're an owner or a salesperson, your wallet is directly affected by your ability to prioritize and execute well. You can't do everything or be everywhere. You have to find ways to be more efficient with the time you have.

We will host small groups of landscape pros at Grunder Landscaping Co. this fall for our GLC Fall Field Trips. Join us in Dayton, Ohio, this year to see what we're doing, tour our facility, and learn directly from our team or professionals. Our August Field Trip is sold out: reserve your spot before the remaining trips are full, too! 📍



**sunseeker**



## Revolutionizing lawn care with Sunseeker high-tech solutions

Revolutionizing lawn care with Sunseeker high-tech solutions. Join us at the Equip Exposition in Louisville from October 15-18 to explore our latest innovations. We look forward to seeing you there!

Find a product: [shopsunseekertech.com](https://shopsunseekertech.com)

Find a dealer: [sunseekertech.com/dealer-locator](https://sunseekertech.com/dealer-locator)

INDOOR BOOTH **#1190**  
OUTDOOR BOOTH **#7460D**





# LAZER Z<sup>®</sup>

— SINCE 1995 —

**What started out as a lawn mower  
became the face of an industry.**

30 years ago, you told us how to build the world's  
greatest zero-turn mower. Now, the Lazer Z remains  
the standard by which all others are measured.  
Yet somehow, our best is still to come.

Find out October 16 at Equip Expo, Booth 7080.



**History is ready  
to repeat itself.  
See it here first.**