



LANDSCAPE MANAGEMENT

REAL-WORLD SOLUTIONS™

Go Bananas at Equip Expo

Innovative products and the
creator of the Savannah Bananas
take center stage at the
industry's annual reunion





Where Confidence Comes Standard

Confidence comes from knowing you have the equipment on hand to get every job done right. John Deere offers you that confidence with a complete fleet of commercial-grade mowers, comprehensive dealer support, and customizable financing options to fit your business. And by connecting your fleet to the John Deere Operations Center™, you can use real-time data to boost productivity and cut labor costs. See where you can take your business next with commercial mowing solutions from John Deere.



JOHN DEERE

COMPLETE Your Fleet.

[JohnDeere.com/MowPro](https://www.johndeere.com/MowPro)



QuikTrak™ Stand-On Mowers

Commercial Walk-Behind Mowers

ZTrak™ Zero-Turn Mowers



CONTENTS

OCTOBER 2025 • VOL 64, ISSUE 10



GO BANANAS AT EQUIP EXPO

Innovative products and the creator of the Savannah Bananas take center stage at the industry's annual reunion

Reunion tour

14 Showstoppers

The products that will steal the show at Equip Expo

25 New Product Showcase

Innovation in the spotlight in Louisville

26 HNA Preview

Hardscape North America offers education, competition

28 Education

A fireside chat with industry legend Larry Ryan

83 LM150 Profile

How faith, sound fundamentals drive growth at APHIX

TURF + ORNAMENTAL

30 LM Growth Summit Success Stories

Open conversations pay big dividends for one attendee

32 Did You Know?

To prune or not to prune and other tree-care tips

34 Protect Your Turf

Four mistakes to avoid in organic turf management

36 Turf School

Best advice from turf pros in the toughest climates

MOWING + MAINTENANCE

38 The Big One

Cadre Landscaping, Culver City, Calif.

40 Mower Maintenance

Keys to keeping mowers running

DESIGN BUILD + INSTALLATION

42 Hardscape Solutions

Landscapes by Randy Lee, St. Petersburg, Fla.

44 Business Boosters

Innovative backyard project turns a mess into a masterpiece



.....
Terrific teamwork
(page 42).

46 From The Source

AI as the great equalizer in the landscape business

IRRIGATION + WATER MANAGEMENT

47 Every Drop Counts

Tips on preparing irrigation systems for winter

Mower
mantras
(page 40).



ON THE COVER: ILLUSTRATION BY CHRIS WHETZEL



SB Mowing, Muck Boots give back (page 12).

COLUMNS

5 Scott's Thoughts

BY SCOTT HOLLISTER

84 Raise the Bar

The eight-point toolbox for your business

BY JUSTIN WHITE

86 Ask McFarlin Stanford

When is the right time to sell your landscape business?

BY JASON NEW

87 Marketing Mojo

The ROI from landscape competitions

BY JEFF KORHAN

Open for business? (page 86).



88 Blooming Talent

Tips for navigating 2025's challenging hiring market

BY TITO CACERES

90 Grow with Grunder

Leveraging the power of personal connections

BY MARTY GRUNDER

IN EVERY ISSUE

6 Editorial Advisory Board Q+A

What is your strategy for tuning out the "noise" at trade shows?

8 LM Gallery

Check out the faces and places the LM team recently encountered

10 Need to Know

The latest industry news

12 Good News

SB Mowing and Muck Boots help revitalize KC-area youth camp

82 Five Questions

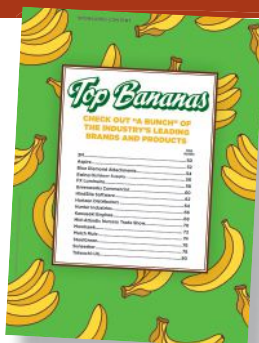
James Cap, NEA Lawn Pro, Jonesboro, Ark.

89 Ad Index

[PRODUCT PERFECTION]

Slipping into success

Are you looking for new ways to help your business save time and money? Flip to **page 49** for our **Top Bananas** and get the inside scoop on a "bunch" of products that can help make your operation more efficient. Be sure to check out these products and more at the 2025 Equip Exposition.



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

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

Creative Director Courtney Townsend
216/363-7931 | ctownsend@northcoastmedia.net

Jr. Graphic Designer Amelia Joliat
216/706-3780 | ajoliat@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 Director Bill Roddy
216/706-3758 | broddy@northcoastmedia.net

Brand Manager Craig MacGregor
216/706-3787 | cmacgregor@northcoastmedia.net

Account Executive Nader Hassen
216/363-7932 | nhassen@northcoastmedia.net

Custom Media Sales Director Tod McCloskey
216/363-7921 | tmccloskey@northcoastmedia.net

BUSINESS STAFF

Director of Research and Data Tabatha Jeter
216/973-4395 | tjeter@northcoastmedia.net

Operations Manager Petra Turko
216/706-3768 | pturko@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@infofinery.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, 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

SCOTT HOLLISTER
EDITOR-IN-CHIEF

Contact Hollister at 785-424-0932
or shollister@northcoastmedia.net.



An a-peeling approach to Equip Expo

As you dig into this issue of *Landscape Management*, there is probably one question that is on the top of your mind, or at least somewhere on your list: “Why the heck is there a banana driving a mower on the cover of *LM*?”

You’re not wrong for wondering, and I’d be lying if I said I didn’t ask pretty much the same thing when we began discussing our plans for this month’s cover and how we’d tie it into our reporting on Equip Exposition 2025, which is Oct. 21-24 in Louisville, Ky. I mean, there were a lot of ridiculous concepts we could have pursued for this month’s cover, but a piece of fruit checking out the outdoor demo area at Equip Expo is way up there.

But as I hope you’ve already figured out, there was a definite method to our madness, and it went beyond us just wanting to have a little bit of fun with this month’s cover (which, I hope you’ll agree, was a goal achieved). Jesse Cole, the creator of the wildly popular Savannah Bananas baseball team, will be the keynote speaker at Equip Expo this year, and he credits an unwavering focus on chasing and creating fans instead of customers as the key to his endeavor’s success.

“We gravitate toward what we enjoy, what gives us energy and where we have fun. I’m obsessed with making sure that people are having fun and enjoying what they do,” he told the podcast “Rounding the Bases with Joel Goldberg.”

That mindset definitely resonated with all of us on the *LM* team. Injecting fun into everything we do is at the

“There were a lot of ridiculous concepts we could have pursued for this month’s cover, but a piece of fruit checking out the outdoor demo area at Equip Expo is way up there.”

core of how we want to operate. We are laser-focused on providing our audience with the most authoritative news and information in the industry, of course, but we want to do that in as fun and inviting a way as we possibly can.

And I’d hope Cole would agree that putting a banana riding a mower on the cover of our biggest issue of the year is about as fun and inviting as you can get.

Since we were already heading down that rabbit hole, we decided to take a similar fun-first approach to a couple of other standout sections in this month’s issue. First, you’ll find that our annual Profitable Products section, which begins on page 49, is similarly banana-themed, featuring a bunch (see what I did there?) of *LM*’s top partners sharing the products and services that can help landscape pros get the job done better, faster and more profitably.

Then, in this month’s cover story, our annual Showstoppers feature on the top products you’ll see on the exhibit floor at Equip Expo (page 14), we lean into another fun theme emerging from this year’s Equip Expo — the family reunion.

More than a few folks have referred to Equip Expo as the green industry’s annual reunion, and that’s a tough characterization to argue with. In my limited visits to Louisville, one of the true highlights has been the friendships that I’ve gotten to renew and the industry colleagues I’ve had the pleasure of reconnecting with. It’s like the best of a big family reunion without having to deal with crazy Uncle Darrell.

So, you’ll see the idea of a reunion throughout not only our Showstoppers feature, but also the story on one of the can’t-miss highlights of *LM*’s educational sessions in Louisville, a fireside chat between our very own Seth Jones and Larry Ryan, the recently retired founder of Ryan Lawn and Tree. It makes an appearance in our look at Hardscape North America, which takes place at the same time as Equip Expo. And during the week of Equip Expo, you’ll see it in our staff’s extensive real-time reporting that you’ll be able to find on our website, landscapemanagement.net, and through our various social media channels.

It may have started as a crazy idea — and may still be a crazy idea to some of you reading this — but we think the whole banana-riding-a-mower thing ended up hitting the mark in a fun, engaging way. We hope you find it equally a-peeling (sorry, not sorry), and I hope many of you will find time to stop by our booth on the exhibit floor at Equip Expo (No. 4019) while in Louisville. 🍌

EDITORIAL ADVISORY BOARD



MORE ONLINE

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

What is your strategy for filtering out the “noise” at a trade show when it comes to learning about new products and services?

“I know what information I am seeking out, and I always remember that people are likely going to sell me something. If something sounds too good to be true — it is!”



Landscape Professionals

Bryan Christiansen
Mariani Premier Group
Lake Bluff, Ill.

Troy Clogg
Troy Clogg Landscape Associates
Wixom, Mich.

Pam Dooley
Plants Creative Landscapes
Decatur, Ga.

Paul Fraynd
Sun Valley Landscaping
Omaha, Neb.

Mike Giese
Perfecturf LawnCare
Mt. Pleasant, Wisc.

Chris Joyce
Joyce Landscaping
Cape Cod, Mass.

Jerry McKay
McKay Landscape Lighting
Omaha, Neb.

Max Moreno
Everthrive Landscape
Riverside, Calif.

Bryan Stolz
Winterberry Landscape
& Garden Center
Southington, Conn.

Justin White
K&D Landscaping
Watsonville, Calif.

Industry Consultants

Tito Caceres
Bloom Talent Solutions
Coral Gables, Fla.

Marty Grunder
The Grow Group
Dayton, Ohio

Phil Harwood
Tamarisk Business Advisors
Grand Rapids, Mich.

Jeffrey Scott
Jeffrey Scott Consulting
New Orleans, La.



“I like keeping up with what’s new in the industry, but I only dive in deeply when it fits an intentional strategy. Staying disciplined helps us run our own race instead of someone else’s.”

“A hot button for me ... I wish there was as much enthusiasm for learning how to lead better, how to read financial statements better ... and how to implement the software you bought to its full potential as there is for new equipment! Get your business humming and get a record level of backlog sold, and you can most likely buy

just about any piece of equipment you want, including a brand new, fancy SUV for your family!”



“Approach trade shows with a specific plan, informed by your peers.”



“I give every new technology company that is built for businesses of our size and where we’re going at least one demo. For product and service-based companies, the filter is much more stringent. If it helps us save on labor or automate our process, I will take a look.”



“The key is to create a wish list ahead of time with your team with products and needs that you want to investigate. This will keep you focused, especially if you agree to make a presentation when you get back to your company.”



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



STAND UP TO YOUR MONSTER TO-DO LIST? ☒
SAVE MONEY? ☒

Small business owners' to-do lists can add up. So see if you can save money on a commercial auto quote at **ProgressiveCommercial.com**.

PROGRESSIVE
COMMERCIAL



Get a quote online in
as little as 8 minutes

LM GALLERY

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

1 Double the Scotts *LM's* Editor-in-Chief Scott Hollister (right) grabbed a moment with the man of the hour, Jeffrey Scott, during the latter's Summer Growth Summit in Cleveland, which attracted nearly 400 landscape pros.

2 Second to none Hollister joined the members of Jeffrey Scott's second-in-command peer group for dinner before the start of the Summer Growth Summit.

3 Law and order Hollister and *LM's* Group Director Bill Roddy caught up with Nataly Mualem, an immigration attorney, founder of The Mualem Firm and a recent *LM* contributor, at the Jeffrey Scott Summer Growth Summit.

4 Star struck We couldn't resist getting a shot with Scott Lamon with Tynick Landscaping in Southwick, Mass., during the Jeffrey Scott Summer Growth Summit. Lamon was the star of a recent ad campaign for the *LM* Growth Summit.

5 Meeting of the minds James Derrington with J&J Landscape Management in Newington, Va., shared some time with Hollister and Roddy during one of the networking receptions at the Jeffrey Scott Summer Growth Summit.

6 Selfie standouts Following a short presentation to attendees at the Jeffrey Scott Summer Growth Summit, Hollister grabbed the traditional selfie with Scott and 400 or so of their closest friends on the final day of the event.





7



8



9



10



11

7 Heartland heroes *LM*'s Roddy and Brand Manager Craig MacGregor (right) made a recent tour through Kansas and Nebraska to visit several friends of *LM*, including Nufarm's Sam Wineinger (center).

8 Omaha production Roddy paid the team at Sun Valley Landscaping in Omaha a visit on one of their worksites. He's joined here by Sun Valley COO

Ashly Paladino (left) and Paul Fraynd, Sun Valley CEO and a member of *LM*'s Editorial Advisory Board.

9 Vintage views During Roddy's trip to Lincoln, Neb., to visit with Brice Crawford, the president of spreader/sprayer manufacturer Backslope Inc., the latter showed off his pride and joy, this vintage Chevrolet Corvette.

10 Gridiron gathering With the first week of the NFL season looming, *LM*'s Editorial Director Seth Jones (center) and Hollister met up with Tony Goldsby, the director of sales for The Andersons. The meeting went way better than the first game for the hometown Chiefs.

11 Big red reception The North Coast Media team — Jones, Roddy, MacGregor and Hollister — traveled to Lincoln, Neb. for meetings with Stephanie Hays and Jason Schmaderer (white shirt) with Swanson Russell, and captured this shot outside the home of the Huskers, Memorial Stadium.

Jeffrey Scott Summer Growth Summit visits 'The Land'

Cleveland and Schill Grounds Management play host to annual education and networking event

BY SCOTT HOLLISTER | LM EDITOR-IN-CHIEF

Odds are Rebecca Wright would have attended the 2025 Jeffrey Scott Summer Growth Summit regardless of when and where it took place.

The vice president and chief operating officer at TriState Water Works in Cincinnati, Wright has been a member of Scott's peer group program for four years — she's involved with the second-in-command group now — and attended three previous iterations of the Summer Growth Summit. The fact that the 2025 edition was coming to Cleveland, her hometown, only sweetened the deal.

But if she needed any further convincing, the fact that Schill Grounds Management, an industry leader in commercial landscaping, was serving as the host to this year's event quickly turned "likely to attend" into "wouldn't miss it for the world."

"We're working to expand on the commercial side, so the chance to learn from a company like Schill about things like account management and how they work with property managers and HOAs made this a no-brainer," Wright said of the event that took place in August on the shores of Lake Erie.



Jerry Schill, the co-founder and CEO of Schill Grounds Management, welcomes attendees at the Jeffrey Scott Summer Growth Summit to the company's North Ridgefield, Ohio, branch.

"(The Summer Growth Summit) is a great way to meet other business owners who are experiencing the same things you are. You learn about problem solving, solutions, get feedback, network and just get a lot of support. Coming here always invigorates us and helps us finish out the season strong and start planning for next year."

That was music to Scott's ears, who was equally impressed with Schill's willingness to so openly share the business strategies that helped the company rise to No. 31 overall on the LM150 list of the largest revenue-generating companies in the industry.

"I am so impressed with Schill, how polished and enthusiastic they have been," he said. "It's been great having them as hosts and having the people from their organization share with our community, the Jeffrey Scott team and some of our long-standing clients. It's been next level."

For Jerry Schill, the CEO of Schill Grounds Management who founded the company with his brother, Jim (now executive vice president), in 1993, the opportunity to host Jeffrey Scott's Summer Growth Summit was not only a way to give back to the

industry, but a chance to showcase the team that makes his company go every single day.

"I viewed it as a blessing and an honor to showcase our team's abilities, their talents and just how highly engaged they are in what they do every day," Schill said. "And I love the fact that we can bring all these people together and introduce them to the tools and experiences we've had over the last 30 years that made us successful, with the hope that they can become the change that we hope to see in the industry and within their organizations."

At the Summer Growth Summit, the nearly 400 attendees toured a pair of Schill Grounds Management branches just outside of Cleveland, in North Ridgefield and Middleburg, touring both facilities and taking in presentations that covered topics ranging from sales and operations to financial management and human resources.

There was also a day and a half of classroom education that included a deeper exploration of Schill's business philosophy and success, in addition to presentations by several Jeffrey Scott Consulting staff members and peer group leaders that touched on labor acquisition and retention, business growth tactics, goal setting and management techniques for multicultural workforces. 



Jeffrey Scott (third from right) introduces the team from Jeffrey Scott Consulting to attendees at the Summer Growth Summit in Cleveland.

PBI-Gordon names new CEO, executive leaders

PBI-Gordon has appointed Jacqueline (Jackie) Applegate, Ph.D., the company's current chief operating officer, as its new president and CEO. She will succeed Steve Clifford, the company's current president and CEO, on Nov. 1, 2025, and will lead the company and its subsidiaries—PBI-Gordon Corp., Pegasus Laboratories, TriviumVet and Pet-Ag. The COO position will not be filled; rather, each of the businesses will report to Applegate.

Applegate joined PBI-Gordon as COO in July of 2024 after spending 32 years at Bayer with extensive experience in global agribusiness, animal health and specialty markets. In her new role, she will focus on advancing the company's leadership position in the specialty turf and ornamental, animal health and pet care markets.

"I am honored to lead PBI-Gordon Companies and build on the strong foundation Steve has established," said Applegate.

gate. "Our talented team is dedicated to delivering trusted solutions that enhance our communities and the lives of our people and pets, and I'm excited about the opportunities ahead."

The company also unveiled additional new positions within the leadership team that is says were designed to propel the company into the next phase of growth and long-term success.

has been with the company for more than 18 years, has been appointed chief scientific and technical officer.

- Tim Demerath has been appointed to a newly formed role of chief transformation officer. Demerath has been with PBI-Gordon Corporation since 2019.
- Joyce Lee has joined the company as the general manager/senior vice president for Pegasus Laboratories. 📧



Jackie Applegate

Control Solutions' founder and president retires

Mark Boyd, the founder and president of Control Solutions Inc. (CSI), a producer of specialty chemical solutions and part of the ADAMA group, has retired after more than 33 years with the company. He will continue to support the business as an advisor during the transition.

"CSI has always been about innovation and trusted relationships," said Boyd. "I'm proud of what we've built and confident the company will continue to thrive."



Mark Boyd

To strengthen alignment with global leadership, CSI also revealed it will align with Alligare to form the newly created ADAMA Professional Solutions Commercial Unit (APS CU). Trey Kendrick will serve as president and CEO of Control Solutions and head of APS CU, reporting directly to Eric Dereudre, ADAMA chief commercial officer.

In other CSI retirement news, the company said that Curtis Clark, executive vice president, was stepping away after 20 years with the company. Clark joined CSI in 2005 as vice president of sales and marketing. In 2013, he was promoted to executive vice president, where he took on executive management responsibilities across all CSI business units.



Curtis Clark

MERGERS & ACQUISITIONS

SENSKE ACQUIRES GREEN ER LAWN

The Senske Family of Companies (SFC) has acquired Houston-based Green ER Lawns, Trees and Pest, which will rebrand as Emerald Lawns, SFC's premium lawn care provider serving Texas, as part of the acquisition.

"SFC is thrilled to welcome Green ER to our growing family of companies," said Casey Taylor, CEO of Senske Family of Companies. "Green ER has earned the trust of its customers through consistent results, quality programs and a customer-first approach."

LANDSCAPE WORKSHOP ACQUIRES WILLIS

Landscape Workshop, a commercial grounds management and landscaping company, has acquired Willis Landscaping, a provider of landscaping services in Lynchburg, Va. This acquisition, Landscape Workshop's fifth in Virginia, strengthens the company's foothold across the region.

Landscape Workshop operates in 40 markets across the Southeast.

We Find Plants. Your one stop shop for all of your plant needs.

The best quality at the best price!

Contact us for a free quote today!

Ask about our fresh dug evergreen tree specials!

OVER
30
YEARS

We Find Plants

Powered by Horticultural Associates

PO BOX 64932, Rochester, NY 14624

585.889.5933

sales@wefindplants.com

Shade Trees

Evergreens

Shrubs

Perennials

Plugs

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



Muck Boots partners with SB Mowing to revitalize Tall Oaks Camp

BY NATHAN MADER | LM ASSOCIATE EDITOR

Editor's Note: "Time for Some Good News" is a feature that spotlights the good deeds, great people and positive stories in the landscaping industry. If you have your own good news to share, reach out to Seth Jones at sjones@northcoastmedia.net or Scott Hollister at shollister@northcoastmedia.net.

One type of social media content that has exploded in recent years is the average landscaper going out of their way to mow and maintain overgrown lawns for people in need — oftentimes free of charge.

It's heartwarming content that often reflects the simple ways the landscaping industry works to benefit local communities and the people in them. One popular name in this category who has amassed more than 50 million followers and 3 billion annual views is Spencer B. of SB Mowing and SB Pressure Washing.

"I feel extremely blessed," Spencer says about his online success. "Social media has given me a platform to not only make a living, but to shine a spotlight on stories of kindness, hard work and community."

And when Muck Boots, an outdoor boot manufacturer, saw Spencer wearing their products in a video, they knew there was potential to take his philanthropy to the next level.



Muck Boots' Chris Lorenzo says 20 percent of sales using the code MUCKOVER will go to Tall Oaks Camp.

"We loved the work Spencer was doing and knew that a partnership would be beneficial to both Muck and SB Mowing," says Chris Lorenzo, vice president and general manager of Muck Boots. "Our teams worked together not just to sponsor Spencer and his work but to come up with a collaboration that made sense for both brands."

That collaboration came in the form of an "Extreme MUCKover" of Tall Oaks Camp, located just outside of Kansas City. It's an inclusive 236-acre site that has welcomed campers of all ages, backgrounds and physical abilities since 1964, and it was in desperate need of some maintenance.

"(Spencer) is the one who actually found Tall Oaks, and it made sense," Lorenzo says.

Spencer says the MUCKover involved clearing out years' worth of overgrowth around the campground's main building. Weeds, volunteer trees and large plants had taken over the beds and covered the building from view, and taking it all down allowed for volunteers to go in and redesign the landscape to be more intentional and accessible.

"For the kids who come to camp, especially those with accessibility needs, this makeover makes the environment feel safer and more welcoming," Spencer says. "And for the employees, it gives them a fresh start and makes their jobs easier because they're not constantly battling overgrowth."

But the collaboration wasn't just saved for Spencer. Muck Boots made sure to do their part as well and out-



Spencer B. and Muck Boots were able to give the Tall Oaks staff new pairs of boots.

fitted the entire staff with new boots, a gesture that can really help those working mostly outdoors.

"Partnering with a brand that doesn't just talk about helping communities but actually takes action makes the impact that much bigger," Spencer says. "It's the kind of collaboration that really multiplies the good we can do."

Lorenzo says it's important for the company to do their part in helping out local communities, and Muck Boots has a long history of charity, including making donations on Giving Tuesday, organizing volunteer efforts to fill and distribute Thanksgiving boxes, investing in the National Young Farmers Coalition and working with Barstool Sports to benefit dog shelters.

Lorenzo also hopes to continue the partnership with Spencer in the future to do more good for others.

But for now, Spencer says the work he's done feels amazing, and showing how small acts of service can have a huge ripple effect is one of the best parts of the collaboration.

"Being able to take on projects at places like Tall Oaks means a lot to me," he says. "It shows that the work goes beyond just cleaning up lawns. It makes a lasting difference in people's lives and in communities." 📸

PHOTOS: THE ORIGINAL MUCK BOOT COMPANY; ILLUSTRATION: ALEX BOND / ISTOCK / GETTY IMAGES PLUS / GETTY IMAGES

MVP-CALIBER STRIPES? IT RUNS IN THE FAMILY.



When every day is #MowDay, you need a mower that won't quit. Swing by our outdoor booth to test drive a Grasshopper Zero-Turn and experience unbeatable durability, rock-solid reliability, and championship-quality performance.

**DEMO AT
#7542D**



**VISIT AT
#9136**

Reunion tour

Check out some of the must-see “showstoppers” that will steal the spotlight at Equip Expo 2025, the green industry’s annual family reunion

BY LM STAFF

Plenty of attendees, longtime exhibitors and veterans of the landscape and lawn care industry refer to the annual Equip Exposition as the green industry’s annual family reunion.

And with good reason; one of the 10 largest conferences and trade shows of any kind in the United States, Equip Expo attracts more than 30,000 attendees from all over the world to the Kentucky Exposition Center in Louisville for four days of education, networking and the chance to explore the expansive indoor trade show and outdoor equipment demo area.

Like any family reunion, attendees embrace the opportunity to connect with old friends and rekindle long-standing relationships at Equip Expo. But when the 2025 edition of the event opens its doors Oct. 21-24, those same attendees will be equally excited about the opportunity to make new friends, learn new techniques that can help their businesses grow and check out the latest and greatest products and services the industry has to offer.

With all that in mind, *Landscape Management* turned to the exhibitors who will be showing off all those products and services to learn about the “showstoppers” that will take center stage at Equip Expo. There will be mowers, compact equipment, handheld tools, software and much more to discover, so settle in and get ready for the green industry’s biggest family reunion.

Steel Green

steelgreenmfg.com

Indoor Booth No. 9208

Outdoor Booth No. 7434

Opti-Rate from Steel Green is an advanced pulse width modulation (PWM) rate-controlled spray system that takes the guesswork out of spray applications and makes over- and under-application a thing of the past. Over- and under-application can be major sore spots for spray equipment operators. According to the company, Opti-Rate fixes this by independently controlling flow rate and pressure to maintain a consistent application across the entire boom. Your spray rate stays consistent when you turn, thanks to turn-compensation technology, and you can maximize chemical savings, too, since the system increases output when you speed up and decreases output when you slow down.

Irrigreen

irrigreen.com

Indoor Booth No. 10070

Irrigreen 3.0 brings patent-pending features designed to solve some of the most persistent challenges in lawn care. The new sprinkler head includes an automatic self-cleaning function for sandy soil, built-in pressure sensing to maintain accurate



coverage when water pressure fluctuates and a modular design that makes servicing and replacement much simpler. Contractors spend valuable time on callbacks caused by clogged heads, uneven coverage and difficult repairs. Irrigreen 3.0 directly addresses these problems: The patent-pending “auto-clean” feature prevents sediment buildup, the pressure-sensing system keeps spray patterns accurate and the redesigned head installs at a shallower depth with parts that can be quickly swapped.



Sunseeker North America

sunseekertech.com/us

Indoor Booth No. 1190

Outdoor Booth No. 7460

The Sunseeker X7 robotic lawn mower takes the work out of yard work with precision cutting, smart navigation and app-based control, giving home owners a perfectly maintained lawn without the crew lifting a finger. Designed for power, efficiency and convenience, the X7 combines advanced technology with rugged performance to handle any yard with ease. The company says the Sunseeker X7 eliminates the time and hassle of traditional lawn care by handling mowing automatically, even on challenging terrain.

SiteOne

siteone.com/LESCO

Indoor Booth No. 20090

Outdoor Booth No. 7240

SiteOne's LESCO Prosecutor ProLong Total herbicide kills the toughest weeds and grasses and prevents all regrowth for up to six months. The company says it's perfect for hardscapes, gravel pads, fence lines, parking lots, or anywhere else plant growth is undesirable. LESCO Prosecutor ProLong Total is premixed for easy measuring and won't stain or mar surfaces, gives contractors the ability to stop all unwanted plant growth and prevent regrowth for half a year, reducing costs and time spent reapplying.

Staple Wasp

staplewasp.com

Indoor Booth No. 8034

Staple Wasp is a lightweight, American-made stapler that installs erosion control and landscape fabric up to four times faster while reducing back and knee strain for crews. It's a rugged tool that saves time, money and keeps projects on schedule. Landscape contractors face labor shortages, rising costs and the physical toll of installing erosion control and landscaping materials by hand. According to the company, Staple Wasp solves these challenges by letting crews work up to four times faster while staying upright, reducing back, knee and shoulder strain that leads to injuries and fatigue. The result is faster projects, healthier crews and stronger profitability.



Milwaukee Tool

milwaukeetool.com

Indoor Booth No. 1016

The M18 FUEL 21-inch auger-propelled, dual-battery, single-stage snow blower is the most powerful single stage snow blower, delivering instant startups, auger propulsion and a chute that is up to 40-percent wider for efficient snow processing. With 7.5-hp peak power and the ability to clear up to 500 feet of sidewalk in



six inches of snow, this cordless solution helps users work faster from start to finish. The M18 FUEL minimizes downtime and disruptions by eliminating gas, oil and pull starts while operating 10 decibels quieter than 25cc gas version. For landscape maintenance professionals, the company says that means faster clearing in deep and heavy snow, reduced maintenance, better visibility in low-light conditions and longer runtime with additional battery terminals, all within the fully compatible M18 system of 300-plus solutions from Milwaukee Tool.

Barreto Manufacturing

barretomfg.com

Indoor Booth No. 9191

Outdoor Booth No. 7767

The Barreto 7TSC sod cutter is the first American-made tracked sod cutter to join the Barreto equipment legacy, and the company says it's already carving out a well-deserved spot as a favorite among landscaping professionals and DIY users nationwide. The 7TSC embodies robust engineering and user-centric design, making it a trusted choice for professionals seeking dependable, high-performance equipment. The 7TSC is a tracked design that improves travel, traction and user-friendliness. Designed with longevity and ease-of-use in mind, the track drive system utilizes a single hydrostatic pump to feed the independent motors, enabling the tracks to operate in sync when cutting or independently for turning and maneuvering with ease. The 7TSC has an 18-inch cutting width and two forward speeds, all delivered by a solid control rod linkage that eliminates the use of cables and increases reliability.

LunchEAZE

luncheaze.com

Indoor Booth No. 24079

LunchEAZE is the world's first cordless, smart, self-heating lunch box — just set a mealtime and LunchEAZE heats your food automatically to be ready

at your desired time. Crew members appreciate the product because it allows them to have a hot, fresh meal anywhere, anytime with no plugs needed. LunchEAZE makes hot lunch easy, from packing leftovers straight from the fridge to frozen meals straight from the freezer. LunchEAZE heats meals automatically, on schedule (up to 220 degrees F), totally cordlessly.



Continued on page 16

Continued from page 15

Kujo Yardwear

kujo.com

Indoor Booth No. 9148

The Kujo Jax is a comfortable lawn care shoe that has all the functionality of a durable boot, but the lightweight comfort of a shoe. Designed for long days on the job, it offers lightweight comfort with the toughness of a boot. The slip-on, lace-free design makes it easy to get in and out of, while a DewGuard toe cap provides water resistance without sacrificing breathability. An aggressive outsole delivers reliable traction on wet grass, hills and uneven terrain — perfect for mowing, trimming and all-day maintenance.



Spraye Software

spraye.io

Indoor Booth No. 28108

Spraye is the all-in-one CRM software purpose-built for lawn care businesses that specialize in chemical applications. Unlike generic platforms, Spraye is deeply tailored to the operational, compliance and efficiency needs of weed control and fertilization professionals — whether you're fertilizing turf, applying herbicides or managing multiple technician routes. Spraye helps lawn care companies that spend too much time on tasks like scheduling and routing, customer communications, invoicing and compliant chemical tracking. These repetitive tasks can take hours every day and keep operators from doing revenue-generating activities. Utilizing Spraye allows them to focus on growth and profit while spending less time on day-to-day office work and paperwork.

Wayrobo

wayrobo.com

Indoor Booth No. 42216

Wayrobo is an autonomous reel mower with “Dual-Brain” AI, zero-emission operation and seamless integration with an existing fleet, making mowing smarter, safer and more sustainable than ever before. The company says Wayrobo addresses today's biggest challenges in turf



management — labor shortages, efficiency and sustainability. Powered by a “Dual-Brain” AI system, it operates independently, avoiding obstacles and reducing reliance on manual labor. Its automated grass detection and self-emptying system ensure nonstop productivity with zero downtime. As a zero-emission solution, it minimizes environmental impact while maintaining top-quality turf. Best of all, it integrates seamlessly with reel cutting units from leading brands, enabling crews to modernize without replacing their entire fleet.

Diamond Mowers

diamondmowers.com

Indoor Booth No. 21104

Diamond Mowers' Mini Brush Cutter Pro X redefines what stand-on skid steers can do, according to the company, with a spindle-driven, 42-inch blade system that slices through brush and saplings up to 5 inches in diameter. With an adjustable, offset mounting plate that reduces track marks and polycarbonate safety guarding for operator protection, the company says it's engineered for both precision and durability in urban, utility and trail-clearing settings. The Mini Brush Cutter Pro X's spindle-driven design cuts mechanical complexity and stress on the gearbox, enhancing reliability. Its offset, bolt-on attachment plate helps operators avoid leaving unsightly track marks, which is crucial in sensitive environments. And a quick-attach, friction-mount polycarbonate shield guards against flying debris without requiring specialized tools.



Echo Inc.

echo-usa.com/outdoor-power

Indoor Booth No. 5112

Outdoor Booth No. 7451

The Echo DSRM-225 is a next-generation battery-powered string trimmer that delivers gas-like power, extended run-time and pro-grade durability.

With its industry-first LED trigger grip display for real-time battery and speed visibility, this innovative tool gives landscapers greater efficiency, control and confidence on every job. The Echo DSRM-225 is built for all-day use, delivering powerful, consistent performance with less noise, vibration and fatigue.



Grasshopper Mowers

grasshoppermower.com

Indoor Booth No. 9136

Outdoor Booth No. 7542

Grasshopper is introducing two new OutStander stand-on mowers powered by Kawasaki FX engines — the 27-hp FX850V and 34.5-hp FX820V EVO. Engineered for professional use, these models integrate rugged DuraMax decks with advanced operator-focused features for maximum productivity and durability. Commercial crews face persistent challenges in balancing operator comfort, machine durability and ease of adjustment during high-demand mowing cycles.

The OutStander SO34

and SO27 stand-on

mowers address these pain points

with a coil-spring suspension platform, 4.5-inch adjustable

command center towers

and a deck-mounted



engine and transmission system that eliminates belt strain during height changes — extending component life while improving operator efficiency.

TBB Power Corp.

negex.com

Indoor Booth No. 42412

With cutting-edge technology tailored to North America's diverse energy demands, the TBB PowerHub portable power station delivers unmatched reliability and rapid deployment capabilities across extreme climates, rugged terrains and off-grid environments. The company says this power station is engineered specifically for the demanding conditions of construction sites and landscaping projects. Combining high-capacity lithium-ion and sodium-ion batteries with a rugged industrial design, it delivers reliable, silent and emission-free power.



Continued on page 18



BACKSLOPE



PURSUIT 120



PURSUIT 220

EXPLORE OUR ENTIRE LINE OF SPREADERS & SPRAYERS

backslopeinc.com



Continued from page 17

Greenworks Commercial greenworkscommercial.com

Indoor Booth No. 2182

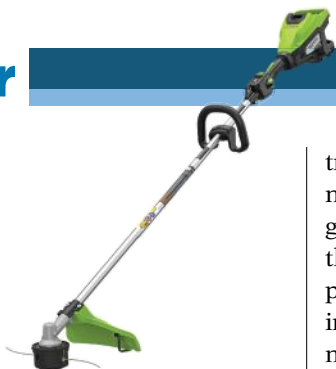
Outdoor Booth No. 7632

The Optimus 17-inch, 1.3-kW string trimmer delivers the power of a 30-cc gas trimmer with none of the downsides, the company says. It's ultra-quiet, produces zero emissions, has low vibration and no fumes. At 14 pounds, it's the lightest commercial option in its class, offering push-button start, CORE360 battery runtime equal to a full tank of gas, and over 1,000 hours of proven field performance. The company is also highlighting the Optimus BB42X backpack blower, which delivers more power than an 80-cc gas blower with 42 N of force and 1,069 CFM, all while being nearly three times quieter, lighter and free of fumes or high vibration. With advanced X-Range fan technology, it combines maximum performance, efficiency and operator comfort.

Linxup linxup.com

Indoor Booth No. 23101

Linxup Tool Trackers combine Bluetooth and vehicle



tracking to give field service businesses real-time visibility, jobsite geofencing and "left-behind" alerts that help crews stay organized, prevent lost tools, cut costs and improve jobsite readiness. As crews move from job to job, the system logs when a tagged item enters or exits a vehicle's range. If a tool gets left behind, users can view its last known location on a live map and get alerted before it's lost for good. The company says Linxup Tool Trackers reduce wasted time, lost tools and missed jobs, while also improving customer satisfaction since teams are better prepared and more efficient. Rugged, weatherproof tags offer up to five years of battery life and work within a 300-foot range.



Rain Bird rainbird.com

Indoor Booth No. 42233

Whether a contractor is in charge of one controller or hundreds of controllers, Rain Bird helps them boost efficiency, minimize site visits and rest easy with 24/7 remote irrigation

management through the Rain Bird 2.0 App, IQ4 Central Control, or both. The company says it's never been easier to optimize irrigation schedules, pinpoint problems and help customers save with WiFi-ready or LNK2-compatible controllers. Both solutions offer comprehensive, convenient, connected control at a contractor's fingertips. They come with easy, intuitive controller installation and programming with "Extra Simple Programming" (ESP), save water with weather-responsive technology, reduce client call-backs through remote diagnostics and allow for contractors to set up tailored reporting and proactive alerts.

Kress Commercial

kress.com/en-us

Indoor Booth No. 1054

Outdoor Booth No. 7650

The Voyager 40-inch Autonomous RTKn robotic mower from Kress operates on Kress' RTK network and is the commercial robotic mower that travels with the crew for more efficient lawn management. Voyager travels with landscapers, freeing up crewmembers to manage more high-skilled tasks. The company says it operates at a speed to complete mowing as quickly as or faster than other on-property tasks, meaning crews can complete their routes more efficiently and even add customers.



Continued on page 20



SpringGreen
LAWN - PEST - TREE

- ✓ **Diversify Your Business**
- ✓ **Convert Your Business**
- ✓ **Sell Your Business**



800-777-8608
springgreenfranchise.com

franinfo@spring-green.com

Do more with the ultimate turf engines.

Get unrivaled performance from our enhanced BIG BLOCK™ V-Twin. It runs 60° cooler* to handle the hottest, harshest conditions, and with Oil Guard™, it goes 500 hours between oil changes. Our CXi with Oil Xtend™ can go 250. That will save you money on maintenance and keep you productive. Let's talk.

vanguardpower.com/OG

STATUS quo. GO.



VANGUARD®

TRUST VANGUARD POWER.™

* Compared to previous Vanguard® BIG BLOCK design.
© 2025 Briggs & Stratton. All rights reserved.

Continued from page 18

Voyager fits seamlessly with any route-based crew while increasing labor efficiency — and protecting crews from breathing harmful emissions. Voyager alleviates persistent labor pressures and provides consistent cuts every time.

Defond Electrical Industries

defondetech.com

Indoor Booth No. 42307

Defond's solutions are designed to provide a compact, all-in-one system featuring wireless power transfer modules, HMI, BLDC motor controllers, start and PTO switches, TPS and seat and park switches. Engineered for performance and reliability, Defond's portfolio is ready to meet the evolving needs of modern outdoor equipment. From design to durability, every solution is built with premium quality, user convenience and adaptability, whether working with gas-powered equipment or sustainable alternatives.



LeafBoss

jbhinnovations.com

Indoor Booth No. 9189

The LeafBoss Sweep-n-Vac is the most advanced technology for lawn and leaf clean-up, according to the company. Designed with functionality and efficiency in mind, the LeafBoss meets the needs of lawn care professionals working on residential and commercial properties. The LeafBoss provides the operator with enhanced ease of use, eliminating the back-breaking pain of fall clean-ups. The innovative technology effectively reduces and discharges both organic and inorganic matter — such as leaves, twigs, nuts, aluminum cans, plastic bottles and paper products — while the industry-leading reduction rate increases efficiency and decreases bagging cycles.



GreenEdge AI

recovery.greenedgeai.com

Indoor Booth No. 42735

GreenEdge AI captures every inquiry and responds within seconds, turning missed opportunities into booked jobs while crews stay focused in the field. The company says most outdoor service businesses capture less than 40 percent of their actual opportunities, not from lack of skill or effort, but from systematic communication gaps.

GreenEdge AI identifies these specific revenue leaks and provides the technology to plug them, helping businesses recover thousands in monthly revenue they've already earned through their reputation and marketing efforts.

Mammotion

mammotion.com

Indoor Booth No. 580

Outdoor Booth No. 6117

Mammotion has pioneered intelligent outdoor robotics by combining high-precision navigation technology with advanced driving and engineering capabilities. Led by the award-winning Luba 2 all-wheel-drive robotic lawn mower, Mammotion will bring a full display of its smart yard robotics solutions to Equip Expo 2025.



Powered by UltraSense AI Vision and RTK mapping technology, the Luba and Yuka series robotic lawn mowers offer a complete hands-free lawn care solution for properties ranging from 2 1/2 acres to small gardens. The rugged Luba 2 mows slopes up to 80-percent and handles tough grass and obstacles. The Yuka series, the world's first self-emptying lawn sweeper, efficiently clears debris and autonomously empties itself before returning to work. For more compact spaces, the Luba Mini AWD and Yuka Mini offer efficient, professional-grade lawn care.

RealGreen by WorkWave

realgreen.com

Indoor Booth No. 623

Wavelytics is the business intelligence platform that unifies data into a single source of truth. It empowers lawn care and landscaping professionals to stop guessing and start making confident, data-backed decisions. Most businesses are sitting on a mountain of data but have no easy way to leverage it for what matters most: growth and profitability. The company says Wavelytics takes the guesswork out of the equation and turns that data into the key to unlock growth and make fast, intelligent business decisions that move businesses forward. Wavelytics automates the process of manually stitching spreadsheets together, which eliminates errors and frees up time to focus on strategy and other areas of the business. It offers clear visibility into the performance metrics that drive your business and identifies issues before they become a profit drain.



Continued on page 22

MORE JOBS. MORE POWER. MORE POSSIBILITIES.



With CASE Small Machines and Tactics, even a pickup and trailer can power your business. Our compact lineup—mini loaders, excavators, skid steers, and more—delivers performance, versatility, and efficiency to handle any task. Build a nimble fleet that moves fast, works hard, and drives productivity. The result? Bigger opportunities and a business that keeps growing.

Check out our full line and learn how we can help you grow your capabilities and your bank account at CaseCE.com.

CASE
CONSTRUCTION

Continued from page 20

Finn Corp.

finncorp.com

Indoor Booth No. 1160

Outdoor Booth No. 7714

The MBM3 is a medium-duty material blower designed to blow mulch, compost and other landscape materials to reduce required labor and increase productivity. This unit can hold 3 yards of material at a time and blow up to 10-plus yards per hour through 150-plus feet of blower



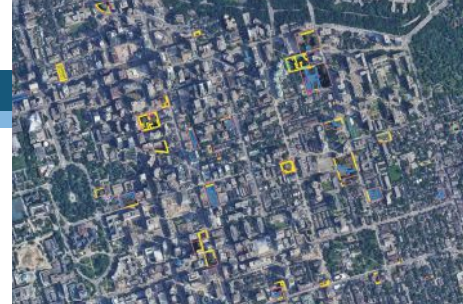
hose. It will reduce the required labor needed to install mulch and other landscape materials while increasing productivity and helping the owner grow their landscaping business.

CrewVision

crewvision.io

Indoor Booth No. 29103

CrewVision is a smart workforce management platform that gives landscaping and field service crews real-time visibility into schedules, tasks and progress. Streamlining communication and automating job tracking, CrewVision helps companies save time, reduce errors and maximize crew efficiency.



Scepter

scepter.com

Indoor Booth No. 10030

For tree care professionals, landscapers and homeowners, the Ameri-Can Chainsaw Fuel and Tool Container delivers an easy-to-carry solution for transporting chainsaw fuel and tools. Store gasoline in the 1.5-gallon front fuel container, and store bar chain oil, sharpening files and more in the attached back compartment. The combination fuel and tool storage ensures you always have enough fuel, while helping carry bar chain oil and other tools. The handle of the container also slides over the saw blade so users can carry it in one hand. While designed with chainsaws in mind, this combination fuel and tool storage container can be used to carry all types of tools for yardwork.



PRO Landscape + Design Software

prolandscape.com

Indoor Booth No. 10186

PRO Landscape+ Design Software elevates professional landscape design by harnessing AI-powered tools — including the AI eraser, AI cutout tool and the Ask Wayne assistant — to streamline photo editing, design customization and on-demand help.

PRO Landscape+

According to the company, it empowers professionals to work faster and more creatively and impresses clients with stunning visuals and seamless presentations. Instantly remove existing plant material and clutter from photos with the AI eraser, while the AI cutout tool makes it effortless to drop in your own plants, hardscapes and other elements without tedious editing. Plus, the built-in Ask Wayne AI assistant delivers instant answers whenever needed.

Hydro-Gear

hydro-gear.com

Indoor Booth No. 2092

Outdoor Booth No. 6018

Hydro-Gear's Smartec Hybrid is the industry's most

Continued on page 24

HDT-10

STARTING @ \$34K

- ✓ **FILL WHEELBARROW IN 3 SEC**
DUAL SIDE DISCHARGE
- ✓ **7+ YARD DUMP BODY W/REAR GATE**
- ✓ **MAJOR LABOR SAVER**
- ✓ **ALL ELECTRIC OPERATION**

www.MulchMateUSA.com

LM EDUCATION @ EQUIP EXPOSITION

OCTOBER 22-24

Join *Landscape Management* in Louisville where we'll present 12 educational sessions as part of Equip Exposition

THIS YEAR'S EDUCATIONAL SESSIONS INCLUDE:

- A Fireside Chat with Larry Ryan
- Become A Destination Company
- "Lean" in the Landscape
- Your Company, Your Culture
- Lead From the Middle — Yes, You!
- Labor Hour Management: *The Most Important KPI in Your Business*
- Get on the Bus: *Effective Onboarding for New Team Members*
- Sales Management for Dummies (and High-Flying Entrepreneurs)
- Strategic Planning 101
- Every Day I'm Hustlin': *How to be Proactive on Relationship Building and Sales*
- Retiring in Place
- A One-Stop Shop versus Doing One Thing Well



Only registered attendees for the show are eligible to take part in Equip Expo education. You can register using this QR code and receive a 50 percent discount by using the code LM50. During the registration process, you will be prompted to add educational sessions.



Continued from page 22

powerful commercial ZT system, the company says, delivering the power needed to get tough jobs done without slowing down or stopping to refuel or recharge. The company says Smartec Hybrid eliminates range anxiety, saves on fuel, improves operator comfort, preserves the environment and gets work done at a fraction the cost of a full EV machine.



Backslope Inc.

backslopeinc.com

Indoor Booth No. 42300

Outdoor Booth No. 5111

The new Assault spreader/sprayer from Backslope is a commercial-grade machine that features a Honda GX390 engine, a direct-drive hydro system, a 220-pound spreader capacity

and a 26-gallon spray capacity. This machine is easy to use and will reduce overall maintenance costs and downtime, according to the company. The new Assault has a direct-drive hydro system with no pulleys and no drive belts for reduced downtime and maintenance. It has a very low profile, making it extremely effective on slopes and steep terrain. The compact frame makes it effective on small properties but very capable on bigger commercial properties.

Lawnline Marketing

lawnline.marketing

Indoor Booth No. 21080

Lawnline is introducing Crystal Insights, an exclusive AI technology built from the ground up to address challenges the green industry has faced for years. The questions, “Which staff members quote the most work?” and “What questions are leads asking, and is my team answering them correctly?” will be answered thanks to Crystal Insights. The technology provides qualified lead metrics, true source attribution, tracks competitor mentions from customers, call-answering metrics and employee evaluations. Available only from Lawnline Marketing, this first-of-its-kind technology puts business owners ahead of competitors in their market.



FireHawk Bioherbicide

firehawkbioherbicide.com

Indoor Booth No. 26092

FireHawk Bioherbicide is a breakthrough new product offering naturally powerful weed control. The company says its formula uses naturally occurring ingredients

combined with a patented delivery technology to deliver a fast-acting, highly effective weed control solution that delivers visible results in just one to three hours. Unlike conventional herbicides, FireHawk biodegrades within days, supports soil health and reduces weed pressure over time, making it a powerful, environmentally responsible alternative for landscapers.

Senix

senixtools.com

Indoor Booth No. 3072

The Senix X6 60V hybrid zero-turn mower is the best zero-turn mower on the market, the company says, because it is the only one to combine gas and battery technology into an eco-friendly mower that can mow up to 7.5 acres in one go. The X6 operates on batteries, gas or both, maximizing energy use and minimizing emissions. In hybrid mode, the mower automatically shifts to gas mode when its battery charge dips to 30 percent, maximizing efficiency and extending uninterrupted runtime. Equipped with four battery ports and a fuel tank, the rider can keep going as far as the eye can see for the cost of 1.5 gallons of gas. The company says users will also appreciate fewer tank refills and trips to the gas station, plus the satisfaction of less noise and gas emissions. To maximize energy efficiency, the hybrid mower has three selectable modes — turbo, normal and ECO — that adjust the ground speed, modulate the power output, and manage energy consumption for different mowing conditions. At Equip Expo, Senix will also be featuring two other products in the X6 line — an all-electric version of the zero-turn mower and a cordless backpack blower.



Vermeer

vermeer.com

Indoor Booth No. 7138

Outdoor Booth No. 7634

Experience your starting lineup at Vermeer Gameday: Live! on Tuesday, October 22, 1 p.m. in the outdoor demo area. Vermeer will showcase a wide lineup of landscaping equipment on display, including a new generation of compact machines being unveiled at the show. The outdoor demo area will feature hands-on demonstrations of various Vermeer equipment designed for landscape professionals of all operation sizes, from owner-operators to crew leaders and business owners. The lineup includes machines engineered for both tight residential spaces and demanding commercial projects. 



EQUIP EXPO 2025 NEW PRODUCT SHOWCASE

If you're looking to connect with the newest, most innovative landscaping, lawn care and tree care products, then the New Product Showcases at Equip Exposition 2025, Oct. 21-24 in Louisville, Ky., are for you.

The following companies will display their wares in the New Product Showcase area in the West Wing of the Kentucky Exposition Center. The latest innovations in tree care will be featured in a similar area in the new Tree Care Arena in Freedom Hall.

Agri-Fab

TerraKing Tow Behind
Pressure Washer
Indoor Booth No. 11184

Arbortech Tools USA

Arbortech ALLSAW
BA200X
Indoor Booth No. 26078

Brilliance LED

MR16 Gen 6
Indoor Booth No. 23002

Buffalo Turbine

Buffalo Turbine eKB
Indoor Booth No. 8206

Custom Engineered Wheels

DFlex Zero Turn
Front Wheel
Indoor Booth No. 42416

Duranta Inc.

Duranta
Indoor Booth No. 42754

EarthWay Products

Prizelawn PSR2k-PRO
Indoor Booth No. 1104

Fairland Group Limited

iGarden Lawn Mower
L Series
Indoor Booth No. 29089

FireHawk Bioherbicide

FireHawk
Bioherbicide Super
Concentrate
Indoor Booth No. 26092

GEN-Y Hitch

The ADMIRAL Bumper
Coupler with SnapLatch
Indoor Booth No. 25068

GEODNET

Swarm
Indoor Booth No. 9195

GSA Equipment

Derette XC1100
Vmeng VM1000
Indoor Booth No. 4041

Hiniker

Hiniker V-753 1/2 Ton
V Plow
Indoor Booth No. 2232

Homebridge Precast

Nancy's Garden GFRC
Modular Planter
Indoor Booth No. 42707

Hunter

Pro High-Efficiency
Nozzles
Indoor Booth No. 28022

J.D. North America

Husqvarna OI 4375DF
Dual Fuel Open Air
Inverter with WATTBOS
Power Management
System
Briggs & Stratton
3600-psi Gas Pressure
Washer with Control
Touch Project Selector
Indoor Booth No. 571

Jutland Truck Bodies

Jutland 40 Series Goose-
neck Body
Indoor Booth No. 30082

KAGE Innovation

SnowStorm Wing
SnowFire Wing
SnowStorm
BLAST STEEL
Indoor Booth No. 8172

KAMP Technologies

kampnet 3.0
Indoor Booth No. 42420

Kenect

Kenect Service AI
Indoor Booth No. 8038

Linxup

Linxup Tool Tracker
Indoor Booth No. 23101

LMN, Greenius & SingleOps

LMN Crew App: Offline
Mod
Indoor Booth No. 296

LunchEAZE

LunchEAZE XL
Indoor Booth No. 24079

Magna-Matic

MAG-6000 Hedge Trim-
mer Blade Sharpener
Indoor Booth No. 4031

Marlon Recreational Products LTD

OPC566E 6-Inch 19.5hp
500cc Kinetic Drum
Chipper Shredder with
Electric Start
Indoor Booth No. 20110

MUSKOX

T-Tach
Indoor Booth No. 29105

Outdoor Impressions

The W.I.T.C.H.
Indoor Booth No. 577

Spraye Software

Interactive Estimates
Indoor Booth No. 28108

STIHL Inc.

BRA 280 Battery-Powered
Backpack Blower
TSA 500 Battery-Powered
Cut-Off Saw
Indoor Booth No. 5068

The Belden Brick Co.

Segmental Paving
Handicap Logo Kit
Indoor Booth No. 29012

Titan Post Drivers

PGD4000X Series Post
Driver
Indoor Booth No. 25090

UV Skinz

Short Sleeve
Performance Tee
Indoor Booth No. 468

Valley Industries

VIpower 56-volt lithium
battery-powered spray
system
Indoor Booth No. 42645

Via Dell'Arte

VDA Collections
Indoor Booth No. 27008

Viper Loaders & Mowers

Viper Mowers
Indoor Booth No. 582

VP Racing Fuels

VP Fix-it Fuel
Indoor Booth No. 8138

Wacker Neuson

BPU5260Ah Medium
Weight Reversible
Vibratory Plate
Indoor Booth No. 11190

Wayrobo

Autonomous Golf Ball
Picking Robot
Indoor Booth No. 42216

Weber MT

VPR450
Indoor Booth No. 23048

Yosemite Robotics

2nd Gen AI Robotic
Lawn Mower
Indoor Booth No. 23081

TREE CARE NEW PRODUCT SHOWCASE

Burrito Brands Incorporated (dba Leaf Burrito)

7-Foot Leaf Burrito
Tote Form Leaf Burrito
Indoor Booth No. 276

Fanttik Innovation

W10 Apex Mini Cordless
Chainsaw
Indoor Booth No. 42667

FireHawk Bioherbicide

FireHawk Bioherbicide
Super Concentrate
Indoor Booth No. 26092

LeafBoss

LeafBoss
Indoor Booth No. 9189

LMN

Tree Inventory & Workflow
Software by SingleOps
Indoor Booth No. 296

Rain Bird

Root Watering System
(RWS) 1401 Bubbler w/Grate
Root Booster Series (RBS)
Strips PRO 5GAL
Root Booster Series (RBS)
Tree Net BIO5 XL
Indoor Booth No. 42233

Scag Power Equipment

Jackal
Indoor Booth No. 7014

Scepter

Ameri-Can Chainsaw Fuel
and Tool Container
Indoor Booth No. 10030

The Toro Co.

Dingo TX 1300
Dingo TX 550
Indoor Booth No. 7148

LEARNING LESSONS THE HARD(SCAPE) WAY

A host of educational opportunities and another sold-out trade show floor take top billing at Hardscape North America 2025

BY LM STAFF

On the heels of a banner 2024, this year's Hardscape North America (HNA) returns to the Kentucky Exposition Center in Louisville, Oct. 22-24, with a full slate of new and expanded educational opportunities and yet another sold-out exhibit floor filled with the latest hardscape products, services and solutions.

This year's event will feature hands-on training opportunities and a chance to try out the newest products on the market in both indoor and outdoor exhibit areas. The industry's best will also take center stage at HNA during the annual National Installer Championships and at a ceremony recognizing the winners of the HNA Awards.

"HNA isn't just any event — it's the place to be for the latest and greatest in hardscape and landscape products and cutting-edge technology," said Bob Thomas, president and CEO of the Concrete Masonry & Hardscapes Association (CMHA), which produces HNA. "In fact, industry members return year after year to immerse themselves in hands-on demonstrations, explore innovations, connect with peers at one-of-a-kind networking events and take advantage of top-tier education and technical training."

Class is in session

The HNA educational lineup for 2025 offers an expanded set of sessions covering a wide range of practical, timely topics designed to help



contractors, dealers and design pros tackle current challenges and position themselves for future success.

Classroom sessions will cover everything from AI-powered sales strategies, recruiting and retaining top talent and the latest trends in natural stone and pavers. A series of roundtable discussions is also planned that will focus on base compaction, new technologies, fire features, budgeting tips and breaking into the commercial market.

Outside of the classroom, HNA attendees will have a chance to check out hardscape demos in the outdoor Hardscape House area, which will showcase best practices and techniques in retaining wall construction, paver installations, outdoor kitchen builds and much more.

A VIP pass is available for attendees who want the ultimate learning experience at HNA 2025. That pass provides all-access to:

- 15 educational sessions
- 6 hardscape demos
- 2 exclusive hardscape workshops
- 1 industry lighting session

For more detailed information on HNA education, visit hardscapena.com/education-demos.

Ready, set, build

There will be plenty of fun in addition to the learning opportunities

and exhibit areas at HNA 2025, most notably at the National Installer Championships.

A field of 12 teams — including last year's champions, Pavers by Porter from Sparks, Nev., and the top three teams from the National Collegiate Landscape Competition — will compete for one of the top prizes in the hardscape industry. Teams have just 60 minutes to complete hardscape project work that might normally take a full day, with judges watching their every move.

The 12 teams that start in the preliminary round are whittled down to just four who compete in the final round, with bragging rights and a cash and equipment package worth nearly \$30,000 on the line.

Three to four preliminary rounds will take place from 9 a.m. to 4:30 p.m. on Thursday, Oct. 23, with the championship rounds set for 10:30 a.m. Friday, Oct. 24.

Top of the heap

The annual HNA Awards will also be presented during the week at the Kentucky Exposition Center, recognizing the most outstanding hardscape projects in the U.S. and Canada during the previous year. The winning projects will be announced during a ceremony set for Thursday, Oct. 23 from 1:30-2:30 p.m. 

ISUZU



THE POWER OF TEAMWORK



Each F-Series truck is powered by the Cummins B6.7 diesel engine, the most popular engine ever built by Cummins. This powerhouse combination easily moves heavier payloads through urban environments and long hauls.

What will it be? Class 6 FTR , Class 6 FVR Derate, or the Class 7 FVR?

- 8 wheelbases from 152 to 248 in.
- GVWRs at 25,950 or 33,000 lbs.
- Body lengths from 14 to 30 ft.
- 50- or 100-gallon fuel tank, based on wheelbase
- Optional air suspension and low-pro tires

See Your Authorized Isuzu Dealer for Information



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. © 2025 Isuzu Commercial Truck of America, Inc.

EQUIP EXPO EDUCATION SNEAK PREVIEW: A FIRESIDE CHAT WITH LARRY RYAN

The industry icon talks about what he feels is most important to growing a lawn care and landscape business

BY SETH JONES | LM EDITORIAL DIRECTOR

Earlier this year, Larry Ryan, founder of Ryan Lawn and Tree, announced he was stepping down as the company's CEO. The former pizza chain store owner built a behemoth of a lawn care company in the Midwest over the last 37 years, coming in at No. 51 on the 2025 LM150 list with \$79 million in annual revenue.

Ryan will take the stage in Louisville, Ky., on Wednesday, Oct. 22 from 12:30-1:30 p.m. to discuss his career, his beliefs on company culture and how he foresees the future of the industry. LM sat down with Ryan in advance of the fireside chat to learn a little about what his life is like today, and some of what he wants to talk about at Equip Expo.

Landscape Management: Since you stepped back from the company earlier this year, what is your day-to-day life like now?

Larry Ryan: My day-to-day is easy, but it was kind of easy before. One of the things I'm doing is connecting with companies — even in the markets we're already in — we're looking for opportunities. Also, I'm traveling from branch to branch on a regular basis and just thanking people. I don't think employees get thanked enough. Whether it's an editor of *Landscape Management* or anybody, it just makes so much difference when they know they're cared about and we still think about them, and they're keeping our culture going. That's really where my heart's at.

LM: I'm excited for our discussion in Louisville. The attendee numbers for this class are ticking up each week, I'm thinking the room will be packed by the time October gets here. What are some of the things you'd like to talk about while we're up there on stage?

Ryan: When we are growing a company, I think the first thing that I learned years ago is you're never better than your people. Two things have helped us grow. One is the quality of people that we hired. We started out exclusively hiring college grads, but then at a certain point, we found that we had to go beyond that. So today, we hire for personality. We find somebody, if they have the heart, we can teach them.

We have a lot of forestry people. We can teach them what we do, but we want it to be a career, not a job. We don't use the word 'tech' in most of our positions. One of our guys said years ago, we were having a celebration... he grabbed the collar of his shirt... he said, we're a blue-collar industry, but I'm not a blue-collar person. I'm white collar, and that's the attitude that we want throughout the entire company.

I think for Ryan, that's been a huge part of our success. Get people who can make decisions, who want to be good at what they're doing. You have to be almost rabid about pursuing that.



The other thing that helped us grow? Well, I'll save that one for the seminar.

LM: The thing I love about Equip Expo is you see so many different companies represented. And it's a wide variety of small, medium, large and extra-large companies. For the small companies — companies that are just getting their businesses started — what message do you have for them?

Ryan: It's a great opportunity. It's a great field we're in. And they must remember that their small company will not be better than their people.

Instead of saying, in the back of their mind, 'I want to grow this company so I can be rich,' they should

think about what Zig Ziglar said really well years ago: You get anything you want if you help enough other people get what they want. Find out what their employees' hopes and dreams are, and say, 'Let's work together, and let's help both of us achieve our dreams.'

I don't think that's said very often in business. I worked in the restaurant business for two groups of people over the years, and at the end of the year, what they said is, 'What have you done for us? How much money have you made for us this year?' Not, 'How can we both be successful?'

You can get anything you want if you help enough other people get what they want. Let's encourage those people to do that, to think bigger.

LM: How do you feel about the future of this industry?

Ryan: I still think it's a good future. I've had a couple of revelations the last few months. One is concerning trees.

You know I'm a forester, so I like trees. But trees have always been on a bit of a pedestal with homeowners. I think that could easily change with these tropical storms, and you see the damage that a tree can do to a house.

We have to be selling every part of this industry all the time. If you don't sell it, it goes away. I heard that professional sports have been declining in people's minds, and not such a big interest in them anymore. I'm hearing the same thing about alcohol.

We've got to market what we do every day. You'll often hear arborists say, trees are always an asset. At a certain point, they're not. They get too big, they become dangerous. Don't be afraid to take one out and start with a smaller plant and then put something that doesn't grow so big. We need the color in the landscapes. We need to literally realize that we're in business to create beautiful, safe communities.

Another thing: The number of horticulture students are declining. Enrollment right now in our junior college here in Kansas City is down. The program is on the table, as far as, are they going to go forward with it?

How we promote this industry will determine if we're going to make or break this industry. That's why we have to work with magazines, with other media in every form, to be selling this industry all the time. Every one of us should consider ourselves as in sales.

LM: Any parting thoughts?

Ryan: I want to encourage our audience to ask questions. Bring your hiring questions. We have to look at ourselves as a great employer of great people.

There's a landscape company in Nashville, Tenn., led by Taylor Milliken, called Milosi. His theme — his mission — is 'Let's grow beautiful together.' I like that. I get it. We're in the people growing business as much as we're in the plant growing business. 🌱

LEADER SPOTLIGHT



ROSS DAY

Vice President - Oasis Landscapes & Irrigation

THEN

When Ross Day joined *Oasis Landscapes & Irrigation* over a decade ago, the company had 27 employees and a reputation for high-end residential design-build and commercial maintenance. Fast forward to today, Oasis has more than 100 team members across two Atlanta locations. Early on, recruiting felt reactive and unfocused. Ross knew they needed a better way to build a team that could grow with the company.

NOW

Ross found that solution through recruiting services at McFarlin Stanford, thanks to his involvement in ACE Peer Groups. The partnership was a natural fit. McFarlin Stanford's professionalism, follow-through, and deep understanding of the landscape industry made hiring feel personal. Today, Oasis recruits with intention, focusing on culture, career paths, and long-term fit. The result? A thriving team that's energized by daily challenges and committed to growth.

The McFarlin Stanford team knows Oasis well. It is like having a team member who is recommending somebody to work with us and that makes it very easy to find the right fit.

ROSS DAY

ROSS'S KEYS TO BUILDING A WINNING TEAM:

- 1. Recruit with Purpose:** McFarlin Stanford helps us find candidates who understand our values, not just the job description.
- 2. Create Career Paths:** People stay when they see a future. We're building growth plans for both new hires and longtime team members.
- 3. Interview for Ownership:** We ask candidates how they've handled past challenges and yes, even how they organize their closet. It reveals more than you'd think.

Rising tide

Open conversations about best practices, challenges and products at the 2024 LM Growth Summit were invaluable for Chris Lemaster BY LAUREN H. DOWDLE | CONTRIBUTOR

Attending a fast-paced conference that brings together both professionals and industry partners can be a big benefit to lawn care companies of all sizes, says Chris Lemaster, director of procurement and technical services at Turf Masters Brands in Tulsa, Okla.

Lemaster says he enjoys going to industry events to network and learn from his peers, which is what initially drew him to *Landscape Management's* Growth Summit. The 2024 version of this annual three-day event was held in Orlando, Fla., and brought together 36 lawn care professionals from across the country.

Attendees had the opportunity to meet with other professionals and leading supplier partners, learn about new equipment and products, hear valuable business insights and attend educational sessions.

VALUABLE NETWORKING

One of Lemaster's favorite parts of being in the green industry is how much there is to learn, regardless of how long you've been a part of it. He says the LM Growth Summit was a great place to absorb more from everyone he met.

"There's always something new to learn and so many topics out there,"

Lemaster says. "I enjoy seeing how people approach lawn care and their ways of solving the same issues we face every single day."

Lemaster talked with the other attendees about the challenges they face, what products they recommend and what best practices they use. He says these conversations help him see what might work within his own company so it can continue to improve.

"I love seeing best practices from across the country and how that can potentially fit into what we do," he says. "Seeing how other people are doing things is so valuable. We're in an industry that's very competitive, but I'm a firm believer that a rising tide lifts all boats."

He says he also learned from the other attendees he was paired with for the round-robin-style "speed dating" with the event's industry partners.

"You're not alone in the industry," he says. "It's a great reminder that no matter the size of your business, we all face the same challenges."

FINDING SOLUTIONS

Being able to experience so many different facets of the industry and types of products all in one location was one of the biggest takeaways from the LM Growth Summit, Lemaster says.

He says he especially enjoyed engaging with the chemical manufacturers. Lemaster has been partnering with Greene County Fertilizer for several years and enjoyed seeing them at the event. He also

learned more about the new products he saw from Nufarm and Albaugh Specialty Products.

"It's eye-opening to see and touch base with those companies because they have a suite of products that you don't normally get to see," Lemaster says. "When you get in front of them and talk to them about your challenges, they can show you their solutions."

OPEN DISCUSSIONS

One thing that surprised him about the LM Growth Summit was how open all the attendees were about discussing their struggles, successes and business advice, including an engaging panel of business owners who were open to the group's questions.

"We have a competitive industry and environment, but no one was holding anything back. They were all honest and open with their answers," he says. "That's invaluable as someone who is wanting to continue learning how to elevate our services and industry."

Lemaster says he's told other business owners he knows about the LM Growth Summit and encouraged them to apply. For professionals who attend, he says they'll get out of it what they put in.

"If you're going to engage with not just the businesses that are there but also the individuals themselves, this is 100 percent for you," Lemaster says. "It was a great experience, and I really enjoyed it." 📣

Dowdle is a freelance writer based in Birmingham, Ala.



Chris Lemaster

IT'S AN AMAZING EXPERIENCE

“If you have the opportunity to attend the *LM* Growth Summit, GO! How often do you have the chance to sit across the table from the people who develop these products that solve your problems and ask questions... and they say, ‘hey, we have a solution for you already’ or ‘we are working on this.’ It’s an amazing experience!”

— SCOTT LAMON, TYNIC LANDSCAPING
(2024 *LM* GROWTH SUMMIT ATTENDEE)



TURF+ORNAMENTAL CARE

December 8-10, 2025

Reunion Resort — Orlando, FL

LMGrowthSummit.com

Join us at the 2025 *LM* Growth Summit Where Industry Leaders Connect

- ▶ 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)

Apply Today!



2025 CONFIRMED PARTNERS (as of 9/9/2025)



> DID YOU KNOW

To prune or not to prune

There are right and wrong times to take on many tree care duties. Learn more about when and how to tackle these important tasks

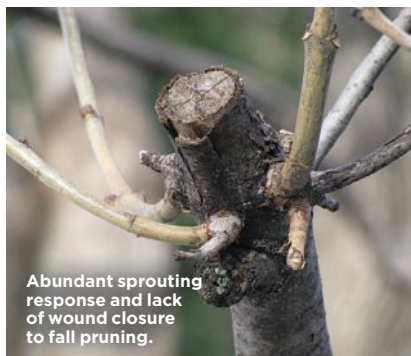
BY JOHN C. FECH | CONTRIBUTOR

As summer transitions to fall, a client's attention often turns to trees in the landscape. Why? In the North, Kentucky bluegrass and tall fescue lawns are recovering from a beastly summer; in the South, Bermudagrass, centipedegrass, zoysiagrass and bahiagrass are easing into dormancy or at least semi-dormancy. These conditions can work to your advantage as a teachable moment and business opportunity.

WHAT NOW? WHAT LATER?

In a whole year of tree care, there are good and bad times to perform certain practices, as well as "it-doesn't-matter" times for others. The big question on everyone's mind is pruning, which is a yes-and-no practice in the fall. When it comes to cutting live limbs to regain structure, the answer is "no" for at least two reasons.

First, fall limb removal leaves open cuts exposed to cold winter winds, leading to excessive desiccation. Secondly, the pruning wounds are slow to close as the callus roll and woundwood production is much more vigorous in spring, delaying closure for several months. As well, depending on which part of fall the cuts are made, the action may encourage excessive sprouting and sucker growth, which may not have time to harden before the onset of winter.



Abundant sprouting response and lack of wound closure to fall pruning.

While spring is best for removing live branches, fall is a great time to remove dead wood to limit limbs falling on targets such as patios, houses, cars — anyone or anything of value. Removing dead wood limits the client's exposure to damages from liability claims from passersby or neighbors, especially if the landscape manager or arborist has informed them previously of the tree's flaws. Because the optimal approach is to avoid removing live wood, it's best to limit cutting into living tissue when removing dead limbs, at least to the extent possible, and to schedule removal of the remaining stubs in spring.

TREE HAZARD AWARENESS

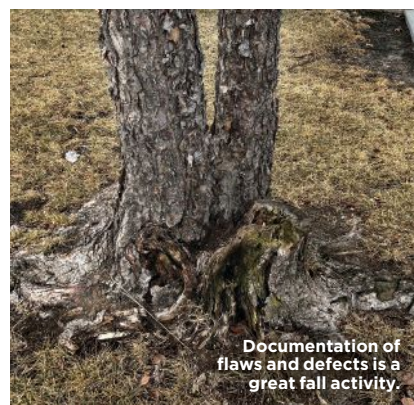
Once the dead wood is out, fall is a great time to perform a simple tree hazard awareness test, especially with an assist from a certified arborist from the International Society of Arboriculture. In fall and winter, flaws such as crossing



Removal of dead wood limits tree limbs falling on important property or people.

limbs, lion's tails, suckers, hangers, etc., are so much easier to see when leaves and dead wood aren't in the way.

Hazard awareness is a methodical documentation of tree flaws and their relative risks to the client and their property. Defects such as stem girdling roots, buttress decay, co-dominant leaders, hangers, crossing limbs, trunk decay, previous flush cuts, topping, poor live crown ratio, inadequate potential rooting space and others are noted and communicated to the client. Naturally, this is of immediate benefit to them, but also to the contractor as it provides for a steady flow of necessary work in the months to come.



Documentation of flaws and defects is a great fall activity.

ANYTIME CARE PRACTICES

Speaking of additional beneficial practices, there are many that can be performed at just about any time in the year.



Avoid piling mulch against the trunk and extend it as far as is practical into the turf areas.

First is a review of the status of the mulch placement and depth. The key premise to keep in mind related to mulching is a quote from Bruce Fraedrich with Bartlett Tree Experts: “Mulch is a tree root treatment, not a trunk treatment.”

As such, good mulch placement should be 6 inches away from the trunk, be 2 to 3 inches deep and extend as far into the landscape as is practical. It should not be piled against the trunk into the shape of a “mulch volcano” where rodents can be protected and provided with food and a micro-climate created for basal decay organisms to gain a foothold.

The second consideration with mulch is what it looks and feels like. Arborists and horticulturists alike strongly prefer organic material, such as wood chips, pine needles and bark chunks. There are at least six reasons to favor organic mulch:

- It mimics forest conditions, which is favorable to trees in the created landscape.
- It lessens temperature fluctuations.
- It lowers weed competition.
- It eventually degrades and introduces organic matter.
- It slows runoff.
- It keeps mowers away.

Sure, rock and stone have their place, such as in hot sunny spaces where nothing else will grow, in swales, dry riverbeds and around grain bins. Those materials are just not appropriate around trees.

MOISTURE MATTERS

Fall is a great time to check for moisture levels and teach clients how to monitor it on a weekly basis. The tools for checking are simple and easy to come by. A

simple probe, such as a piece of rebar, a long screwdriver or a short surveyor’s grading stick, is great.

For the vast majority of trees, we want the soil to be moist, not soggy or dry. These tools are helpful in two ways. First, the physical force required to push the probe into the soil is a good indicator of soil moisture; if it slides in easily, the soil is likely very moist. Perhaps the best indicator is the look and feel of the blade after it is pulled out; if it is dry and powdery, the soil needs a thorough soaking.

With soil moisture in mind, fall is also a good season to do a quick irrigation system check, especially if the tree is in the middle of turf. Lawn irrigation systems can overwater or underwater trees quite easily. Simply place some collection devices at various locations under and away from the canopy or drip line of the tree, then run the irrigation system zones that are within 50-60 feet of the tree trunk.

Showing the different amounts collected to the client/homeowner will be informative for the sake of the lawn, but perhaps even more enlightening for the tree’s root system since they are growing in the same space. During the show

Moist, not dry or soggy is ideal for tree roots.



and tell, communicate with the client/homeowner about expectations and what tree symptoms they might have seen in the spring and summer.



Recently topped canopy with weak wood response.

FALL TREE CARE NO-NO'S

There are at least two no-no actions to take regardless of the time of year. As most readers know, topping or the cutting of limbs back at a uniform location to lower the tree’s height is a very poor practice. This procedure usually results in lots of aberrant regrowth from embedded buds on the lower branches that are weakly attached to the limb. New growth from these formerly suppressed buds is only attached to the outer ring of sapwood as opposed to original stems tied deeply into the heartwood.

The other action to stay away from is to elevate the tree’s height by removing lots of the lowest branches. It’s usually done to allow greater sunlight penetration with hopes of encouraging denser turfgrass growth under the canopy.

While the turf growth usually improves to some degree, the canopy’s live crown ratio is greatly reduced, commonly from three-fourths branches with leaves to trunk to half-trunk and half-live crown. This drastic step results in lowered photosynthesis and greater susceptibility to damage from windstorms. ☹

Fech is a horticulturist with the University of Nebraska-Lincoln and a certified arborist with the International Society of Arboriculture.

PROTECT YOUR TURF

Four mistakes to avoid in organic turf management

How landscapers can deliver greener, safer lawns without overpromising perfection

BY SHRAVYA PEDDIGARI | CONTRIBUTOR

One Saturday morning, a homeowner proudly told me about their new “organic lawn.”

They had invested in corn gluten meal, overseeded in the fall and skipped the usual herbicides. By May, the grass looked lush and green. By August, crabgrass crept in, clover dotted the turf and their kids complained about tripping on patchy spots while playing soccer in the backyard. They sighed and said, “We thought going organic meant the lawn would look just as perfect, just safer.”

This story isn't unique. Across the country, more clients are asking for organic programs because they want safer landscapes for their families, pets and communities. Municipalities are also passing restrictions on pesticides, which means landscapers need to adapt, whether they're ready or not.

Organic turfgrass management can absolutely deliver beautiful, resilient lawns. But too often, contractors and homeowners fall into the same traps. After studying organic and conventional turfgrass management for several years in Maryland, I've seen the strengths and the pitfalls. Here are four mistakes to avoid and how to set lawns up for success.

MISTAKE NO. 1: THE CORN GLUTEN TRAP

Corn gluten meal is often sold as the organic answer to preemergent herbicides. In theory, it prevents weeds like crabgrass. In practice? It doesn't. My research showed crabgrass still broke through organic plots that relied on corn gluten meal, especially under

heavy use. It functioned more like a nitrogen source than a weed barrier. As one turf manager told me, “If corn gluten really worked like an herbicide, every contractor would be using it.”

Why this matters to contractors.

When contractors recommend corn gluten meal as a weed control solution, they risk losing client confidence once the weeds inevitably show up. Homeowners often expect chemical-level results, and when they don't see them, they may conclude that the contractor “didn't do the job right.” This can damage trust and even push clients away from organic programs entirely.

A better approach. Use corn gluten as a fertility supplement, not your main weed-control tool. Then, pair it with overseeding to create denser turf that naturally shades out weeds. And set clear expectations that it won't replace chemical herbicides.

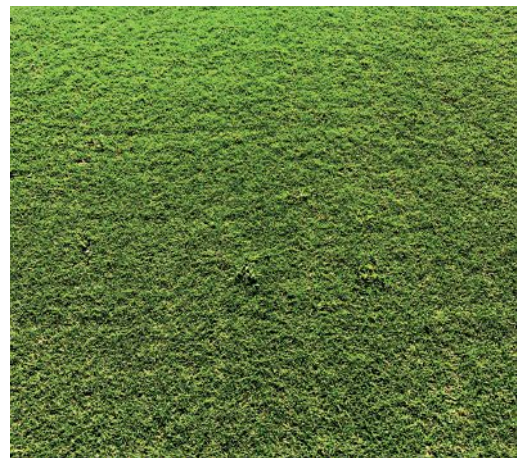
MISTAKE NO. 2: TIMING FERTILITY WRONG

Organic fertilizers don't behave like their synthetic counterparts. With synthetics, you can apply in late spring and see almost immediate greening. Organic sources rely on microbes breaking down the material before nutrients are available. This biological process is slower and heavily influenced by temperature and soil conditions.

That means timing matters more than ever. Apply too late, and by the time the nutrients are available, turf is already under stress from heat, weeds or foot traffic. Apply too little, and the lawn will struggle to compete with aggressive summer

DON'T LOSE CONFIDENCE

If done incorrectly, corn gluten meal can result in broken trust and uncertainty for clients.



weeds. In my study, organic programs actually produced better spring turf quality because nitrogen was applied earlier, giving grass a head start. By summer, though, turf sometimes lagged without well-timed follow-ups.

Why this matters to contractors.

Clients notice timing issues quickly. A lawn that looks fantastic in May but weak and patchy by July leads to phone calls, complaints and a loss of trust. Landscapers who don't adjust their fertility timing risk not only the lawn's health, but also their reputation.

A better approach. First, apply organic fertilizers earlier in spring than synthetic programs. Use blends of feather meal, kelp or blood meal to stagger nutrient release. And monitor turf color and density closely; add compost teas or light topdressing when growth slows.

Think of it like slow cooking; start early, and you'll have something rich and satisfying later.

MISTAKE NO. 3: OVERPROMISING WEED-FREE LAWNS

This is the mistake that causes the most client frustration. Too often, “organic”

is sold as a guarantee of perfection. But perfection isn't realistic. My study found that clover and crabgrass did show up in organic turf. Clover, however, had little impact on turf quality and actually enriched the soil by fixing nitrogen. Crabgrass was more noticeable but didn't make turf unusable.

Why this matters to contractors.

Clients tend to measure lawn quality visually. They see one patch of crabgrass and think the program has failed. If you've promised a "perfect" lawn, you've set yourself up for conflict. Worse, the client may abandon organic management altogether and return to chemicals out of frustration.

A better approach. Be upfront with customers: Organic lawns will likely include some clover or crabgrass. Frame clover as a "feature;" it's green, hardy and helps soil health. And emphasize the benefits — organic approaches are safer for kids, pets and pollinators.

Clients usually prefer a safe lawn with a few clover flowers over a "perfect" lawn treated heavily with chemicals. To ensure this mindset, client communication is key. Contractors who educate instead of oversell will build stronger, longer-lasting relationships.

MISTAKE NO. 4: FORGETTING LAWNS ARE FOR LIVING

A lawn isn't just something to look at. It's where kids kick soccer balls, families play catch and dogs run full

speed. One big mistake in organic turf management is focusing only on color and weeds while ignoring how the lawn feels underfoot. A yard that looks green but is uneven or hard can cause scrapes, falls or sprains.

The good news? My research found no difference in surface safety, hardness and strength between organic and conventional turf. With good practices, organic lawns are just as safe.

Why this matters to contractors.

At the end of the day, homeowners don't just pay for green color; they pay for peace of mind. If kids are tripping, pets are tearing up bare spots or guests can't comfortably walk barefoot, the contractor hasn't delivered on what truly matters. Focusing only on aesthetics risks missing the bigger picture that lawns are meant to be lived on, not just admired. Contractors who prioritize playability and comfort stand out as trusted partners, not just service providers.

A better approach. Aerate, overseed and manage irrigation to keep turf soft and even. Pay attention to high-traffic zones like those near patios or play areas. And remind clients that the goal isn't just green; it's green and safe. As one contractor put it, "A little clover won't hurt anyone, but a compacted lawn will."

GETTING STARTED

Organic turfgrass management isn't about chasing perfection; it's about cre-



CONQUERING CRABGRASS?
Organic approaches won't completely control crabgrass, but they do keep it in check and leave turf in usable condition.

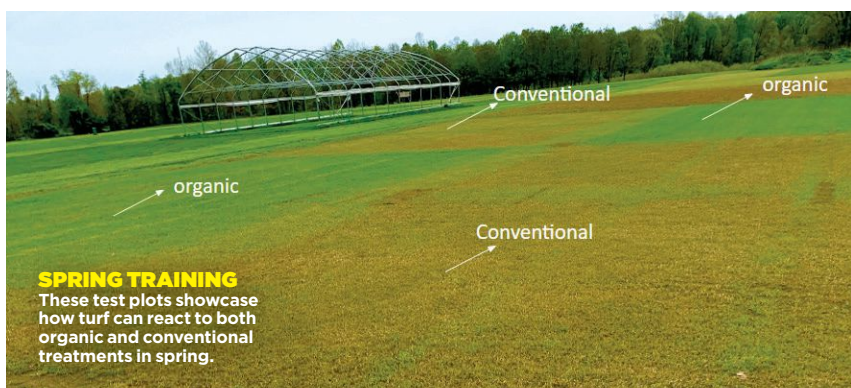
ating lawns that people actually live on. The best lawns aren't judged only by their color, but by the moments they hold, such as kids running through sprinklers, dogs rolling in the grass or families gathering barefoot on a summer evening.

The good news is that organic practices can support all of this if they're done with the right expectations and strategies. By avoiding the common mistakes of relying too heavily on corn gluten, mistiming fertilizers, overpromising weed-free perfection or overlooking livability, contractors and homeowners can unlock the real benefits of organic turf — resilient grass, healthier soil, safer spaces and happier clients.

So where should you start? Begin small. Apply organic fertilizers earlier this spring and watch how turf color improves. Overseed thin areas in the fall to crowd out weeds naturally. Talk openly with your clients about what organic can and can't deliver. And never forget that the heart of every lawn isn't just grass, but the people and pets who use it.

Landscapers who master this balance today won't just grow better lawns; they'll grow stronger businesses built on trust, health and the simple joy of a lawn that lasts. 🌱

Peddigari is market leader for SavATree, based in the company's Northvale, N.J., branch.



SPRING TRAINING
These test plots showcase how turf can react to both organic and conventional treatments in spring.

LESSONS FROM THE EXTREMES

Turf pros from the toughest climates give their best maintenance advice

BY NATHAN MADER | LM ASSOCIATE EDITOR

When it comes to turf maintenance, no two places are the same. And in a nation as big as the U.S., some places are *really* far from the same.

This month, *LM* sat down with lawn care operators (LCOs) operating out of the more extreme climates in the country to hear what their specific challenges are and the advice they have for the rest of the industry.

JARED PALENSKE
GENERAL MAINTENANCE MANAGER
KELLY LAWN AND LANDSCAPING
ANCHORAGE, ALASKA

In the subarctic city of Anchorage, Palenske defines their climate as short, cooler summers and long, snowy winters. But even in the state known for its freezing temperatures, he still says unpredictability is a big concern.

And if the winter is particularly tough, Palenske says it can sometimes result in snow cover from October to April or even May, suffocating the grass. As expected, winterkill is a big issue, and it also means irrigation is far less popular since pipes can easily freeze and are tougher to maintain.

But it's not all bad, and Palenske says two of the biggest benefits to Alaskan turf care is the lack of turf pest and disease problems. With a shortage of hot, humid conditions in the already shorter summers, these issues are far less prevalent than in the lower-48 states, meaning they have more time to repair the grass at the start of spring.

As for advice, Palenske says the most important thing he's learned is to hit the ground running at the start of the season, because you never know when

the weather might turn on you.

"Just get out early. Hit the ground running. Don't put off what you know you're going to have to do eventually anyway when it comes to lawn care," he says.

STUART RINEHART
PRESIDENT AND FOUNDER
ALOHA 'AINA LANDSCAPING
WAIMANALO, HAWAII

Despite being a hot vacation destination, lawn care in Hawaii can be one tough job. Its warm tropical climate doesn't always show the full picture, and Rinehart says the many micro-climates found throughout the islands can make maintenance tricky.

"You can go from oceanside, full sand, salt wind, even saltwater coming up onto the property with the oceans rising," he says. "Drive 15 minutes directly into the mountains, and it will be beautiful soil, rocky, plenty of organic material with trees, a lot of rain, shade, tree canopies, and (it's) a completely different environment."

With these micro-climates, Hawaii also has some turfgrass species that are unique to the area, including *Zoysia tenuifolia* and the salt-resistant seashore paspalum, each requiring specific maintenance practices. Combined with the varying climates, Rinehart says it creates an environment where lots of experience and a desire to learn are critical.

"Hire smarter people than yourself on the topic. Hire guys that are passionate," Rinehart says. "If you surround yourself with people—whether they're employees, advisors, associates, neighbors or industry peers—who love what they do, they will be a wealth of knowledge for you."

BROUGHT TO YOU BY

QUALI-PRO



THE BRIGHT SIDE In many cases, extreme climates also offer some extremely cool landscapes.

JEFFREY HINTZE
SENIOR SERVICE MANAGER
TRUGREEN LAS VEGAS
LAS VEGAS, NEV.

Located within the Mojave Desert, Hintze says Nevada is the driest state in the U.S., and Las Vegas is one of its driest cities. With 300-plus days of sunshine, an average annual rainfall of only four inches and poor alkaline sandy soils, the Gambling Capital of the World can be one of the unluckiest places for turfgrass.

In these conditions, Hintze says that educating customers on best practices is a top tool they have. Relying 100 percent on irrigation due to the lack of rainfall, he always recommends customers irrigate five inches of water per week during the hottest times of the year and to do all watering in the mornings before 8 a.m.

But with water being a scarce resource, he says Las Vegas has taught him to be dialed in on watering practices, and he's even helping customers transform their lawns to desertscapes and xeriscapes.

"Being a lawn pro in Las Vegas, you learn to work with scarcity—scarce water and soil conditions," Hintze says. "We take that mindset and adapt with timely service, efficiency and educating customers, which is valuable in any region." 

WE MEET YOU WHERE YOU ARE

PRINT



WEBSITE



E-NEWSLETTER



SOCIAL MEDIA



VIDEO



WEBINAR



VISIT ME



**LANDSCAPE
MANAGEMENT.**

LANDSCAPEMANAGEMENT.NET

THE BIG ONE

Lights, camera, action!

BY NATHAN MADER
LM ASSOCIATE EDITOR

LOCATION Culver City, Calif.

COMPANY Cadre Landscape

DETAILS Even in landscaping, sometimes life can feel like a movie.

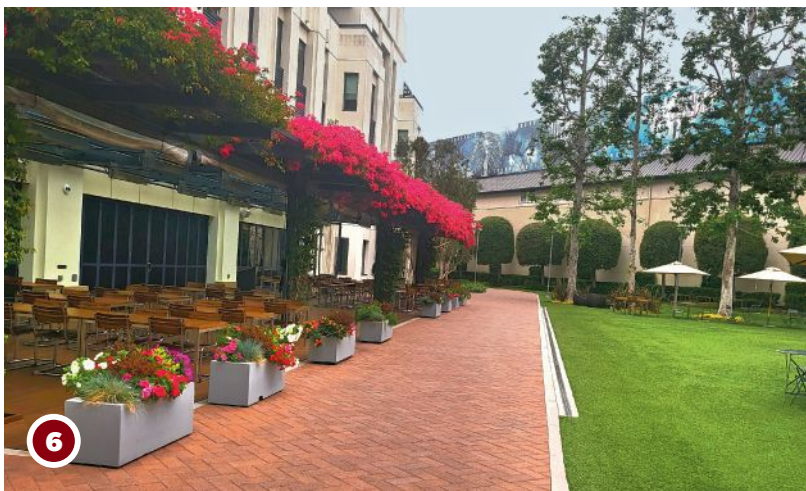
At least that might ring true for California's Cadre Landscape thanks to their longstanding agreement with Sony Pictures to manage their roughly 45-acre studio lot.

And just like the film and television shows getting made on-site, there's a lot of work going on behind the scenes (literally) to always keep the landscaping pristine, according to Cadre Landscape president Julio Lopez.

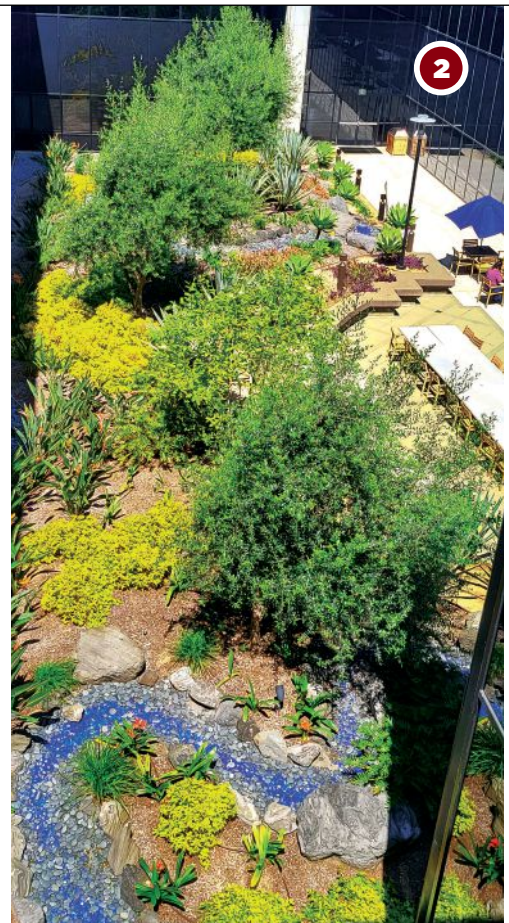
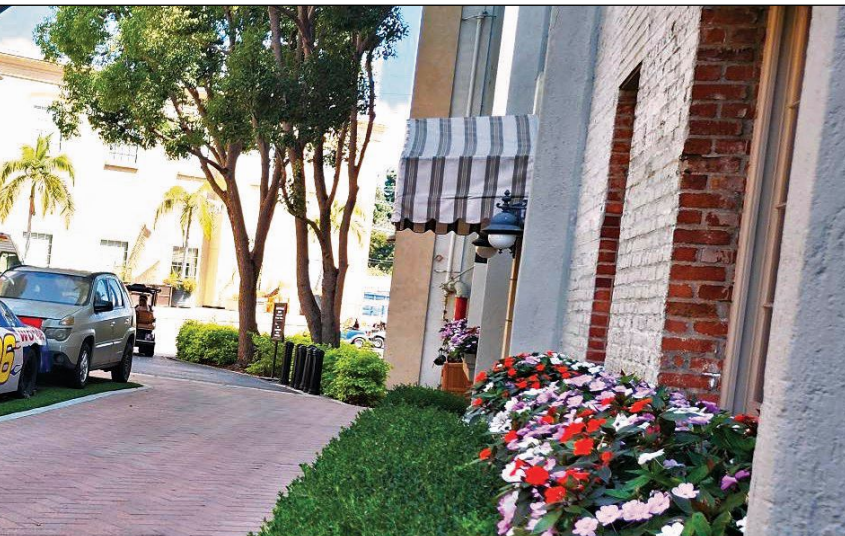
"These people make film and television shows, and they make make-believe. We need to stay on top of that and try to impress them with renderings, with mock-ups, with the pictures of before and after," he says. "Since we began in 2014, it's been great, and that has helped us to grow and develop."

And Lopez says with a high-end film and TV production site, there are multiple unique challenges that they've had to overcome. Switching from gas to electric tools to eliminate noise, creating weekly schedules to work around filming schedules and needing to repair any damage caused by on-site events are just the tip of the iceberg.

And while it may not be an Academy Award, Cadre Landscape won basically the next best thing, securing a gold award from the National Association of Landscape Professionals' 2024 Awards of Excellence program for this project. 🏆



PHOTOS: © 2025 SONY PICTURES ENTERTAINMENT. ALL RIGHTS RESERVED. COURTESY OF CADRE LANDSCAPE



Captions | **1.** The production studio is a complex site filled with a variety of landscape designs, maintenance areas and creative art pieces. **2.** Lopez says a key part of the landscape design is to be colorful and creative, allowing ideas to flow for the people working there. **3.** Fernando Ramirez, maintenance manager for Cadre Landscape, says sustainability was a key goal, with native grasses and flowering perennials that can survive the California climate being common throughout the site. **4.** “Rainbow” is a 94-foot-tall and 188-foot-wide public art installation inspired by multiple factors, including rainbows as a symbol for imagination and optimism while referencing “The Wizard of Oz” film, which was shot on the former MGM lot (now Sony Pictures Studios) in Culver City in the late 1930s. **5.** “We have to create schedules for the guys weekly — a punch list,” Ramirez says. “If there’s anything they need, we have to have the urgency to take care of it immediately and respond to the client as soon as possible.” **6.** To help with noise, Cadre Landscape made the switch from gas to electric equipment back in 2015. **7.** Ramirez says the area around “Rainbow” is his favorite place to maintain for tourists and employees.

MAINTENANCE SHOP

FRESH AIR
Changing air filter
regularly gives
mowers the chance to
breathe clean air.



My mower mantra

Four mower masters discuss what they feel is the most vital key to keeping mowers running

BY SETH JONES | LM EDITORIAL DIRECTOR

Every mower manufacturer offers a manual and best practices on how to keep mowers running strong all season long. But for the people who watch their fleet of mowers leave the yard every day, they know that manual can only help so much. It's up to the operators to take care of the machine in the field.

We asked four mower experts for the one main message they try to convey to crews to minimize maintenance.

GASKETS VS. ENGINES

Jhosse Cruz is the fleet manager for GreenSweep in Silver Spring, Md. He has been with the company for 15 years and rose through the ranks from a member of the crew to fleet manager.

Today, Cruz is responsible for maintaining around 40 to 50 mowers, mainly Wrights and Exmarks, for GreenSweep. When it comes to his mower mantra, he tells the crew, "It's better to replace a gasket than an engine."

"I remind them of the cost to repair a motor," Cruz says. "I enjoy taking an engine out of a mower and repairing it. It's fun. But it takes time, and it's expensive."

HEAT KILLS

Wes Bollingmo manages the technical service team for Toro. He's been with the company for 10 years but got his start as a small engine tech at age 14.

Bollingmo says the biggest mower advancement he's seen over the years is Toro's ability to reduce the number of moving parts on its mowers.

"The biggest thing we try to do is eliminate moving parts. If you can eliminate moving parts, you eliminate

the opportunity for failure," Bollingmo says. "Keep the parts counts down, and keep the parts common, so we can control the quality of the parts from machine to machine."

When it comes to his mower mantra, Bollingmo doesn't hesitate: "Heat kills." "That's the biggest thing, all the time. Keep it clean, keep it moving the way it should," Bollingmo says. "Lubrication failures are one of the highest things we see on the engine side. Heat will climb up on you. Sometimes it's as simple as just blowing them off, keeping them clean. And make sure it has fresh air to breathe from an air filter point of view. Make sure your oil is fresh. Degraded oil increases friction, friction creates heat, heat creates failure."

KEEP BLADES SHARP

James Cap is the president and owner of NEA Lawn Pro in Jonesboro, Ark. The company has changed mower brands three times in recent years because he was dissatisfied with the performance of his first two manufacturers. But the third time was a charm, as he has enjoyed his switch to John Deere, and raves about his Deere distributor, Greenway Equipment.

When it comes to NEA Lawn Pro's mowers, Cap's mantra is "keep the blades sharp."

"The guys are supposed to be sharpening mower blades every two to three days. Last year at Equip Expo, we invested in a true mower lift that's like a



Wes Bollingmo



car lift, manufactured by Ideal," Cap says. "It was a very reasonable price. We bought the floor model, and they shipped it to us. They can drive the mower up on it and raise it."

Cap adds that he asks the crew to change the oil every 50 to 75 hours and to keep everything greased weekly.

"If spindles go down on mowers, then you're out a few days," Cap says. "No one wants to take the mower back to the shop

just to replace the spindle or replace a belt."

To learn more about Cap and NEA Lawn Pro, see his 5 Questions interview on page 82.



James Cap

WASH MOWERS LESS FREQUENTLY

Keegan Smith is the fleet manager for Atlas Outdoor in Flint, Mich. He has worked for the company for 13 years and says he loves working on the company's fleet of Exmark Lazer Zs.

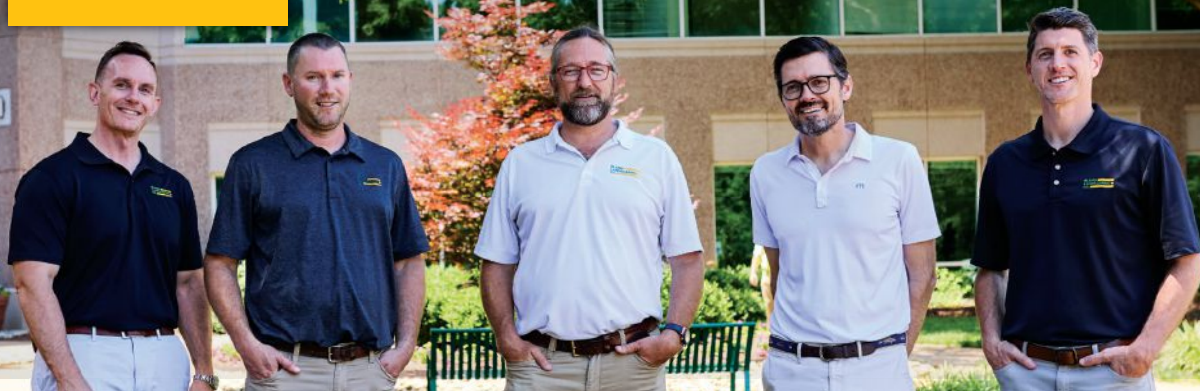
His mantra: when it comes to washing the mowers, less is more.

"I've noticed spindles and anything bearing-wise lasts longer if you don't wash the mowers every week. The biggest thing we do is we only wash the mowers once a month," Smith says. "It has helped out a crazy amount when it comes to maintenance and changing spindles."

Smith adds that in the heat of the summer, the mowers don't get that dirty anyway. If conditions are muddy, he is OK with them getting washed sooner.

"Our guys are trained on the end of every shift to use their backpack blowers and blow off the mowers," Smith says. "If they don't need to be washed, don't wash them." 

**BLAND
LANDSCAPING
CO.**



Your Legacy. Our Commitment.



**Thinking about selling your commercial landscaping business?
Make Bland Landscaping your qualified buyer of choice.**

As a family-founded, private equity-backed leader, we've more than tripled in size through organic growth and disciplined acquisitions—while honoring the legacy and people behind every business we join. With a proven track record as a partner who knows what it takes to succeed and a people-first culture, we offer flexible options for owners exploring a sale or reinvestment.



**Ready to join us?
Let's start a confidential conversation.**

Contact **Kurt Bland** at our
main office: **(919) 387-0010**
LinkedIn: [linkedin.com/in/kurthbland](https://www.linkedin.com/in/kurthbland)



Learn more at blandlandscaping.com/mergers-acquisitions

HARDSCAPE SOLUTIONS

Teamwork makes the dream work

BY NATHAN MADER
LM ASSOCIATE EDITOR

LOCATION St. Petersburg, Fla.

COMPANY Landscapes by Randy Lee

DETAILS When this roughly 25-year-old residential property needed a face-lift, it quickly turned into a multifaceted collaboration.

With an interior designer renovating the house from the inside out and a pool builder friend installing a 55-foot lap pool, the client brought in Randy Lee, owner of Landscapes by Randy Lee (LRL), to merge everything through a hardscape redesign.

"I think our landscape really was the thing that tied it all together," Lee says. "I think that's the most important part; that (when) your team works together, you all create something that ends up terrific."

And the collaboration was terrific, earning LRL a silver award from the National Association of Landscape Professionals' 2024 Awards of Excellence program.

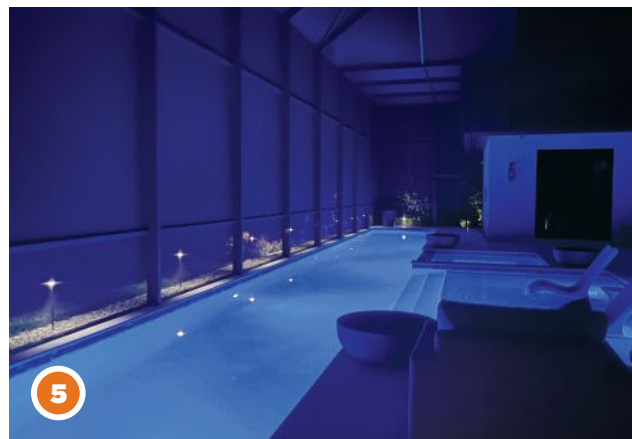
While there were some complications with the slope of the backyard requiring 100 yards of soil to make the space more user-friendly, Lee says the redesign allowed for plenty of creative opportunities.

The driveway and walkway is one example, featuring a modern, geometric design that matches the client's home and is outfitted with artificial turf. Lighting also played a major role, with more than 100 regular and color-changing LED fixtures giving the landscape life into the night and providing extra safety.

"Lighting is one of my favorite things," Lee says. "I had a friend many, many years ago who said, 'If you're not lighting up your landscape, your landscape basically goes to sleep at dark.'" 



PHOTOS: LANDSCAPES BY RANDY LEE



Captions | 1. The final design used more than 20 trees and roughly 200 hedges to complete the landscape. 2. Lee says the home originally had a '90s Mediterranean look, and the clients wanted to revamp everything to be clean, modern and 21st century. 3. Lee says he's a big fan of modern, geometric designs like those featured throughout the property because they take a lot of calculations to get exactly right. 4. During the landscape design and installation, the exterior of the house was also receiving a full face-lift. 5. To see more examples of LRL's use of color-changing lighting, visit *LM's* March 2025 Hardscape Solutions feature on the company's "Contemporary Gulf Front Retreat" project. 6. "I really liked the driveway designs," Lee says. "I thought they looked super cool. I think we were really able to marry the interior (and) exterior." 7. The landscape was filled with bamboo, clusia, podocarpus, olive trees and mast trees to provide privacy on both sides of the house.

BUSINESS BOOSTERS

From mess to masterpiece

John Kenyon and Gib-San Pool and Landscape Creations transformed a Toronto backyard by embracing a messy, century-old willow tree and finding inspiration in unexpected places

BY MIKE ZAWACKI | CONTRIBUTOR

While some saw an overgrown nuisance, John Kenyon saw beauty.

Exceptional projects in landscape architecture often fuse inspiration and collaboration. As a sales manager and design consultant at Gib-San Pool and Landscape Creations in Toronto, Kenyon, a Master Certified Building Professional, proved this recently with a pool and backyard spa project that transformed an initial challenge into a stunning, cohesive design.

A Toronto backyard project began with the clients' desire to remove a sprawling 100-year-old willow tree

from their property. In its place, they envisioned an in-ground pool as the focal point of a more inviting backyard space. Their initial ideas, though, were a bit of a blank canvas for Kenyon, who was charged with creating a contemporary outdoor oasis.



John Kenyon

The homeowners considered the willow tree a source of mess and maintenance. They were leaning toward having it removed, a decision Kenyon says could have created significant costs and fines due to local bylaws protecting the removal and destruction of mature trees.

Kenyon, though, saw an opportunity. He envisioned the willow as a natural sculpture that could anchor a design,

and it was a concept quickly taking root in his mind's eye. Why not make the tree's immense presence the focal point, dictating a more organic, naturalistic approach to the overall project?

His first task was to save the willow, and he had to convince his clients that the tree was an asset, not an obstacle.

"As I started sketching out the backyard and showing them what could be done in the space, they started to realize that, yeah, it was kind of a magnificent tree to have there," Kenyon says. "It focuses you. It makes you feel like you're in a natural place."

Inspired by the backyard's natural feel and the tree's proximity to the planned pool, Kenyon envisioned a free-form pool shape inspired by natural ponds, creating a harmonious blend of natural and man-made elements. The pool's shape was an organic evolution. According to Kenyon, this was a bold move, as most designers opt for a more conventional rectangular shape.

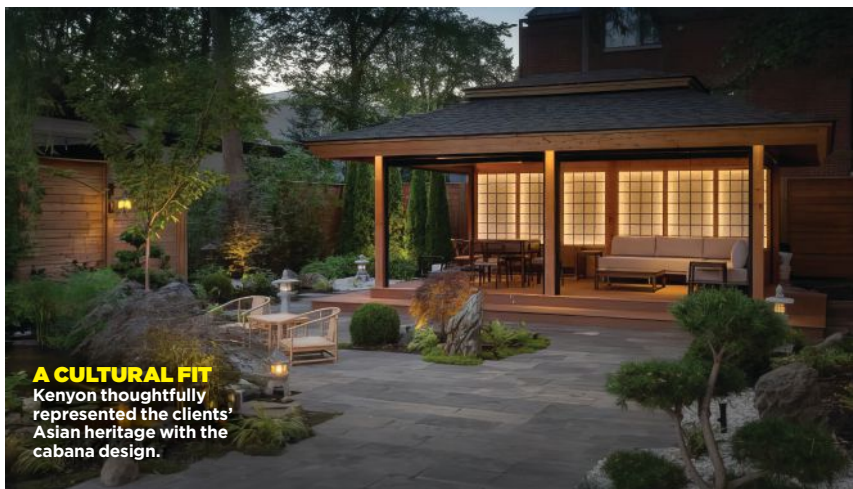
"As I saw it, I kind of traced the edges of the property, and I noticed that it was

A NATURAL FIT

The pool's pond-like shape and proximity to the saved willow tree created a nice blend of man-made and natural design elements.



PHOTOS: GIB-SAN POOL AND LANDSCAPE CREATIONS



A CULTURAL FIT

Kenyon thoughtfully represented the clients' Asian heritage with the cabana design.



COMMUNICATION IS KEY

Kenyon attributes the project's success to great collaboration between himself and the clients.



A SURPRISE FINISH

Kenyon says embracing the mess helped realize the site's potential.

heritage. Skylights contributed natural daytime illumination. The final structure, made of all-natural cedar, harmonizes with the rest of the backyard landscape.

The project's success, which Kenyon attributes to communication and collaboration throughout the project, is a testament to the give-and-take between designer and client. For example, client requests lead to some adjustments in the project, such as widening the pool to accommodate lap swimming. Still, the core design reflected the designer's initial vision.

The final design is both beautiful and highly functional, according to Kenyon. Two years later, the property remains in pristine condition.

"Sometimes the best designs don't come from a blank slate, but from working with the unique challenges and opportunities that a site presents," Kenyon says. "We took a messy, century-old willow and worked closely with the clients to embrace it to create a more compelling and meaningful space." 

Zawacki is a Cleveland-based journalist and frequent contributor who has covered various aspects of the green, horticultural, sports turf, and irrigation industries for the last 20 years.

already free form around the edges," Kenyon says. "It's a totally original design; there's nothing else like it."

Contemporary, clean materials intentionally complemented the free-form pool. Kenyon's design choices reflected modern elements, with acid-etched architectural concrete and glass pool tiles creating visual dynamics for the space.

The project's momentum and the client's growing trust in Kenyon's vision led to incorporating a custom fire pit cut out of the pool's concrete deck, which followed the pool's fluid lines.

Additional design elements included a koi pond and a striking cabana. The koi pond was a deliberate extension of the swimming pool's holistic free-form design with a natural waterfall and strategically placed stonework that Kenyon says contributes to the space's natural feel.

The cabana presented a unique opportunity to incorporate the client's cultural background into the backyard space. Kenyon hand-sketched a modern design with frosted glass panels that mimicked the look of rice paper and paid tribute to his clients' Asian

FROM THE SOURCE

AI as the great equalizer in landscaping

How technology can level the field in design/build efforts and place an emphasis on quality over quantity **BY MICHAEL DING | CONTRIBUTOR**

Artificial intelligence — or AI — is one of those terms that's been stretched so thin it risks meaning everything and nothing.

At its core, AI is simply software trained on massive amounts of data to recognize patterns and automate tasks that once required hours of human effort. In landscaping, that can mean reading and quantifying drawings, predicting material needs, optimizing routes or analyzing crew performance. It doesn't replace people — it gives them leverage.

Most contractors first encounter AI in estimating and takeoffs. Instead of spending days tracing polygons, counting plant symbols and checking spreadsheets, estimators can now complete the bulk of that work in a fraction of the time. That's more than just efficiency — it's capacity. Suddenly, the limiting factor in your business isn't how many bids your team can turn around.

COMPETING ON EXECUTION, NOT JUST BIDS

Historically, larger firms have had the edge because they could bid on more projects; more estimators meant more shots at winning work. Smaller firms struggled to keep up, not necessarily because of quality, but because of bandwidth.

AI erases that barrier. Every contractor, regardless of size, can now bid quickly and at scale. Which means the

future of landscaping won't be decided by who can churn out the most estimates. It will be decided by:

- The quality of your work.
- The efficiency of your crews.
- The strength of your client relationships.

LEVELING UP THE REST OF THE BUSINESS

Once AI removes bidding as the choke point, it creates space to elevate the rest of your systems.

- **Sales and client relationships.** With less time chained to drawings, estimators can partner with sales to craft stronger proposals and spend more time building trust.
- **Procurement and supplier coordination.** Cleaner data earlier in the process strengthens supplier relationships, reduces waste and avoids costly shortages.
- **Field operations and time tracking.** AI-powered insights mean tighter crew scheduling, better labor allocation and less wasted time in the field.
- **Design and versioning.** Multiple project versions can be tested in hours, letting contractors present owners with options that balance cost, materials and design intent.

THE EQUALIZING FORCE

For decades, size determined competitiveness. Large firms dominated by sheer manpower with entire estimating departments, procurement specialists and schedulers. Smaller firms were



boxed out because they couldn't keep up with the bid volume.

AI flips that equation. A midsize or regional contractor with AI tools can suddenly operate at the speed and precision of a national player.

Ironically, the firms with the most resources often move the slowest. If bigger companies cling to manual processes, their size becomes a liability — overhead-heavy and inflexible — while leaner competitors run circles around them.

AI isn't optional. It's the dividing line between those who keep their edge and those who fall behind. It doesn't replace craftsmanship, client trust or crew leadership; it makes those things matter more. By eliminating bidding capacity as the bottleneck, AI shifts the competitive landscape toward execution. The contractors who thrive will be the ones who use their newfound time to level up every other system in their business.

The future of landscaping won't be won by who can bid the most. It will be won by who can deliver the best. 

Ding is the founder and CEO of Bobbyard.

EVERY DROP COUNTS

Winter is coming

To avoid cracked pipes and costly repairs, irrigation pros reveal their tips for prepping irrigation systems for freezing temps

BY SARAH WEBB | CONTRIBUTOR

In cooler climates, a silent threat brews beneath the surface each fall — water trapped in irrigation lines, waiting to freeze, expand and wreak havoc.

That's why it's essential to winterize or blow out irrigation systems before the first freeze, so they're not plagued with broken pipes and leaks.

"Leaving the systems charged over the winter when we drop below freezing temperatures can lead to catastrophic system damage that causes, at a minimum, significant repairs and, in a worst-case scenario, a complete replacement," says Brian Peck, branch manager of Environmental Designs in Centennial, Colo.

Peck, Chris Rigby, territory manager for Rain Bird Corp., and Dave Mitchell, owner of Conserva Irrigation of Traverse Mountain, Utah, lay out their best advice for winterizing irrigation systems.

THE PROCESS

The PVC pipe that's typically used for irrigation systems is not forgiving when it comes to freeze-thaw cycles, says Rigby. Add that to the fact that many irrigation systems involve tiny dips where water can collect, and you've got a recipe for cracked or broken pipes.

Even worse, leaks caused by freeze damage often go unnoticed until the system is turned back on, by which time the repairs may be extensive and expensive.

That's where irrigation winterizations come into play.

"If you've got water in the pipes, when it freezes, it will expand and break the

pipe," Rigby says. "If you allow the water to stay in the pipes, heads or valves, you're talking very costly repairs. You may even have a leak that's 20 feet long because the pipe shattered all the way through."

The process of blowing out an irrigation system typically requires specialized equipment and should be done with care. It can take anywhere from 15 to 40 minutes depending on system size, zone count, pipe dimensions and the technician's familiarity with the system. It involves turning off the water source and using an air compressor to force compressed air into the system, Mitchell says.

"You go zone by zone and run it until you're down to the least amount of water that could possibly be pushed out of the irrigation heads," Peck says.

Once that's done, irrigation pros should turn off the controller for the season and then winterize the backflow device, Peck says.

WHEN TO WINTERIZE

The question of when to blow out an irrigation system depends on the region, but the experts agree that it should happen before the first freeze.

"Bursting pipes due to freezing temperatures can cause costly damage that can be avoided," Mitchell says. "We recommend that our customers schedule their

appointments ahead of time, typically in the early fall, to beat the freeze."

Environmental Designs starts reaching out to customers to get winterizations on the schedule as early as August, with blowouts performed in October, Peck says.

While Peck concedes that years ago in his area, blowouts always began like clockwork on Oct. 1, many pros are waiting longer to start the processes.

"We see summers extending a little bit later now, so we've started the processes in the second or even the third week of October in order to get some additional moisture on the ground before we shut off," Peck says. "The race is really to try and have systems completely winterized by Thanksgiving."

To ensure they have all the necessary equipment, Mitchell suggests irrigation pros reserve the air compressor, if they don't already have one, by June.

Continued on page 48



↑ PRESSURE IS BUILDING

The race to blow out an irrigation system before the first freeze is tight with summers becoming longer each year.

EVERY DROP COUNTS

Continued from page 47

TOP WINTERIZING MISTAKES

While the process of winterizing irrigation systems is not extremely difficult or technical, irrigation pros should pay close attention to avoid these errors.

1. Not winterizing pump stations. Take the time to make sure pump stations are properly blown out, too, Rigby says.

“Don’t be quick and in a hurry to just get a bunch of winterizations done,” he says. “Make sure the filters are drained and winterized and that the pumps are taken care of as well. The pros that do a good job and continually have business are the ones that are extremely thorough.”

2. Neglecting to turn off the controller. Forgetting to shut off the controller can cause damage to the electrical side of the irrigation system, Peck says.

“Shutting off the controller makes sure a current is not run to the solenoids of the valves — that way, they don’t burn out,” he explains.

3. Failing to winterize backflow devices. It’s essential also to winterize the backflow device; otherwise,

the system can sustain a lot of damage over the winter. Mitchell says pros should double-check that they’ve completed this task before leaving a property.

Rigby says he’s noticed some contractors physically removing the backflow device and taking it back to their shop, where they keep it for the winter.

“That’s kind of like an insurance policy that, a) the customer is going to pay and, b) that the irrigation pro will come back to do the spring startup,” Rigby says.

4. Cutting corners. Irrigation pros should be sure to complete each and every blowout process fully.

“If you’re not patient enough to get as much water as you can out of each irrigation zone as you’re working through it, you can end up ruining that zone, even if you do everything else right,” Peck says.

5. Incorrect psi. Pros should be careful with the air compressor settings. Using too much air pressure risks damage, while too little air pressure risks an incomplete blowout, Mitchell says. Experts suggest using a pressure of between 40 and 60 psi.

While Rigby says it’s tempting to crank the pressure up to 100 psi to get the winterization done faster, doing so can blow the system apart.

“That head can get so hot that when it retracts into the ground and everything cools off, it melts everything together,” Rigby says. “Then in the spring, when guys are trying to turn everything on, nothing pops up, and now they have to replace a bunch of sprinkler heads.”

All told, Peck says it’s important to explain to customers that even when properly blown out, some of the irrigation system’s plastic can get damaged, especially if the system is large.

IRRIGATION WINTERIZATION STEPS

Irrigation blowouts typically involve the following steps:

- 1.** Reserve the necessary tools, including an air compressor if needed, ahead of time.
- 2.** Notify the customer of your arrival and confirm the appointment.
- 3.** Access the shutoff valve and controller and shut off the water supply.
- 4.** Winterize the backflow (if applicable).
- 5.** Purge the down leg from the connection point.
- 6.** Use compressed air (40–60 psi) to blow out water from each zone. Don’t forget to winterize pump stations as well.
- 7.** Double-check the backflow preventer and insulate it (if applicable).
- 8.** Ensure the controller is shut off.
- 9.** Disconnect the compressor and verify all fittings are dry.

“The plastics are rated to withstand the force of the air compressor, but the longer it takes, especially if it’s a larger system, it can get extremely hot on all those plastics,” Peck says.

Overall, however, Peck says it’s a bigger risk to not winterize than to winterize.

6. Missing fittings. Inadequate tools slow down the winterization process, according to Mitchell. He recommends creating a preseason checklist for a complete blowout kit with all necessary fittings. 

Webb is a freelance writer based in Cleveland and the former managing editor of *Landscape Management*.



PSA ON PSI

The right psi during blowout is critical to optimize results, and experts recommend a 40–60 psi range.

Top Bananas

**CHECK OUT “A BUNCH” OF
THE INDUSTRY’S LEADING
BRANDS AND PRODUCTS**

	PAGE NUMBER
3M.....	50
Aspire	52
Blue Diamond Attachments.....	54
Ewing Outdoor Supply.....	56
FX Luminaire.....	58
Greenworks Commercial	60
HindSite Software	62
Horizon Distributors	64
Hunter Industries	66
Kawasaki Engines.....	68
Mid-Atlantic Nursery Trade Show.....	70
Mowhawk.....	72
Mulch Mule	74
SteelGreen.....	76
Sunseeker.....	78
Takeuchi-US.....	80


3M
Q+A

with **Jason Lunn**
Application Engineering Specialist

Light-Powered Hearing Protection

Many people are familiar with 3M's iconic WorkTunes™ Hearing Protectors that have been around for years. These products help protect your hearing while allowing you to listen to your favorite music, podcast, or even the radio while you're working on a jobsite or doing a DIY project. In 2024, we launched 3M™ WorkTunes™ Connect + Solar Hearing Protectors.

Incorporated into the headband of this product is a PowerFoyle™ Solar Cell that can harness the power of both sunlight and indoor light to charge the battery. On sunny days, you will generate more charge than you use. Imagine working outdoors and never worrying about your hearing protector running out of power.

If you stored these in light (sunlight or indoor light), they can continuously charge without having to be plugged in. However, for those times that you are not able to achieve sufficient lighting to charge the product, the hearing protector still has an impressive 40+ hours of battery reserve, meaning they will still be good to go for an entire work week without having to recharge.

The product also boasts a Noise Reduction Rating of 26 decibels, which is 2 dB higher than previous 3M™ WorkTunes™ products, meaning it can help block out even more noise. This is great from a safety standpoint, but it also has the added benefit of allowing you to hear your music even better.

The device also features Safe Volume Control technology that limits the volume to a safe level. It offers fantastic sound quality, thanks to the use of the Harman Target Curve, helping you enjoy clear and balanced audio. This hearing protector also helps you stay connected with its ability to take phone calls. The new Intelligent Background Noise Reduction feature monitors and reduces background noise while on calls, so the person on the other end can hear you clearly, even in noisy environments.

In addition, this product helps save you time by eliminating the need for frequent battery replacement and downtime for charging (or searching for batteries), and



helps you stay connected with customers and potential clients by allowing you to take phone calls without taking the headset off, even in louder environments.

The 3M™ WorkTunes™ Connect + Solar light-powered Hearing Protector is a significant change in the market. With its light-charging capability, great noise reduction, excellent sound quality, and seamless communication features, it offers unparalleled convenience and efficiency. Stay productive, protected and connected with this revolutionary device.

3M

WORKS AS LONG
AS YOU DO.



3M™ WORKTUNES™ CONNECT + SOLAR HEARING PROTECTOR

Introducing wireless hearing protection that makes worrying about battery life a thing of the past. Featuring Powerfoyle™ solar technology, this hearing protector charges continuously in outdoor or indoor light. Stream your favorite audio entertainment on the job. Make or take calls as you work. Stay protected from hazardous noises. All day long.



Helps protect
your hearing



Continuously
charges



Premium
sound quality



Water- and
sweat-resistant



Bluetooth®
wireless
technology



Aspire

Your crews' after-hours texts about basic logistics signal a fundamental paradox of scaling: The informal systems that drive early success become bottlenecks as you grow.

Aspire has been the trusted choice for landscaping businesses for over 10 years. We're not here to provide you with surface-level, vanity data that doesn't truly move the needle. We build solutions that

directly impact your bottom line.

Our end-to-end platform handles the critical stuff: precise bidding that wins profitable jobs, real-time job costing that prevents margin erosion, and live performance insights that reveal new profit opportunities. The result? Our clients grow 2X faster than their competitors.

Here's what that looks like in practice. Software that syncs seamlessly with your field teams. GPS tracking

that optimizes workforce deployment. Estimating tools with precision calculations that build customer trust while protecting margins. Complete pipeline visibility that transforms your forecasting accuracy.

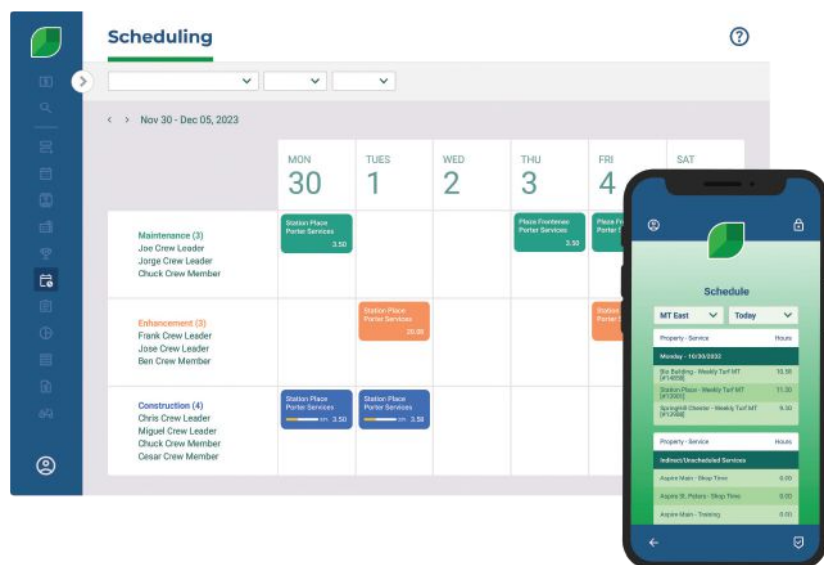
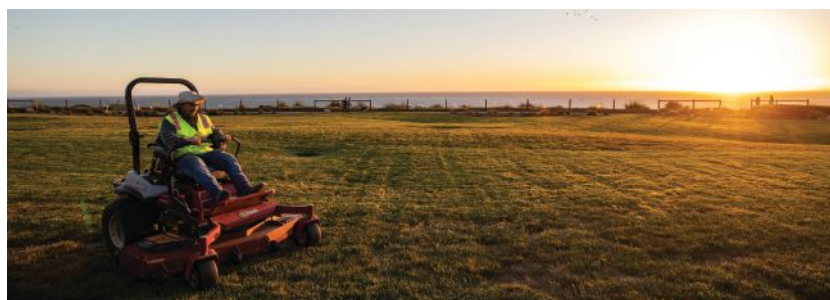
The numbers speak for themselves: over 100,000 users across more than 2,200 locations. Plus, 45% of companies* on the prestigious LM150 list this year rely on Aspire for their operations. We're part of the ServiceTitan family, which means enterprise-grade reliability with pricing that scales with your business.

Whether you need our full Aspire platform for complex operations, Crew Control for growing businesses, or PropertyIntel for digital takeoffs and measurements, our solutions grow with you. No vendor switching. No re-training. No disruption to your operations.

We integrate with the third-party solutions you already use, streamline project management, and resolve jobsite issues faster, with processes that will never break at scale.

Ready to see how Aspire transforms field service operations? Your profit margins will thank you.

** Based on analysis of the 2025 LM150 list, according to reported service mix, with revenue growth measured over the 2023-2024 calendar year.*



aspire
A ServiceTitan Company



Grow beyond measure with end-to-end landscape software

MAINTENANCE | CONSTRUCTION | SNOW & ICE



Determine actual job costs **33% faster***
with real-time insights



Spend **18% less time** managing the sales
funnel* with improved sales outcomes



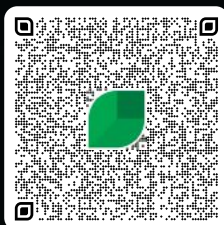
Schedule jobs **32% quicker***
with increased operational effectiveness



Spend **24% less time** on invoicing and
A/R management* with streamlined
back-office operations

"Last year we grew 25%, and this year, we are on track to grow 30%. Without Aspire, we couldn't have achieved this."

– Greg Cole, President | Cole Landscaping



Explore Aspire.

Scan the code or visit
YourAspire.com/LMmagazine

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

Blue Diamond Attachments

Brush cutters are in our DNA

When you've got jobsite needs to be prepped, cleared or maintained, you need attachments you can trust to get the job done right — the first time. Blue Diamond Attachments has your back.

Our full line of brush cutters is **purpose built** to provide optimal performance on your skid and compact track loader, mini loaders and full line of excavators. Providing **exactly** what you need to get to the next phase of your project on — or ahead of schedule.



We offer 13 different models of brush cutters for use with mini skid, skid and track loaders:

- 36", 42" and 50" Mini Skid Steer Closed Front
- 36", 42" and 50" Mini Skid Steer Open Front
- 60" and 72" Heavy Duty models
- 60" and 72" Extreme Duty models
- 72" Severe Duty model
- 44" Swing Arm Cutter
- 84" dual motor brush cutter

Blue Diamond also offers seven mini excavator and excavator brush cutter models:

- 60" Extreme Duty for excavators
- 60" Severe Duty for excavators
- 36", 42" and 50" Heavy Duty for mini excavators
- And a 42" Severe Duty for mini excavators

Blue Diamond Attachments offers several key differentiators that add performance and value to their brush cutters, versus an add-on from the manufacturer:

- All Blue Diamond brush cutters are engineered for specific applications to fit different classes of machines



with different power levels as well.

- Blue Diamond has parts in stock and live support to back our products.
- Blue Diamond attachments are designed to work with all equipment brands.
- Blue Diamond ships each brush cutter ready to use, versus other options on the market where additional hoses or oils are required.

Our family of Brush Cutter attachments come with the Blue Diamond Satisfaction Guarantee and are backed by a one-year warranty.

Visit us today at BDACutters.com.





LET'S MAKE SOMETHING CLEAR BRUSH CUTTERS ARE IN OUR DNA

When you've got job that requires a site to be prepped or cleared, you need attachments you can trust to get the job done right the first time. At Blue Diamond Attachments, we've got your back.

Our family of brush cutters are purpose built to provide optimal performance on your skid and compact track loaders, mini loaders and full line of excavators. Providing you exactly what you need to get to the next phase of your project on – or even ahead of schedule.

So, whether the job is large, small or somewhere in between, Blue Diamond brush cutters are designed to handle it. Choose Blue Diamond – where all we do is elevate everything you do.



Clear your way to increased productivity by scanning the QR code or visit us at www.BDACutters.com!

ATTACHMENTS - IT'S ALL WE DO



Ewing Outdoor Supply

About ProAdvantage

ProAdvantage is Ewing's loyalty program built exclusively for contractors in the green industry. The program is designed to reward your purchases while also giving you tools to grow, manage, and market your business.

Members earn one point for every dollar spent at Ewing, which can be redeemed for travel, event tickets, gift cards, online shopping, or account credits. But ProAdvantage goes beyond points. Members also gain access to exclusive partnerships like Synchrony Financial, Rebolt, and Savings4Members, along with back-office resources such as HR tools, payroll support, and business planning workbooks.

The program also provides opportunities for professional development through member-only webinars, training, and insights, while offering exclusive pricing for services like Rebolt and growth platforms like Angi Leads. ProAdvantage is designed to help contractors earn rewards, save money, close more sales, and strengthen their businesses.

What kind of special events are available through ProAdvantage?

ProAdvantage offers members access to unique experiences that go beyond traditional rewards. Members can redeem points for Ewing-hosted trips like a Florida Keys fishing adventure, a South Dakota pheasant hunt, or a golf getaway to the

Waste Management Phoenix Open. These events are designed to bring contractors together for networking opportunities and to strengthen relationships within the industry while participating in activities that reward their hard work and success.

How does ProAdvantage help me market and grow my business?

ProAdvantage provides contractors with a suite of tools and resources to reach more customers and grow their business. Members can use digital marketing platforms like Rebolt to build professional websites, run email campaigns, manage social media, capture leads, and improve SEO. Combined with access to exclusive discounts, Angi Leads, industry insights, and training webinars, these resources help contractors operate more efficiently, attract new clients, and stay ahead in a competitive market.

How can ProAdvantage turn leads into completed projects?

Marketing tools and lead-generation resources are only effective if they result in signed projects. ProAdvantage members can offer flexible financing options through Synchrony Financial,



allowing clients to move forward with larger projects using deferred interest or reduced APR plans. This makes investments more manageable for customers while helping contractors close more sales, increase project sizes, reduce lost jobs due to budget concerns, and give clients greater confidence in their decisions.

What other benefits come with ProAdvantage?

Beyond points, trips, and partner programs, members gain access to a wide range of business savings and support services. Through partnerships like Savings4Members, contractors can save on everyday expenses including fuel discounts with Shell and ExxonMobil, shipping savings with UPS and FedEx, and reduced costs on office supplies, payroll, and HR services. Members also have access to workbooks, HR tools, and additional professional development resources designed to lower overhead, simplify business operations, and provide the insights needed to run a more efficient, profitable business.



PRO ADVANTAGE

REWARDS + RESOURCES FOR GREEN INDUSTRY PROS

Built with contractors in mind,
the ProAdvantage Program offers
free business resources and point
redemption options for work and play.

**EARN 1 POINT FOR EVERY
\$1 SPENT AT EWING**

Redeem for credit on account, gift
cards, merchandise, travel, event
tickets, and more!



SIGN UP TODAY!



FX Luminaire

FX Luminaire, a division of Hunter Industries, is a premier manufacturer of high-performance landscape lighting solutions. Based in San Marcos, Calif., FX Luminaire has built its reputation on blending artistry with engineering, offering professionals the tools to transform outdoor spaces into enduring works of light and design.

At the heart of FX Luminaire's portfolio is a commitment to quality, innovation, and control. The company provides a full spectrum of LED landscape lighting fixtures, including path lights, uplights, downlights, wall lights, and specialty fixtures. Every product is designed with precision optics, advanced materials, and timeless aesthetics to ensure durability and visual harmony across residential and commercial projects.

FX Luminaire leads the industry with innovative technologies such as Luxor® lighting control systems. Luxor integrates zoning, dimming, and color capabilities (ZDC), giving contractors, designers, AV professionals and homeowners the ability to sculpt outdoor environments with dynamic lighting scenes that adapt to mood, occasion, and season. This combination of flexibility and sophistication allows for complete creative freedom while prioritizing efficiency and sustainability.

Sustainability is central to FX Luminaire's mission. Its advanced LED solutions reduce energy consumption, extend



product lifespans, and minimize maintenance, delivering both environmental benefits and cost savings. Each fixture is rigorously tested to meet demanding performance standards, ensuring reliable operation in even the harshest outdoor conditions.

Beyond products, FX Luminaire invests in education and support for lighting professionals. Through



training, design tools, and resources, the company empowers contractors and designers to deliver lighting experiences that inspire customers and enhance landscapes for years to come.

With innovation, craftsmanship, and service at its core, FX Luminaire continues to shape the future of landscape lighting. By marrying beauty with technology, FX Luminaire helps bring outdoor spaces to life, creating environments that shine long after the sun sets.

FXLuminaire®

CORATM COLLECTION



Discreet by Day. Dramatic by Night.

The Cora Collection just got a contemporary upgrade! Now available in a bold black finish for broader design possibilities, these select brass fixtures elevate today's hardscapes with a premium look that's tough on the elements but sleek in style.



fxl.com/CoraExpansion



Greenworks Commercial



At this year's Equip Expo, Greenworks Commercial is bringing two can't-miss activations that showcase the future of commercial landscaping.

On Thursday, Oct. 23 at noon, join Greenworks CEO Yin Chen for an exclusive presentation spotlighting the OPTIMUS Crew — the industry's first complete battery-powered solution engineered for professional landscapers. OPTIMUS Crew is more than a lineup of tools; it's a fully integrated system that gives contractors the freedom to work smarter and more sustainably. With flexible charging options, zero emissions, and dramatically reduced noise, OPTIMUS Crew eliminates fuel costs, cuts downtime with lower maintenance, and transforms jobsites into cleaner, quieter places to work. Landscapers can expect unmatched performance without compromise, while their crews, clients, and communi-

ties enjoy the benefits of a healthier environment. Chen's session will highlight how this breakthrough solution is redefining efficiency and profitability for the industry.

In addition, Greenworks is giving attendees the chance to take home one of its most powerful innovations. The Get Your Crew Equipped Giveaway offers showgoers the opportunity to win the OPTIMUSZ 32" Stand-On Zero Turn Mower (CZ328X), valued at \$12,999. To enter, attendees simply visit Greenworks Main Booth #3182 and register using the in-booth tablets. Then, at 3:30 p.m. on Thursday, Oct. 24, one lucky winner will be drawn live at the booth, with the announcement simultaneously streamed on Facebook Live. The winner must be present to claim the prize.

greenworks
COMMERCIAL

Between the unveiling of OPTIMUS Crew and the excitement of the giveaway, Greenworks is making it clear: The future of commercial landscaping is electric, efficient, and built to help professionals advance their businesses. Don't miss these two opportunities to see how Greenworks is driving the industry forward.



500 S Main St 450, Mooresville, NC 28115 | ☎ 855-470-4267 | 🌐 [GreenworksCommercial.com](https://www.GreenworksCommercial.com) | 📷 [Instagram.com/greenworkscommercial](https://www.instagram.com/greenworkscommercial)

📘 [Facebook.com/greenworkscommercial](https://www.facebook.com/greenworkscommercial) | 📺 [YouTube.com/@greenworkstools](https://www.youtube.com/@greenworkstools)

EQUIP EXPO INDOOR BOOTH: 3182 | OUTDOOR BOOTH: 7632D

OPTIMUS[™]Z

THE WORLD'S FIRST 70HP BATTERY MOWER



SERIES **9**

No belts. No engine lag. Just 70HP of relentless power. The OPTIMUSZ cuts up to 32 acres on a single charge, hits 19,000 FPM blade speed, and powers through with a 36kWh battery built to run all day. It's lighter than diesel, smarter than hydraulics, and slashes maintenance costs. This isn't the future. This is the takeover. Visit your local dealer to experience it for yourself.

greenworksmcommercial.com

greenworks[®]
COMMERCIAL

HindSite Software

Let FieldCentral do the dirty work, the paperwork, those tedious tasks, and any other busy work eating away at your day and bottom line.

Powered by HindSite Software, FieldCentral is the business software built specifically for you, by people who've actually lived it. Embracing the passion of green industry entrepreneurs, FieldCentral maximizes your hard work while eliminating your after-hours workload by automating tasks and streamlining your operation. Whether you're looking to create estimates or collect payments, schedule service work or route maintenance crews, with FieldCentral, you'll conquer the daily chaos, cruise through the seasonal crunch, and get back to focusing on your business and enjoying the life you've built.

Adapt *Calm The Chaos. Save The Day*

You never know what the next call is going to bring. Keep control & respond like the pro you are with intuitive & automated features built to manage the chaos.

Features:

- Real-Time Tech Location & Proximity
- Adaptive Daily Scheduling
- Proactive Action Alerts

Connect *Build & Keep Customers' Trust*

FieldCentral provides you with all the communication tools and automated alerts you need to cultivate confidence with your customers and exceed their expectations.

Features:

- Connect Automated Email & Texting



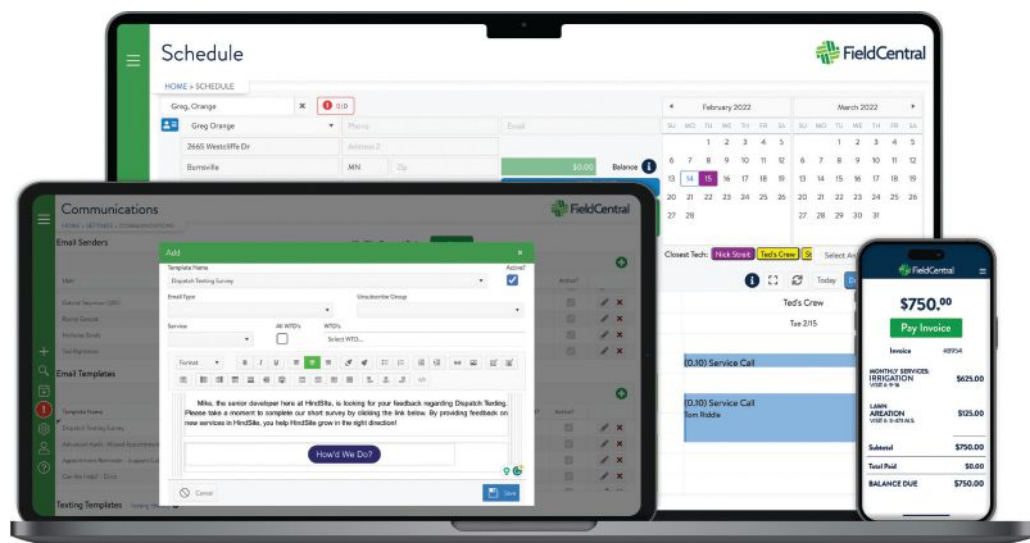
- Property & System Info & History
- Service Agreement Tracking

Maximize *Maximize Your Hard Work.*

From getting more jobs out of every day to getting paid for everything you do, FieldCentral provides you with the power to maximize your profit and keep growing.

Features:

- Rapid Payments (from the office or field)
- Seasonal Contracts Mass-Scheduling
- Time & Material Tracking for QuickBooks Billing



1295 Bandana Blvd N #240, St Paul, MN 55108 | ☎ 888-752-5978 | 🌐 HindSiteSoftware.com

EQUIP EXPO INDOOR BOOTH: 275



FieldCentral

TAKE BACK YOUR TIME

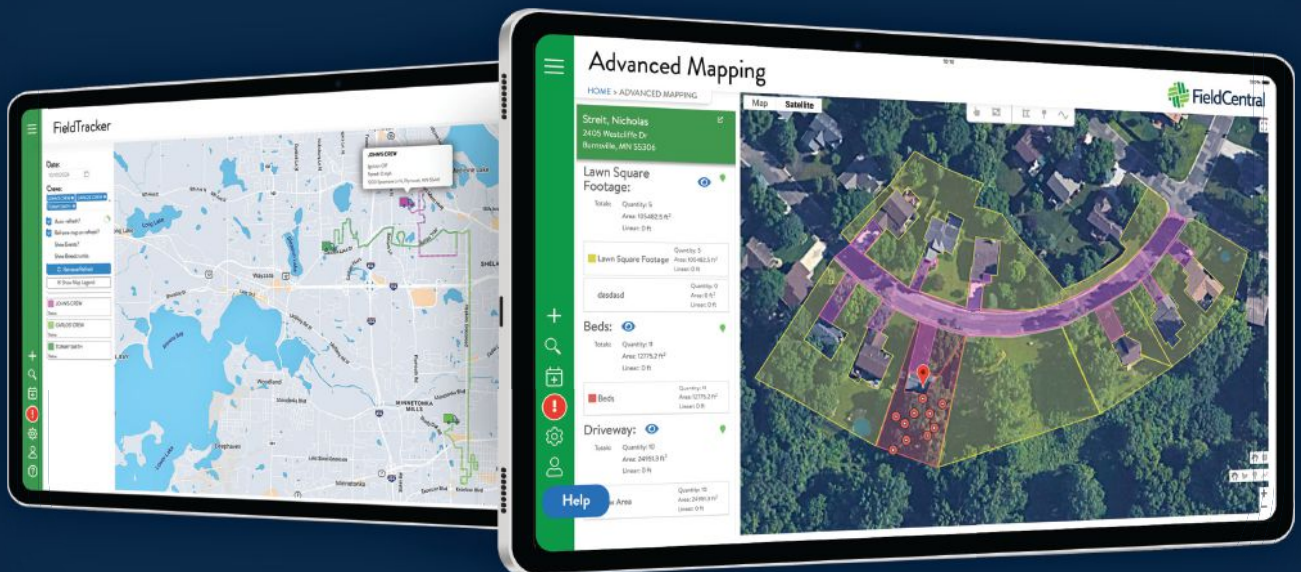
BUSINESS SOFTWARE BUILT
FOR THE GREEN INDUSTRY

LET SOFTWARE DO THE BUSY WORK

STREAMLINE
PROCESSES

AUTOMATE
TASKS

MAXIMIZE
HARD WORK



LEARN MORE & BOOK A DEMO AT
fieldcentral.com/request-a-demo

Horizon Distributors

Horizon Toro Siteworks Dealer Across the West and Southwest

Horizon Distributors is now a full sales and service dealer of the Toro Site-works product at nine of their branches throughout the West and Southwest, including California, Oregon, Washington, Arizona, Idaho and Texas. These branches stock the Toro Dingo line of compact utility loaders, walk behind trenchers and material buggies that give landscape professionals an alternative to manual labor. Horizon is your partner after your purchase as well, with a deep parts inventory and factory trained and certified technicians ready to support you.

Are you renting your commercial equipment now? There are benefits to owning rather than renting.

Long-Term Cost Savings

While the upfront cost of purchasing a CUL can be high, owning eliminates recurring rental fees. Over time, especially for frequent users, owning saves money versus multiple rental agreements. Plus, Horizon

offers low interest financing to help ease the cost burden.

Convenience and Accessibility

Owning allows you to use the equipment whenever you need it without worrying about availability. This is particularly important during peak seasons when rental equipment is in short supply.

Time Efficiency

Owning saves time because there is no need to pick up or return the equipment. You can spend more time working and less time coordinating logistics.

Build Equity

Equipment ownership is an investment that retains resale value, so you can sell to recoup some of the costs.

Tax Benefits

Businesses can often write off equipment purchases as part of their capital expenses under certain tax guidelines.

Brand Familiarity

Frequent use of the same equipment allows operators to become proficient in its operation, improving efficiency and reducing mistakes.



To learn more about Toro Site-works products, stop by our Horizon authorized dealer locations or learn more at horizononline.com.

Horizon Authorized Toro Site-works Dealers: Austin, TX, Bedford, TX, Bellevue, WA, Bend, OR, Boise, ID, Houston, TX, Phoenix, AZ, San Jose, CA and Tigard, OR.



Horizon.

| Irrigation | Outdoor Living | Landscape | Equipment



5214 S. 30th St., Phoenix, AZ 85040 | ☎ 800-782-8873 | 🌐 horizononline.com

📘 [Facebook.com/horizondistributors](https://facebook.com/horizondistributors) | 📺 [X.com/horizondist](https://x.com/horizondist) | 📺 [YouTube.com/user/HorizonDistributors](https://youtube.com/user/HorizonDistributors)



Your #1 source for **Outdoor Power Equipment, Parts and Service.**



Dingo® TX 1300 Track Loader



Sitework Systems

Get the job done — no matter the size or material — with Toro® Sitework Systems, available at select Horizon locations.



Dingo® TX 525 Track Loader



Dingo® TX 700 Track Loader



Dingo® TX 1000 Turbo Track Loader



TRX-250 Walk-Behind Trencher



Ultra Buggy® 2500-TS

DINGOS GET IT DONE.



Scan here for full details

The mini skid steer loader is an efficient alternative to hand labor — especially in tight spots other equipment can't reach. Wheels or tracks, gas or electric, radial or vertical lifting — there's a Toro® Dingo® to get the job done.

Dingo® Authorized Horizon Locations: Phoenix, AZ | San Jose, CA | Boise, ID | Bend, OR | Tigard, OR | Bedford, TX | Houston, TX | Austin, TX | Bellevue, WA

Looking for Outdoor Power Equipment Parts? Horizon's got you covered!

Don't let a missing part slow you down — call our dedicated parts hotline and let us help you find and purchase the OPE parts you need!

Plus! We service what we sell!

From tune-ups to complete equipment service, our factory-trained service technicians can handle it.



Horizon Parts Hotline:
844-411-PART (7278)
M-F 6:30am - 3:00pm MST



Hunter Industries

Hunter Industries is a global leader in irrigation, committed to helping communities create healthy, sustainable landscapes through innovative water management solutions. Founded in 1981 and headquartered in San Marcos, Calif., Hunter has grown into one of the most respected names in the green industry, serving professionals in residential, commercial, municipal, and agricultural markets.

At the core of Hunter's success is a deep dedication to efficiency and stewardship. Every product is designed with the goal of delivering precise water distribution, reducing waste and promoting long-term landscape health. From the industry-standard PGP® rotor and MP Rotator® nozzle to advanced Hydrawise®-enabled smart controllers, Hunter provides trusted solutions that combine proven reliability with cutting-edge technology.



Hunter's irrigation lineup spans a comprehensive range of products, including spray bodies, rotors, nozzles, valves, dripline, sensors, and central control systems. Together, these solutions empower contractors, distributors, and end-users to design systems that maximize performance and minimize environmental impact. With ease of installation, long-term durability, and intuitive interfaces, Hunter products remain a top choice for professionals worldwide.

Beyond products, Hunter Industries is a company defined by pur-

pose. Sustainability is embedded in every aspect of its operations — from manufacturing processes and packaging to employee-driven initiatives that give back to local and global communities. Hunter also invests heavily in education, offering training and resources that help industry professionals stay competitive and informed.

With innovation, responsibility, and service as its guiding principles, Hunter Industries continues to set the standard for irrigation excellence. By partnering with contractors, distributors, and designers across the globe, Hunter is helping shape landscapes that thrive — conserving resources today while building a greener tomorrow.



Hunter®

1940 Diamond St., San Marcos, CA 92078 | 760-744-5240 | hunterirrigation.com | [Instagram.com/hunterindustries](https://www.instagram.com/hunterindustries)

[Facebook.com/HunterIndustries](https://www.facebook.com/HunterIndustries) | [LinkedIn.com/company/hunter-industries](https://www.linkedin.com/company/hunter-industries)

EQUIP EXPO INDOOR BOOTH: 28022

Achieve High Uniformity with Adjustable **Pro High-Efficiency Nozzles**



New Pro High-Efficiency Nozzles provide increased efficiency for traditional spray nozzle systems. Featuring an adjustable arc from 0° to 360°, they deliver high uniformity from the spray pattern at a matched precipitation rate across an 8' to 17' radius for optimal performance.



8A-HE



10A-HE



12A-HE



15A-HE



17A-HE



Kawasaki Engines

Returning to Equip Expo in 2025, Kawasaki Engines is bringing their indoor and outdoor booths back to the conference, this time with an emphasis on their Critical Power promise. The only of their kind in the lawn-and-garden industry, Kawasaki Critical Power engines are certified by SAE to deliver no less than 98% of their rated horsepower, some of the strictest power rating standards available today. And while Critical Power will be the main focus of Kawasaki Engines' presence at this year's show, with special experiences designed to inform and inspire, guests will also have the chance to learn more about their engine lineup, Kawasaki Motors Manufacturing, Kawasaki Genuine Parts, as well as their annual partnership with Feeding America.

With a long-standing reputation as The Trusted One in the lawn-and-garden industry, Kawasaki Engines develops, manufactures, and distributes general-purpose engines for use in commercial landscaping, residential mowing, agricultural applications, and light industrial work. Kawasaki Engines is headquartered in Grand Rapids, Mich. It sells to and services customers through a network of OEMs, distributors, and more than 7,700 independent dealers throughout the United States, Canada, Mexico, Puerto Rico, select countries in Central and South America, Australia, and the U.S. Trust Territories of the Pacific, including Guam. Visit the Kawasaki Engines team at booth 1064 during Equip Expo 2025, Oct. 21-24 in Louisville, Ky.

Kawasaki
— ENGINES —



5080 36th St SE Grand Rapids, MI 49512 | ☎ 616-949-6500 | 📺 YouTube.com/KawasakiEngines | 📘 Facebook.com/KawasakiEnginesUSA | 📷 Instagram.com/kawasakiengines

EQUIP EXPO INDOOR BOOTH: 1064 | OUTDOOR BOOTH: 7422D

CRITICAL POWER.

Kawasaki
— ENGINES —

KawasakiEnginesUSA.com



ONLY FROM THE TRUSTED ONE.

An SAE-backed power rating process that certifies no less than 98% of rated horsepower from your engine, Kawasaki Critical Power does more than communicate precision and performance—it conveys a commitment to accuracy and assurance for the lawn-and-garden industry.

**Dig deeper into the Critical Power difference
at Equip Expo 2025. Find us at booth #1064.**

SAE J1995
CERTIFIED
POWER™
An SAE International Standard

**CRITICAL
POWER**



Mid-Atlantic Nursery Trade Show

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

What unique value does MANTS offer the horticulture industry?

MANTS is the premier marketplace for the horticulture community, bringing together thousands of green industry professionals in Baltimore, Jan. 7-9, 2026. The show's prime location in the mid-Atlantic means it's a natural gathering spot for exhibitors and attendees from across the country — and beyond. With a show floor packed with everything from nursery stock and plants to state-of-the-art equipment and landscape solutions, MANTS delivers a dynamic environment where meaningful business connections drive professional success.

Supporting the diverse needs of landscape professionals

Known far and wide as “the plant show,” MANTS is the one-stop destination for landscape professionals seeking new inspiration and resources for the year ahead. Exhibitors showcase an impressive array — from annuals and perennials, trees and shrubs, vegetables and aquatic plants to the tools and products essential for innovative landscapes. More than two-thirds

of attendees hail directly from the landscape sector, ensuring a show rich in networking, discovery, and access to the latest industry trends.

What “MANTS Means Business” is all about

The phrase “MANTS Means Business” highlights the energized, results-driven atmosphere that sets the show apart. It's the place where business decisions get made, partnerships form, and orders are booked for the coming season. The majority of attendees are decision makers — buyers, influencers, and leaders — who take advantage of MANTS' business-minded setup to connect with the right people and products for their company's growth.

How MANTS fosters innovation and industry advancement

Innovation and knowledge sharing are seamlessly integrated into the MANTS experience. Attendees engage with new product launches, advances in plant breeding, and the



industry's leaders — who share insider strategies and expertise through organic networking on the bustling show floor. From the debut of blight-resistant boxwoods and sustainable packaging to virtual nursery tours and the latest garden introductions, landscape professionals gain actionable ideas and insight to keep them ahead of the curve.

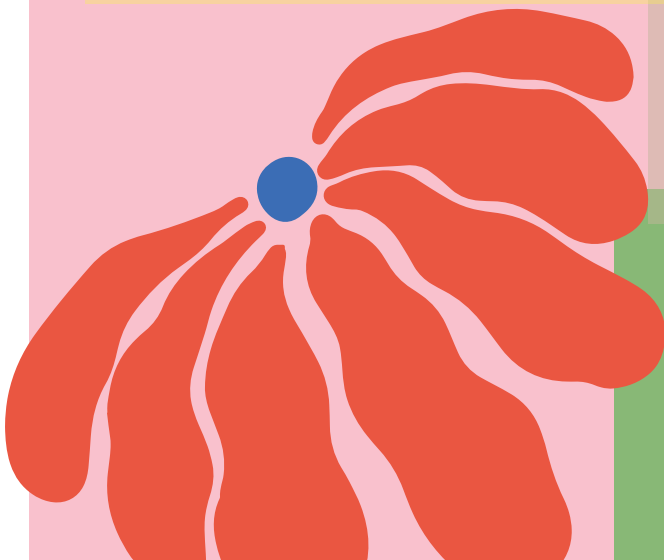
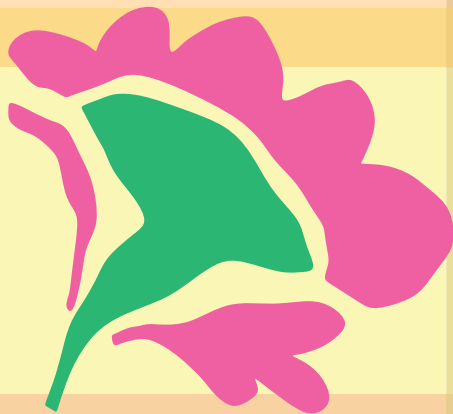
What to know about MANTS 2026

MANTS 2026 is taking place Jan. 7-9 at the Baltimore Convention Center. Early bird registration (\$20) runs through Dec. 5, with late registration at \$30 per person through the event and on-site. Attendees can secure discounted hotel rates at partner properties within walking distance. Full registration details and housing info are available at **MANTS.com**, making it simple to plan for this must-attend kickoff to the horticulture year.



MANTS[®] 26

THE MASTERPIECE OF TRADESHOWS[™]



JANUARY 7-9
BALTIMORE CONVENTION CENTER

visit mants.com

On-line Registration is available 24/7 beginning late September



@mantsbaltimore #mants2026
and #mantsbaltimore


MANTS[®]
MID-ATLANTIC NURSERY TRADE SHOW

P.O. Box 818
Brooklandville, MD 21022
410-296-6959
fax 410-296-8288

Mowhawk



Engineered for professionals, our commercial zero-turn mowers are built to last. Fully welded decks that stand up to the toughest jobs. Handling that keeps every pass precise. Operator-focused features that help you power through long hours and rough terrain. Designed to perform under pressure, every machine executes with accuracy and holds the line when the work gets hard.

Every component has a purpose. Strength in the steel. Precision in the cut. Comfort in the seat. Together, they create a machine that's ready to take on tough terrain and demanding jobs without hesitation.

We stand behind that strength with the industry's toughest promises. The Command Cover Warranty provides up to 7 years or 3,000



hours of coverage — proof that every mower is built to last. And our Built Tough Guarantee includes a Lifetime Warranty on the deck and chassis against manufacturing defects. If something isn't right, we make it right. Downtime isn't an option when your business is on the line.

This season marks the next era in mowing — take charge, lead from the front, and join us at Equip, booth #24104 for the big announcement. Be among the first to see what's next.

TO BE DEPLOYED



EQUIP EXPO | BOOTH #24104

OCT 21-24



Mulch Mule

Q+A with **Andrew Maillis** Sales Manager

How do your products save time?

In an industry where finding and retaining labor is increasingly challenging, it's crucial to invest in tools that reduce demands and support employee retention. The Mulch Mule solves the labor problem without reinventing the way you work. It effectively replaces the need for up to two laborers on a typical mulch or material installation. By keeping crew members out of the back of a dump trailer — where falls and injuries often occur — the Mulch Mule enhances safety. Laborers no longer dread mulch season and appreciate that their employer is committed to their well-being.

How do your products save labor?

The Mulch Mule takes the toughest, slowest part of mulch and material installs off your crew's plate. No more exhausting barrel-pitching from the back of a dump trailer — just pull up, and in 3-6 seconds, a standard barrel is filled and ready to go. Crews move faster, jobs finish sooner, and labor costs drop by as much as two-thirds. On top of that, the process is safer, and the jobsite stays clear and efficient.

How do your products save materials or fuel?

The Mulch Mule stretches every cubic yard of mulch by fluffing, aerating, and conditioning as it's dispensed — saving material and cutting costs. Its Honda engine with auto-choke and auto-throttle runs efficiently, revving up when needed and idling quietly when not. Plus, the conveniently placed e-stop lets operators shut the engine down completely during spreading, conserving even more fuel.

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

The Mulch Mule unlocks bigger, more profitable jobs without adding labor. This versatile, multi-seasonal machine lets your existing crew do more, speeding up job turnover and boosting revenue and profit margins. Imagine bidding competitively while protecting your margins — a foot in the door to that lucrative full-



maintenance account you've been chasing for years.

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

Beyond saving time, labor, and materials while enhancing safety, the Mulch Mule is built to last. Its reliability, durability, and ease of maintenance keep long-term costs low and downtime minimal. The Mulch Mule doesn't call off — letting landscape companies focus on running and growing their business instead of dealing with equipment headaches.

4988 Aultman Road, North Canton, OH 44720 | ☎ 855-419-9190 | 🌐 mulchmule.com | 📺 [YouTube.com/channel/UCXLk2zYoivrEiKntlcj-ggQ](https://www.youtube.com/channel/UCXLk2zYoivrEiKntlcj-ggQ)

📘 [Facebook.com/p/Mulch-Mule](https://facebook.com/p/Mulch-Mule) | 📷 [Instagram.com/themulchmule](https://www.instagram.com/themulchmule)

EQUIP EXPO INDOOR BOOTH: 29078



Built for Multi-Seasons, Ready for Every Job

The Mulch Mule is your year-round solution, designed for versatile performance across a wide range of landscaping projects—no matter the season.

Handle Bulk Materials with Ease Mulch • Rock • Topsoil • Leaves • Sand • Compost

- 🕒 Improve efficiency & speed at the jobsite
- 💰 Reduce costs
- 🔑 Handle bulk materials with ease
- 👥 Happier, healthier employees



VISIT [MULCHMULE.COM](https://www.mulchmule.com)

(855) 419-9190



Steel Green Manufacturing

Steel Green Manufacturing is an employee-owned business that designs and builds spreader/sprayer equipment for lawn care, sports turf, and golf course professionals. Every machine is proudly built in the USA at our Lebanon, Indiana, facility.

Our company's leadership team has over 100 years of combined experience in the industry, so we understand the needs of turfgrass professionals and are proud to build equipment with them in mind.

Innovation is important to us, so we're always looking for new ways to make operators' lives easier and make applications as effective as possible. That's why we added two game-changing accessories this year: Opti-Rate and Razor Tracking.

Opti-Rate is an advanced pulse width modulation (PWM)



rate-controlled spray system that independently controls flow rate and pressure to maintain a consistent application across the entire boom. When a Steel Green machine turns, Opti-Rate ensures the spray rate remains consistent through turn compensation. Opti-Rate also increases output when the machine speeds up and decreases output when it slows down to maximize chemical savings. Opti-Rate is available as an optional accessory, is compatible with all new Steel Green models, and can be factory-installed on older machines.

Razor Tracking is an advanced telematics system that allows users to monitor where their Steel Green machines are, how they're being used, and when they need attention, all in real-time. With GPS tracking, users can verify job



completion and ensure their equipment is exactly where it needs to be through clear, timestamped records. The system can also help simplify maintenance, keeping service records organized and providing reminders when service is needed. Every new Steel Green spreader/sprayer comes factory-equipped with Razor Tracking.

For more information about the company and what we have to offer, visit steelgreenmfg.com.



NOW STANDARD:

REAL-TIME GPS ON EVERY STEEL GREEN



BOOST PRODUCTIVITY WITH RAZOR TRACKING

Razor Tracking is an advanced telematics system that allows you to monitor where your Steel Green machines are, how they're being used, and when they need attention, all in real-time.

- **Fleet Monitoring**
- **Proof of Spray Applications**
- **Digital Maintenance Tracking**

*Scan the QR code
to learn more about
Razor Tracking*



**RAZOR
TRACKING**

Sunseeker North America



Sunseeker was founded with the goal of integrating lawn care solutions with cutting-edge technologies. We believe an effortless experience should be given to everyone and continuously push the boundaries of what lawn care technology can achieve.

As an innovator, we deliver technologically advanced products to our customers. Our product portfolio encompasses a diverse range of intelligent robots and commercially focused equipment. These offerings stand as a testament to our relentless pursuit of technological advancement and excellence.

We stand for the love of lawns and the tech that makes them shine. This synergy birthed Sunseeker, uniting homeowners and landscapers with robots and equipment that empower them to craft, innovate, and harness the essence of their outdoor space in a fulfilling and rewarding way.



sunseeker

4330 Matthews-Indian Trail Rd, Suite A, Indian Trail, NC 28079 | ☎ 704-684-5708 | 🌐 sunseekertech.com | 📘 Facebook.com/SunseekerNA | 🔗 LinkedIn.com/company/sunseeker-us

EQUIP EXPO INDOOR BOOTH: 1190 | OUTDOOR BOOTH: 7460D



Enjoy Boundless Possibilities

Sunseeker is a global leader in intelligent lawn care, seamlessly blending traditional power tools with advanced technology to deliver efficient, user-friendly solutions. Sunseeker Elite was founded with the motivation to merge innovative landscaping solutions with cutting-edge technologies. We are committed to making effortless lawn care accessible to all, while continually pushing the boundaries of what modern lawn care technology can achieve.



Join Us at the Equip Expo Booth 1190



sunseekertech.com



Takeuchi-US

Q+A with **Dylan Freeman** Product Manager

How does the TL11R3 compact track loader save time?

Time is money in landscaping, and the TL11R3 compact track loader is designed to maximize both. Its powerful hydraulics and smooth electric-over-hydraulic (EH) controls allow operators to move heavy loads of soil, mulch, gravel or stone quickly and precisely. Attachment changes are fast and simple, meaning crews can quickly transition from one task to the next, keeping projects on schedule and crews moving. Operators can keep the TL11R3's roll-up door open as they work, making crew communication effortless and keeping the job moving forward.

How does the TL11R3 save labor?

Labor shortages remain one of the toughest challenges in the green industry. The TL11R3 helps companies do more with less by reducing the number of workers needed to complete demanding jobs. Instead of relying on several crew members with wheelbarrows

and shovels, one skilled operator can handle the heavy lifting, digging and material handling. That not only lowers labor costs but also protects employees from fatigue and injury.

How does the TL11R3 save materials or fuel?

Efficiency matters when margins are tight. The TL11R3's precise EH controls allow operators to work with greater accuracy, reducing the amount of landscaping materials — rock, mulch, soil — wasted or left unused at the end of a project. Furthermore, its Tier 4 Final engine delivers powerful performance with reduced emissions, while features like automatic idle and eco modes conserve fuel. Over time, those savings can really add up.

How does the TL11R3 help generate additional revenue for landscape and lawn care companies?

The TL11R3 can open doors to new revenue streams. With Takeuchi's broad range of compatible attachments, landscapers can



expand their services, adding hardscape preparation, trenching, drainage installation, demolition and site cleanup, for example. These specialized services not only increase bid opportunities but also help contractors strengthen customer relationships by providing a full-service solution.

In what other ways does the TL11R3 make landscape and lawn care companies profitable?

The TL11R3 is built with rugged durability to withstand tough jobsite conditions, while excellent service access helps crews complete routine maintenance quickly and get back to work. A spacious cab, smooth ride, and intuitive joystick controls reduce fatigue, keeping operators productive throughout long days. The TL11R3 is a machine investment that consistently pays dividends.



MUSCLE MEMORY NOW COMES WITH

TEETH.

The new **TL11R3 Compact Track Loader** takes every move you've mastered — then amps it to 11. Electric-over-hydraulic (EH) controls respond like second nature, helping you work smoother, more precisely and with less wear on you and your equipment. The new TL11R3 turns skill into output and time into profit. Start it up, lock it in, then let it eat.



SCAN THE CODE TO LOAD
UP ON ALL THE DETAILS
[TL11R3.COM/LANDSCAPE](https://tl11r3.com/landscape)



THE MARK OF TOUGHNESS



KEY FEATURES:

- EH CONTROLS
- 40.5 GPM AUX. HYDRAULICS¹
- 107.3 HP ENGINE
- 12.4" GROUND CLEARANCE
- KEYLESS START

¹High flow option

TL11R3

FIVE QUESTIONS

INTERVIEW BY SETH JONES | LM EDITORIAL DIRECTOR

James Cap

PRESIDENT & OWNER

NEA LAWN PRO, JONESBORO, ARK.

1 What does NEA Lawn Pro stand for, and how did it get its start?

We're located in the northeast corner of the state, about an hour away from Memphis, so it stands for Northeast Arkansas Lawn Pro. Back in the fall of 2017, me and a buddy started the company. We worked on a golf course together. We already had some spray and mowing clients established, and it grew from there. Four years ago, I bought him out of the business, and it just continues to grow. We're a full-service landscape company — everything from weed control and fertilization to Christmas lights, landscape installs, commercial snow removal.

2 Do you have a most memorable day at work?

It was probably the day when my partner and I — we were still working together at that time — bought our building. The day we signed the papers and bought our shop, and it became ours. And then I guess the next one's probably going to be his final payout — Jan. 31 of next year. The company will be 100 percent mine after that, and it'll be all good.

3 How has 2025 been for the business?

It has been good. I would say, toward the middle of summer, things kind of slowed down. You can tell the economy is kind of slowing down right now. We're in the middle of the crop delta. Farming has been hard this year for a lot of farmers. And you can tell that with some of our farming customers, (they're) not wanting to do add-on services.

4 Any other trends you're noticing with your customers?

Our insect programs for grubs and armyworms preventative, that's something that has been a better sell for us. Right now, everybody's saying there's

just thousands and thousands of grasshoppers everywhere with the way the weather's been. We have a lot of customers calling in, signing up for insect control programs. That's probably been our biggest add-on this year. Customers are asking for that mosquito control, because we're out in the cropland. We have mosquitoes from flooding fields, the rice fields, and that's been a good add-on service. Big-ticket landscape installs, not so much. But we're adding on a lot of smaller services, repeat services, and we'll keep them on the books for years to come.

5 Are you married, and what do you all do for fun?

I've been married for four years. We've got a 13-year-old boy (Logan), a 7-year-old girl (Hadley) and a 3-year-old little boy (Jameson), so they're all five years apart, and they keep us busy. We have basketball games, baseball games, numerous school sports. And my wife coaches. She's the softball coach and an assistant girls basketball coach where she teaches. Kalie stays busy and I stay busy, and it's a juggling act, because her offseason is my busy season, and my slower season is her busy season. It's 7 a.m. till 9 o'clock at night with ball games. We're a very busy family. 🏡



PHOTO: KALIE CAP

LEADING BY FAITH

#86

APHIX drives growth through organic maintenance and enhancements

while expanding through acquisitions BY LAUREN H. DOWDLE | CONTRIBUTOR

With a foundation based on faith and core values, the team at APHIX in Frankfort, Ky., strives to make a difference both in the lives of their employees and customers, as well as across their growing service area.

Landing at No. 86 on *Landscape Management's* 2025 LM150 listing of the industry's top revenue-generating firms, APHIX is primarily a commercial landscape maintenance company. It also provides landscape enhancements, construction and snow removal services.

In 2022, the company partnered with an equity group to help them drive growth throughout the Southeast, says Allen Sweeney,

CEO of APHIX. That partnership led to strong organic growth in the years to follow, along with multiple acquisitions across state lines in Knoxville, Tenn., and Hunts-

ville, Ala. It experienced a 15-percent increase in revenue from 2023 to 2024 and expects a 20 percent increase in 2025 versus its 2024 revenue.

"The acquired businesses complemented APHIX's core services and desire to grow in the Southeast," Sweeney says. "With each acquisition, we implement APHIX's branch management model, which drives organic maintenance and enhancement growth."

OFF TO A FAST START

The company continues to learn with each new acquisition and has found that the newly added teams appreciate

the added structure, support and culture of APHIX, Sweeney says. So, it has been quick to roll out those processes to get everyone on the same page sooner.

"In some cases, we were slow to implement some change out of respect for the team and sellers but found that there is a deep desire for the processes and culture of APHIX, allowing us to implement faster," Sweeney says.

While acquisitions have played an important role in APHIX's success, Sweeney says the company won't out-run organic decline with acquisition growth. So, it uses metrics to monitor and drive maintenance retention and new sales within the platform branches.

"In my opinion, building a maintenance and enhancement-based business with strong organic growth is the best way to grow any landscape business for success today and in the future," Sweeney says.

He encourages other companies that want to grow with acquisitions to first make sure the current state of the business is in good order. Without a solid foundation in place, it's difficult to support any amount of growth.

BECOME A DESTINATION

Like many companies in the green industry, APHIX faces the challenge of finding qualified field labor. To help combat that, it's currently in the process of doing a full organizational review so it can become a destination company for leaders in the landscape industry, Sweeney says. The company also uses sites like Indeed and Facebook ads to recruit and retain employees.



APHIX says its strong foundation is key to supporting growth and finding talent.

"Today, we use many different angles to attract and retain labor, including above-average compensation, benefits and truly caring about the people," he says. "We also utilize many sources to find labor, such as VISA programs, second-chance labor opportunities, schools, etc."

Looking ahead, he says the combination of achieving organic maintenance growth and successfully acquiring companies at a greater pace than previously achieved will play an important role in the company's overall growth.

And at the core of all those goals is APHIX's dedication to people, value and faith, Sweeney says. It also relies on the commitment of its teams at every level to help ensure the company's success.

"Our mission is faith-based, and we truly believe in bettering the lives of our employees, clients and communities. This is at the forefront of every internal leadership conference and discussion we have," Sweeney says. "We believe that continuing our commitment to people will help us continue to scale and make a real impact in the lives of the people we touch." 🙏

Dowdle is a freelance writer based in Birmingham, Ala.



Allen Sweeney



BY JUSTIN WHITE

The author is the CEO of K&D Landscaping in Watsonville, Calif. He can be reached at justin@kndlandscaping.com.

The eight-point toolbox for your business

At K&D Landscaping, October is planning season as we prepare for 2026. We are refining our vision, tightening our financial plan, checking our systems and making sure our team has what they need to succeed.

A point that's become clear during our planning sessions is this: As we scale into new markets, one of the biggest hurdles we face is keeping our vision and culture strong. Growth brings opportunity, but it also brings complexity. The further you stretch, the more disciplined you must be to keep everyone

aligned with the same values and direction.

This is not just a theory for me; it is the real work we are facing right now. We can build new branches, hire new people and enter new markets, but if our culture weakens or our vision gets watered down, the foundation cracks. Protecting those two areas has become one of our top priorities moving forward.

The best operators I know are not just grinding day to day. They have built a habit of pulling back, taking stock and putting time into the systems that truly drive growth. Think

of it like a mechanic's toolbox; your business has its own set of systems — different components that need regular inspection, maintenance and upgrades.

Here is an eight-point toolbox every owner should audit when working on the business:

1 Self-mastery. Before anything else, check your own mindset. If you are running on empty, your business will feel it. Sometimes it's as simple as taking a walk or getting back to a hobby. Other times, it's deeper work such as peer groups, coaching or structured reflection. You cannot



PERFORMANCE ADVANTAGE COMPANY MANUFACTURES HIGH QUALITY MOUNTING BRACKETS FOR A DIVERSE LINE OF TOOLS AND EQUIPMENT THAT PROVIDE SAFE, SECURE MOBILE MOUNTING SOLUTIONS.



PACTOOLMOUNTS.COM



Advocating for the Future of Your Business.

At Paige Water & Outdoor, we believe advocacy is action.

Here's how we're making a difference:

- Championing federal funding for infrastructure and innovation
- Supporting legislation that strengthens outdoor industries
- Promoting sustainable practices through national partnerships
- Advancing workforce access and visa reform
- Backing research that drives smarter solutions

Partner with a company that's
building more than products—we're
building the future.



Learn How We're Making
a Difference
paigeconnect.com/Landscape

©2025 Paige Electric Company, L.P. All rights reserved.

pour into your business
if your own tank is dry.

2 Vision. Do you know
where your company is
going? The best vision state-

ments describe the future as if it has already happened.
Revisit yours. Does it inspire? Is it clear? Does your team
know it? Without vision, you are driving without a map.

3 Culture. Core values are not wall art. They are either
lived daily or ignored. How is your culture showing up
in hiring, accountability and client interactions? This is the
heartbeat of your business, and it needs constant attention.

4 Sales. Too many businesses depend on one or two
people for revenue. That is a risk you cannot afford.
Ask yourself: What is the backup plan if they leave? Or if
you want to take a real vacation? Sales systems should
be structured, diversified and predictable.

5 Marketing. What does the market see when they
search your name? Is your brand strong, clear and
visible? If someone hears about you, will they easily find
proof of your reputation online? Marketing is how you
tell your story. Do not let it run on autopilot.

6 Execution and ops. How well are your crews run-
ning? Are your SOPs current? Do you know your
labor variance? Operations are where margins are won
or lost. If there is waste or confusion here, it compounds
quickly. Audit it. Tighten it.

7 Financial optics. Numbers do not lie. Are you track-
ing the right KPIs? Does your team know the score in
the great game of business and how they can impact it?
Have you locked in a financial plan not just for this year
but for the next three? Money is fuel. Do not guess how
much is in the tank.

8 Technology. Technology is not optional anymore.
Are you actively exploring how AI, software or auto-
mation could help you? Are you auditing your tools after
implementation to ensure they are being used? The com-
panies that adapt quickly will win. The ones that wait
will get left behind.

THE VALUE OF DISCIPLINE

Growing K&D from \$1 million to \$20 million (and now
driving toward \$50 million) did not happen by accident.
It came from discipline. From carving out time to think,
evaluate and build.

I am not writing from an ivory tower. I am in the
trenches, just like you, building brick by brick, day by day.
And what I have learned is this: It is not about how many
hours your team puts in. It is about clarity. When people
know the vision, feel connected to it and trust that leader-
ship is steering the ship, their output and attitude change. (U)

“Without vision,
you are driving
without a map.”



BY JASON NEW

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

When is the right time to sell your landscape business?

Q I get lots of cold calls about selling my business. I might consider it, but how do I choose the right potential buyer, and how will I know it is the right time?

A In my recent “Roots of Success” podcast interview with Andrew Gabries, the founder of Go Green Lawn and Pest Control and Andrew’s Lawn and Landscaping, Andrew shared his experience in selling not just one, but two companies. We talked about the intricacies of knowing when the right time is to sell a landscape business. Andrew’s journey offers valuable insights for anyone considering this significant decision.

REFLECTING ON THE DECISION

Andrew shared that the idea of selling his companies wasn’t initially part of his career plan. “I thought that Go Green would be a company I would sell at some point, but definitely not at that point in my career,” he explained. His decision to sell arose from an unsolicited acquisition inquiry for Go Green. Andrew emphasized the importance of finding the right partner over the highest financial offer, highlighting his need to maintain company culture.

THE ROLE OF PREPARATION

Preparation played a crucial role in Andrew’s readiness to sell. He credited his involvement in ACE Peer Groups and coaching for setting him up for success.

He built a strong team so the business operations weren’t so reliant on

his presence, which allowed him to step away several times a year to work on the business with his peer group. He made sure his bookkeeping and financials were accurate and benchmarked his performance with his fellow ACE Peer Group companies.

This preparation ensured that the due diligence process, which lasted approximately 90 days, was less burdensome than expected due to clean financials and established systems.

PERSONAL CONSIDERATIONS

Selling a business is a deeply personal decision. Andrew mentioned that his children were still young, and he had initially thought he would sell the company when they were off in college. He also had built a strong culture and made lifelong friends with the people at both companies. “It’s a personal decision — are you ready to walk away or stay involved to build it?” he said.

Andrew remains actively involved with Andrew’s Lawn and Landscaping, even after selling it in April.

“I’m still an employee at Andrew’s Lawn and Landscaping, still leading the team. And we’re continuing to grow in the Philadelphia region. The team is still branded as Andrew’s Lawn and Landscaping, and nothing has changed with anyone’s pay. Nothing has changed with anyone’s benefits. Nothing has changed with our customer base. Everyone has been notified. Everyone’s happy. We’re just continuing to service properties and work on growing.”

KEY TAKEAWAYS

Andrew’s experience offers several key takeaways for those considering selling their landscape business:

1. Process and systems.

Set up your sales, operations and finance departments with processes and software that make your company effective.

2. Scalability. Ensure that the services offered are scalable in your market.

3. Team culture and leadership. Develop your leadership team. Invest in team culture and training so that your team can grow with the company.

FINAL THOUGHTS

Andrew’s journey underscores the importance of preparation, finding the right partner and considering personal factors when deciding to sell your business. For Andrew, ACE Peer Groups helped him prepare as he developed his people, processes and financial acumen.

Andrew also utilized the deep bench of business coaches at McFarlin Stanford. As he wisely advised, “You don’t know what you don’t know, and there are no dumb questions.”

Make sure to have a trusted adviser (or team of advisers) that has your best interests in mind. There are many factors to consider, including purchase price, due diligence, contract negotiation, tax implications, how your team will be taken care of on the other side and the exit strategy for you.

You can listen to my entire conversation with Andrew Gabries on the Roots of Success podcast available at mcfarlinstanford.com/podcasts.





BY JEFF KORHAN

The author is the owner of True Nature Marketing, a Naples, Fla.-based company helping entrepreneurs grow. Reach him at jeff@truenature.com.

The surprising ROI from landscape competitions

Newcomers to landscape awards competitions rightfully focus on assembling high-quality photos of projects at their peak. However, the judges are interested in much more, namely the backstory that explains the evolution of the property and client-contractor relationships.

They will consider the project's design intent, project management, special maintenance needs and client communications. Investing considerable resources into being judged may not be appealing, but let's face it: Potential buyers are judging your work every day. Why not gain experience from competitions to improve for even the most discerning buyer?

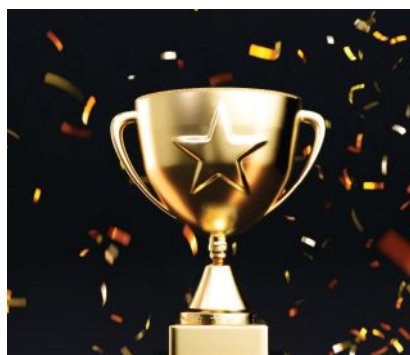
Mastering the process will enhance nearly every discipline within your company. This means it will raise the bar for future clients while also helping to attract talented team members who want to work with companies that strive to be their best.

This reminds me of what longtime industry leader Frank Mariani says when asked to name which Mariani Landscape projects are his favorites. Without hesitation, he says, "The next one." That's a great mindset to have in an industry that raises the bar year after year.

If you are up for the challenge, here are three ways landscape award competitions can return surprising value for your company beyond earning an accolade.

1 SEE PROJECTS WITH FRESH EYES

In the day-to-day routine, even the most beautiful projects can somehow get lost and become ordinary.



The challenge is seeing them with new eyes.

This is a vitally important step that should not be rushed. Force yourself to look closely at the individual elements and how they relate to each other. Notice craftsmanship, plant health, design details and, most importantly, how well the installation aligns with the client's original vision.

This reexamination can uncover opportunities to refine maintenance practices, update plantings or rework certain elements for balance or emphasis. It will raise many questions that should be shared with your team for discussion.

Take notes and make drawings. When ready, share your thoughts with the client. Then, frame them as new ideas for consideration to close gaps and take the project to a new level.

2 IMPROVE PRODUCTION SYSTEMS FOR EVERY CLIENT

The meticulous documentation required for award entries will test your administration strengths and weaknesses. You'll discover where communication or documentation was lacking or where there is confusion about how to execute in the field to achieve intended outcomes.

If you are lucky, you'll start to develop a shared language that transcends design, production and maintenance. Turning lessons into updated systems will increase awareness and close the gaps that are now apparent.

Production teams will grow from understanding the finer points of interpreting design intent. They will gain confidence by being empowered to implement exacting standards that give every client the personalized care they expect.

3 INTEGRATE AND ENHANCE SALES AND MARKETING

One aspect of landscape award submissions is that much of a project's value is not visible in the photos. It may be below ground in a construction project or an intermediate step in a maintenance program.

A vital skill is communicating the nature of the value and its purpose. If you fail to communicate this to the awards program's judges, you may not win an award. If you fail to communicate this to a client, you may lose a sale.

Communicating value is a skill that wins awards and new clients, but only if it is practiced and perfected. The heart of this skill is storytelling that puts the audience in a situation where they have all the necessary criteria to make the decision at hand.

The surprising ROI of landscape awards competitions is how they get all your teams and company disciplines thinking, acting and working as one. It starts with awareness, refining systems and, ultimately, developing a shared, story-based language of communicating. 



BY TITO CACERES

The author is the managing director at Bloom Talent Solutions in Miami. He can be reached at tito@bloompartnerstalent.com.

Reality check: Navigating 2025's challenging hiring market

After a decade of recruiting in the landscape industry, abundant work, empty trucks and hiring processes that have ground to a halt are some of the scenes that define 2025.

So, what's really happening? Companies aren't slowing down from lack of work, but more companies are pausing searches mid-process — or even ghosting candidates after final interviews — in 2025 than in my prior decade combined.

Candidates are cautious, too. Even unemployed professionals reject solid offers, fearing last-hired-first-fired scenarios. Most demand 15- to 20-percent salary increases just to keep pace with rising costs, plus job security guarantees no company can realistically provide.

Finally, artificial intelligence is backfiring. Veteran managers get auto rejected for using "crew scheduling" instead of "workforce optimization software." Technology is adding distance when personal connection still closes deals.

INSIDE THE NUMBERS

Here's what my firm tracks in terms of recruiting across 2024–2025 searches (industry averages may vary from our results):

- **Time-to-hire crisis.** Internal hiring now averages 90-plus days from posting to accepted offer, nearly double the numbers from 2023. Our agency averages closer to 60 days, even in today's market.
- **Offer acceptance has collapsed.** Down by one-third compared to 2023.
- **Mid-process abandonment.** Roughly 60 percent of searches stall without explanation.

- **Salary inflation pressure.** 75 percent of candidates expect increases of 15 percent or more to move.

WHY THE INDUSTRY REMAINS RESILIENT

There is good news that frustrated hiring managers forget: Landscaping isn't collapsing — it's selectively hiring through temporary turbulence.

The industry's fundamentals are rock-solid. U.S. landscaping services maintain 11.9-percent profitability despite rising costs. The broader outdoor economy generated \$1.2 trillion in output and supported more than 5 million jobs in 2023. Properties need care regardless of cycles, and maintenance contracts are among the last expenses cut.

Meanwhile, private equity is recalibrating. After a decade of aggressive roll-ups, investors are now prioritizing integration and efficiency. That means they're optimizing the teams they have before expanding headcount. This isn't a retreat; it's consolidation to prepare for the next growth wave.

All this creates opportunity. While other industries slash payrolls, landscape companies can attract talent from sectors in distress — operations managers from retail or project coordinators from construction are ready to transition into green industry roles.

THE CANDIDATE REALITY

On the candidate side, inflation anxiety is driving everything. An \$85,000 operations manager now expects more than \$100,000 to maintain living standards. Companies offering 3- to 5-percent bumps wonder why phones don't ring.

For many, job security trumps opportunity, and stability outweighs

growth potential. Candidates use multiple offers for leverage with their current employers rather than risk a move.

There is also a pay gap dilemma to navigate. Managers face questions about current team members making a certain amount but new hires wanting 15 percent more than that. They ask, "How do I handle this?"

The takeaway? Acknowledge the gap, share market reality and provide advancement plans.

STRATEGIES THAT WORK

From hundreds of placements in 2025, here are some best practices that have been successful:

- **Move fast.** Make offers within 48 hours of finding the right candidate.
- **Pay market rates.** Salary ranges ignoring inflation are dead on arrival.
- **Use tech strategically.** Automate admin but call promising candidates quickly.
- **Sell stability first.** Highlight financial strength and long-term contracts over growth promises.
- **Follow the three-touch rule.** After three unreturned calls or emails, move on.

Also, begin making plans for 2026 now. Market conditions should normalize by the middle of next year as inflation stabilizes. Companies building relationships now gain a head start when growth resumes.

THE BOTTOM LINE

The green industry remains essential and profitable. Companies succeeding aren't waiting for perfect conditions; they're adapting to current realities while positioning for the inevitable recovery. 

United States Postal Service
STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION
(Required by 39 USC 3685)

1. Publication Title: Landscape Management		
2. Publication Number: 51230		
3. Filing Date: 08/28/2025		
4. Issue Frequency: Monthly		
5. Number of Issues Published Annually: 12		
6. Annual Subscription Price: \$59.95		
7. Complete Mailing Address of Known Office of Publication (Not Printer): North Coast Media LLC, 1360 E. 9th St., Tenth Floor, Cleveland, OH 44114 Contact Person: Antoinette Sanchez-Perkins Telephone: 216-706-3750		
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): North Coast Media LLC, 1360 E. 9th St., Tenth Floor, Cleveland, OH 44114		
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Bill Roddy, North Coast Media LLC, 1360 E. 9th St., Tenth Floor, Cleveland, OH 44114; Editor: Scott Hollister, North Coast Media LLC, 1360 E. 9th St., Tenth Floor, Cleveland, OH 44114; Managing Editor: Nathan Mader, North Coast Media LLC, 1360 E. 9th St., Tenth Floor, Cleveland, OH 44114		
10. Owner - Full Name: North Coast Media LLC, 1360 E. 9th St., Tenth Floor, Cleveland, OH 44114		
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities. If none, check box. ☒ None		
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) Has Not Changed During Preceding 12 Months Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement.)		
13. Publication Title: Landscape Management		
14. Issue Date for Circulation Data Below: August 2025		
15. Extent and Nature of Circulation: Free to Qualified		
	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)	55,896	52,033
b. Legitimate Paid and/or Requested Distribution (By mail and outside the mail) (1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing, and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	48,737	48,119
(2) In-County Paid/Requested Mail Subscriptions Stated on PS Form 3541. (Include direct written request from recipient, telemarketing and Internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	0	0

(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS*	55	26
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)	0	0
c. Total Paid and/or Requested Circulation (Sum of 15b (1), (2), (3), and (4))	48,792	48,145
d. Nonrequested Distribution (By mail and outside the mail) (1) Outside County Nonrequested Copies Stated on PS Form 3541 (include sample copies, requests over 3 years old, requests induced by a premium, bulk sales and requests including association requests, names obtained from business directories, lists, and other sources)	6,865	3,805
(2) In-County Nonrequested Copies Stated on PS Form 3541 (include sample copies, requests over 3 years old, requests induced by a premium, bulk sales and requests including association requests, names obtained from business directories, lists, and other sources)	0	0
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, nonrequestor copies mailed in excess of 10% limit mailed at Standard Mail® or Package Services rates)	0	0
(4) Nonrequested Copies Distributed Outside the Mail (include pickup stands, trade shows, showrooms, and other sources)	234	78
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))	7,099	3,883
f. Total Distribution (Sum of 15c and e)	55,891	52,028
g. Copies not Distributed	5	5
h. Total (Sum of 15f and g)	55,896	52,033
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)	87.3%	92.5%
16. Electronic Copy Circulation		
a. Requested and Paid Electronic Copies	9,348	9,582
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)	58,140	57,727
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)	65,239	61,610
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)	89.1%	93.7%
☒ I certify that 50% of all my distributed copies (electronic and print) are legitimate requests or paid copies.		
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the October 2025 issue of this publication.		
18. Signature and Title of Editor, Publisher, Business Manager, or Owner Antoinette Sanchez-Perkins, Senior Audience Development Manager		Date: 8/28/2025

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

AD INDEX

3M	50-51
Aspire	52-53
Backslope Inc.	17
Bland Landscaping	41
Blue Diamond Attachments	54-55
Brown Equipment Co.	74-75
Case Construction.....	21
Ewing Outdoor Supply.....	56-57
Exmark.....	CV3
FX Luminaire	58-59
Grasshopper Co., The	13
Greene County Fertilizer.....	CV4
Greenworks	60-61
HindSite Software	62-63
Horizon Distributors.....	64-65
Hunter Industries	66-67
Isuzu.....	27
John Deere	CV2
Kawasaki Engines.....	68-69
MANTS	70-71
McFarlin Stanford.....	29
Mill Supply, Inc.	OTS
Mohawk	72-73
Mulch Mate	22
Paige Water & Outdoor.....	85
Performance Advantage Company.....	84
Progressive Insurance.....	7
Spring Green.....	18
Steel Green Manufacturing	76-77
Sunseeker.....	78-79
Takeuchi	80-81
Vanguard.....	19
We Find Plants.....	11

*Denotes regional advertisement

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

RESOURCES

[SHOW AND TELL]

Equip Expo recaps

Are you heading to Louisville, Ky., for Equip Expo this year? Are you taking any of the classes sponsored by *Landscape Management*? If so, let us know! We'd love to hear about your Equip Expo experiences. If you've got a great story to tell or any feedback to share,



email Editor-in-Chief Scott Hollister (shollister@northcoastmedia.net) and Editorial Director Seth Jones (sjones@northcoastmedia.net) for a chance to get featured in an upcoming edition of the magazine!

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 20, Lincolnshire, IL 60069. Printed in the U.S.A.



Copyright 2025 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.



GROW WITH GRUNDER

BY MARTY GRUNDER

The author is the CEO of Grunder Landscaping Co. and The Grow Group, based in Dayton, Ohio. Reach him at marty@growgroupinc.com.



The power of personal connections

The first time I went to my now-wife's childhood home to spend some time with her family, it was when we were dating. I'm not one to sit still, so I had planned what I could do for my still-new-and-growing landscaping business while I was away — this was the '90s and it was before remote work was at all a possibility.

I had read in some trade magazines like this one about a successful landscaper whose operation was based north of Chicago, just a short drive from my wife's parent's house. So, I mapped out the route and drove to his office when I had some free time. I just walked right in, explained to the woman working at the front desk that I was Marty Grunder, I had a small landscaping business in Dayton, Ohio, and asked if Frank Mariani was available and would meet with me.

Frank met with me that day, and his willingness to open his schedule and share wisdom with a young guy like me was my first experience of how open this industry is to sharing best practices and helping each other

“I've had so many mentors along the way, people who have put a lot of thought and time into my business even when they had nothing to gain from doing so.”

get better. I saw Frank as this older, wiser company owner back then, which is funny because I'm now older than he was when we first met.

I've had so many mentors along the way, people who have put a lot of thought and time into my business even when they had nothing to gain from doing so. They inspired me to pay it forward, too, which is how the GROW! annual conference got its start 30-plus years ago. Here are some of my favorite things that I have taken away from that event over the years.

THE GENEROSITY OF THE INDUSTRY

Without fail, each year we're contacted by company owners and mentors who want to sponsor a young person to attend this event. Often, it's someone whose business is just starting out and knows how much of a difference the education and networking available at industry events can make.

FRIENDSHIPS

My team and I look forward to seeing the friends we've each made over years of hosting this event, and it's so great to reconnect and hear about the changes in their business and lives since we last saw them. It's also so rewarding for me to walk around during meals and breaks and see new friendships starting left and right.

One of my best friends in the industry is Jeffrey Johns. He and I

met when he attended the very first event I ever hosted. He'd tell you the events have gotten much better since then — he still attends every year and now brings his team with him.

THE LITTLE DETAILS

My team and I meticulously review the agenda before we publish it for the annual event; we're in the process of doing that as I'm writing this to ensure that our 2026 event is as packed full of learning as we can possibly get it. The best tips and tricks I pick up usually come from getting-in-the weeds, which is why we spend time working with our tour hosts on their presentations, reviewing our breakout sessions and teaching the details of our own roles at Grunder Landscaping Co.

This event has made my life better in so many ways — I learn as much from our attendees as they hopefully learn from my team and I — and I can't wait to be back together in Dallas Feb. 10-12. If you'd like to join us this year, register before November 1; early bird pricing ends at 11:30 p.m. ET on Nov. 1 and the price goes up \$200 after that! For more info, visit growgroupinc.com/grow_2026.

It's no fun to be in business alone. Get to our event and meet our community of success-minded landscape pros. You'll have fun and learn ways to be more successful in 2026, too. 🍷



Frank Mariani (left) has been a trusted mentor for Marty Grunder.

PHOTO: MARTY GRUNDER



THE WORK YOU DO IS THE REASON FOR THE WORK WE DO.

Over 40 years of unique Exmark innovations share one thing in common. Each solved a problem you faced every day. No wonder Exmark is the most trusted brand by landscape professionals.



| EXMARK.COM |



PROVEN BELOW THE SURFACE.



+25% ROOT WEIGHT
Stronger, denser turf foundation



+18% ROOT LENGTH
Deeper rooting for resilience



**+17% SOIL MOISTURE
RETENTION (VWC)**
Improved drought tolerance



-7% SURFACE HARDNESS
Softer, safer, more playable turf



N-Ext Air-8 PRO™ is more than meets the eye, it's transformation in a bottle.

Turfgrass Center Research Data shows measurable improvements in turf performance across the board: stronger roots, deeper growth, greater water retention, and reduced compaction.

equip booth #4004

Greene County
Fertilizer Company
Inc.

Do More Beneath the Surface.
GreeneCountyFert.com

