



LANDSCAPE MANAGEMENT

REAL-WORLD SOLUTIONS™

GAME TIME!

Industry vets
share their best
tips on turning
Equip Exposition 2025
into a big win for you
and your business





LANDSCAPE MANAGEMENT

REAL-WORLD SOLUTIONS™

**Finish the season strong
with three simple ways
to save**



See how much
you can save

- + Reduced Initial Pricing
- + Volume-Buy Rebates
- + Expanded Tier Rebates

envu™ Lawn & Landscape

Must be registered in My Envu Rewards and accept current Terms and Conditions to participate.

ALWAYS READ AND FOLLOW LABEL INSTRUCTIONS. Environmental Science U.S. LLC, 5000 CentreGreen Way, Suite 400, Cary, NC 27513. For additional product information, call toll-free 1-800-331-2867. www.envu.com. Not all products are registered in all states. Envu and the Envu logo are trademarks owned by Environmental Science U.S. LLC or one of its affiliates. ©2025 Environmental Science U.S. LLC.

Envu Earnings
NOW Solutions

**into a big win for you
and your business**

September 2025 VOL 64, ISSUE 9

landscapemanagement.net

A NORTH COAST MEDIA PUBLICATION



equip 2025

SEE YOU NEXT MONTH REGISTER FOR \$60

LIMITED TIME OFFER ENDS OCT. 19, 2025

www.equipexposition.com

**WELCOME
RECEPTION**
CHURCHILL DOWNS FIRST TURN CLUB
October 21 at 6:30 p.m.



Sponsored by:



OPENING KEYNOTE

KENTUCKY EXPOSITION CENTER
October 22 at 11 a.m.

JESSE COLE

Founder of the
Savannah Bananas



Sponsored by:



Included with every registration

THURSDAY CONCERT

KENTUCKY INTERNATIONAL
CONVENTION CENTER
October 23 at 6:30 p.m.



Sponsored by:

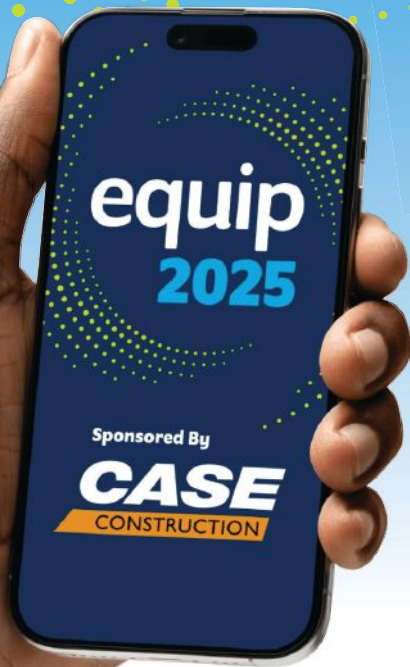


Grow your business alongside thousands of pros and
dealers this **October 21-24** in Louisville, Kentucky.



REGISTER TODAY AND **SAVE 50%**

BY OCTOBER 19, 2025



GET THE APP



GOOD THINGS COME TO THOSE WHO ~~WAIT~~ *DIG DEEP.*

Sized right for tight spaces. Steel-built for heavy-duty work. With groundbreaking power in a nimble package, Takeuchi Compact Excavators are proof positive that it's not the size of the machine in the work, it's the size of the work in the machine.

THE MARK OF TOUGHNESS



EXTENSIVE EXCAVATOR LINEUP:

INCLUDES CONVENTIONAL TAIL SWING, SHORT TAIL SWING, SIDE-TO-SIDE (STS) OFFSET BOOM, HYBRID AND FULLY ELECTRIC MODELS.



MINI EXCAVATORS (<6 TONS)



MIDI EXCAVATORS (6-10 TONS)



STANDARD EXCAVATORS (10-15 TONS)



DIG INTO THE FULL LINEUP
AT [TAKEUCHI-US.COM](https://takeuchi-us.com)



CONTENTS

SEPTEMBER 2025 • VOL 64, ISSUE 9



PHOTO: KRIECH-HIGDON PHOTOGRAPHY

GAME TIME!

Industry vets share their best tips on turning Equip Exposition 2025 into a big win for you and your business

14

24 Elite Performance Series, Part 3

Jeff Harkness shares the common traits found in top leaders

44 LM150 Profile

Mainscape reaps the rewards of investing in its teams

TURF + ORNAMENTAL

28 From the Source

The key benefits of making an annual agronomic plan

30 LM Growth Summit Success Stories

Richard Pearl's lasting connections made at the LM Growth Summit

32 Business Boosters

How a Stinger riding aerator is helping one LCO's services

34 Turf School

Don't let grubs eat away at your sanity this autumn

MOWING + MAINTENANCE

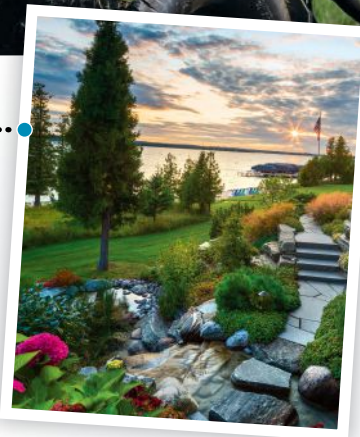
35 The Big One

Gachina Landscape Management, Menlo Park, Calif.

36 Rev Your Engines

Tips from pros who made the switch to all-electric fleets

.....
Enjoy the sunsets at this lakeside masterpiece (page 38).



DESIGN BUILD + INSTALLATION

38 Hardscape Solutions

Drost Landscape, Charlevoix, Mich.

40 Installation Solutions

Avoid these common landscape edging installation mistakes

Grub control (page 34).



ON THE COVER: PHOTO BY KRIECH-HIGDON PHOTOGRAPHY



Weed Man's food drive (page 12).

COLUMNS

6 Scott's Thoughts

BY SCOTT HOLLISTER

45 Business Insider

Inside the "business-in-a-box" model for winning

BY JEFFREY SCOTT

46 Green Industry MBA

The SWOT 2.0 framework for strategy and business growth

BY BRYAN CHRISTIANSEN

47 Protecting Your Legacy

Advice on how to make your contracts more readable

BY PHIL HARWOOD

48 Industry Advocate

Smart irrigation and the war on "nonfunctional turf"

BY BOB MANN

50 Grow with Grunder

Leverage your vehicles to be killer marketing tools

BY MARTY GRUNDER

IN EVERY ISSUE

8 Editorial Advisory Board Q+A

What was your most valuable takeaway from an industry event?

9 LM Gallery

Check out the faces and places the LM team recently encountered

10 Need to Know

The latest industry news

12 Good News

The many ways Weed Man stays charitable in the industry

42 Five Questions

Jared Hoyle, PBI-Gordon, Kansas City, Kan.

49 Ad Index



[LET'S LEARN]

Class is in session

Will you be going to Equip Expo this year? If so, you're going to the right place to get some great landscape education.

Landscape Management and the Outdoor Power Equipment Institute will be partnering for the fourth year in a row to deliver high-quality educational sessions at Equip Exposition, Oct. 21-24 at the Kentucky Exposition Center in Louisville. Join us for 12 educational sessions covering key topics such as business management, staff development, employee retention and landscape industry innovations. Register at EquipExposition.com and add education sessions during registration.

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

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

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

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

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

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

MARKETING/MAGAZINE SERVICES

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

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

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



Get a quote online in
as little as 8 minutes

SCOTT HOLLISTER
EDITOR-IN-CHIEF

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



The power of planning

For the past 30 years or so, I've taken a week each summer and traveled to the American West with a group of buddies from college for a camping trip that, somewhere along the way, we dubbed Wildboy.

Not all of us make it every year — real life gets in the way now and again — and our destination varies, although we're almost always in either Wyoming, South Dakota or Colorado, but it's always a highlight of the year for all of us and a testament to friendships that were forged more than three decades ago.

When we first started these excursions, the name was totally appropriate; Wildboy featured plenty of mountain biking, rock climbing, kayaking and hiking, coupled with lots of time drinking beer around the campfire and telling old college stories for the 200th time.

We still do plenty of the latter — we're not savages, after all — but as we've gotten older and a little less, well, wild, we've tamed our ambitions accordingly. But those changes haven't dampened our enthusiasm for our annual wilderness reunion. It's still one heck of a good time.

About the only point of contention that ever comes up about this week in the woods is the path we take to get where we're ultimately going. Some among us prefer the road less traveled, an itinerary that is heavy on two-lane state highways and lengthy stops at antique malls and roadside attractions. Others of us (yours truly included) are laser focused on taking the shortest distance between points A

“With the start of another football season looming, we wanted to put together a game plan for how to get the most out of attendance at the big show.”

and B, a route heavy on interstate highways and the fastest, most-efficient stops possible.

Thankfully, most of the disagreements about these matters end up being good-natured, but that doesn't mean that figuring out a happy medium doesn't take some serious planning and way more time than it should. And I was reminded of these two very different approaches to our version of the Great American Road Trip as we were working on this issue of *LM* and putting together the package of stories on Equip Exposition 2025, which is Oct. 21-24 in Louisville, Ky.

The concept for this issue's cover story was pretty straightforward; as a tie-in to the start of another football season, we wanted to put together a game plan for how to get the most out of attendance at the big show, leaning on the experience and advice of industry pros who had been there before to counsel those heading to Equip Expo for the first time.

And as you'll see in the story that begins on page 14, there are different schools of thought on how to accomplish that, just like the differences in opinion on how best to get me and my buddies

to our annual camping trip. Some of the landscapers and lawn care operators that *LM* spoke with swore that advanced planning and a dedication to sticking to that plan pay the biggest dividends. These are people I can get on board with.

But there were others who touted the benefits of heading to Louisville with more of an open mind and a flexible agenda. They weren't advocating for a complete absence of a plan, mind you, but they did point out that there were positives from just hitting the trade show floor and taking it all in, seeing what treasures might be around the next corner.

To be fair, there is probably merit in both approaches, just like there is probably at least a little merit into the wandering ways of my compatriots — after all, even my friends who take their sweet time getting to our camping trip eventually do get to our campsite. I'm sure those who take a less-structured approach to Equip Expo get as much out of the experience as those who come into the event with a solid plan of attack and a solid checklist.

So, regardless of how you approach road trips or your visits to conferences and trade shows, I think you'll learn a lot from our reporting on Equip Expo, including the feature on page 20 about the 12 educational sessions that *LM* is presenting this year in partnership with the Outdoor Power Equipment Institute. I hope to see many of you in Louisville next month. 

equip 2025

OCTOBER 21-24, 2025
LOUISVILLE, KENTUCKY
KENTUCKY EXPOSITION CENTER



**REGISTER
FOR \$60**

BY OCTOBER 19, 2025

* Must be Age 12 or older to attend. Must be 16 or older with a valid driver's license to demo. No exceptions.

www.equipexposition.com



Outdoor Power
Equipment Institute



WELCOME RECEPTION

AT CHURCHILL DOWNS
Tuesday, October 21, 6:30 p.m.

Sponsored by:



THURSDAY CONCERT

KENTUCKY INTERNATIONAL CONVENTION CENTER
Thursday, October 23, 6:30 p.m.



Sponsored by:



OPENING KEYNOTE

KENTUCKY EXPOSITION CENTER
Wednesday, October 22, 11:00 a.m.

JESSE COLE

Founder of the
Savannah Bananas



Sponsored by:



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 the most valuable thing you've taken away from an industry conference or trade show?

"These events have given me lifelong relationships and the chance to give back to our industry. I've met friends, mentors and even earned the opportunity to serve on the NALP board — a dream come true for a kid from Nebraska to work alongside the best in the business."



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.



"The ability to build strong relationships. These interactions offer valuable insights into industry trends and competitor strategies, which significantly improve my business' products, services and overall approach."

"The most valuable thing I have taken away is to 'show your vulnerability.' When you are honest about the situation you are in — be it good or bad — you find there are others dealing with what you are dealing with, and you can then work on solutions. The number of ideas and friends I have gathered at industry events is priceless."



"I have attended dozens ... of trade shows, and the most valuable takeaway from a conference was at a small conference in San Francisco in 2016 when I learned about EOS — entrepreneurial operating systems. Learning and implementing the EOS completely changed our trajectory. It aligned our team, improved accountability and helped us grow the company by a factor of 10 since implementing it!"

"(Trade shows and conferences are) never one and done. Going to enough conferences over time has helped me understand the bigger picture, and then not rest on my laurels. It's taught me to keep going and learn about the newest trends, ideas and tools."



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

LM GALLERY

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

1 Optimus Prime Nathan Mader (left), **LM** associate editor, got the chance to interview Greenworks CEO Yin Chen about their newest Optimus lineup of battery-powered landscape equipment at the company's training facility in Tennessee.

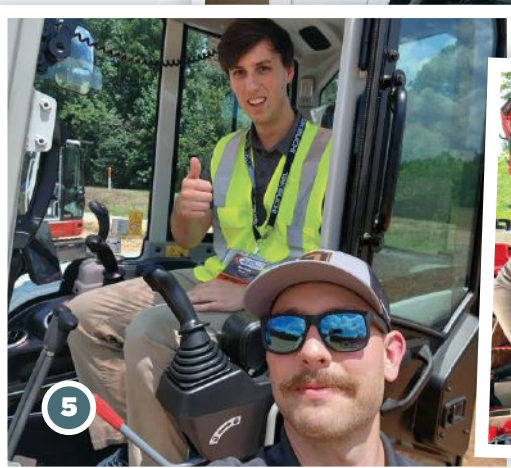
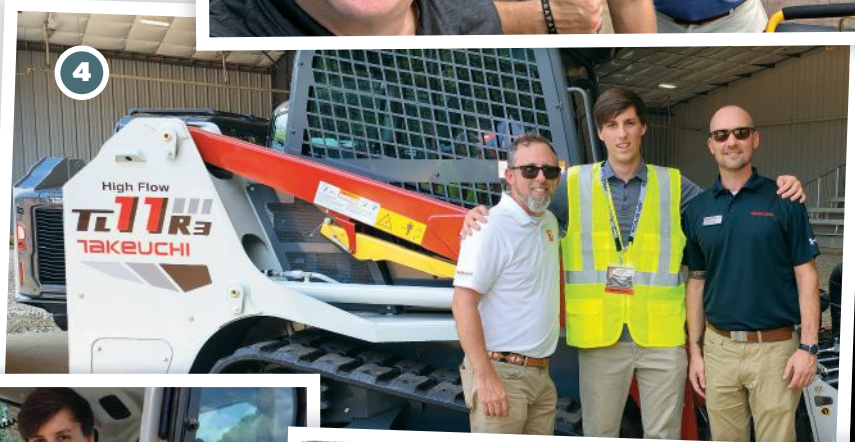
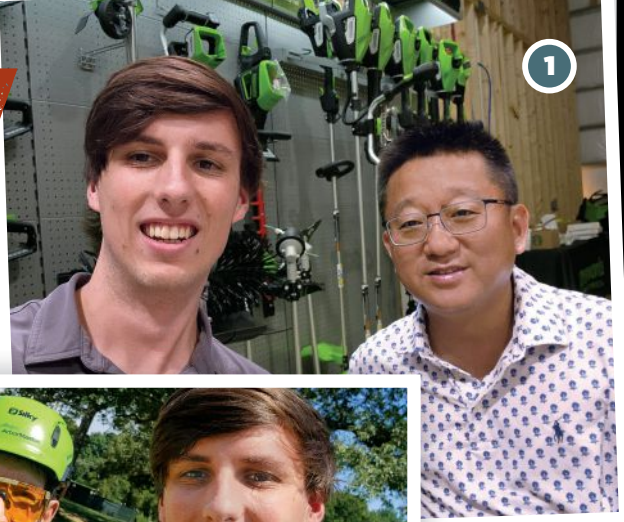
2 Tennessee Chainsaw Massacre These trees didn't stand a chance after Ken Palmer, owner of ArborMaster Training, showed Mader the power of Greenworks' Optimus lineup of electric chainsaws.

3 Sting like a bee **LM** Editor-in-Chief Scott Hollister (left) joined Ryan Dittes (center), owner of RD's Total Lawn in Langhorne, Pa., and Dustin McGehee, VP of sales and marketing for Stinger, as Stinger presented Dittes with a new GT30 aerator through an effort to support emerging lawn care companies that will be chronicled in the pages of **LM**.

4 Big dogs Takeuchi-US' national marketing manager Stephen Odom (left) and national product manager Lee Padgett (right) posed with Mader in front of the company's new TL11R3 compact track loader at Takeuchi's Media Days event in Pendergrass, Ga.

5 Smooth ride Mader was busy "digging" into the story of Takeuchi's new CTLs and excavators, but he stopped to snap a photo with Max Sinclair, who helped him not crash any of the machines.

6 Pipeline peeps Seth Jones (left), **LM**'s editorial director, spent some time with the folks from Milwaukee Tool at their Pipeline 2025 event. Here, Jones joined Ryan Schwoegler (center), senior vice president, product management, and Mike Caelwaerts, senior product manager.



Davey Tree unveils new SEED Campus

Site focused on research, arboriculture training and community camaraderie signals a new chapter for the 145-year-old company

BY PAYTON SZYMCAK | LM DIGITAL EDITOR

A site in Kent, Ohio that was once home to Oak Knolls Golf Course and an old school has been transformed by The Davey Tree Expert Co. into the new 200-acre SEED Campus for research, arboricultural training and community camaraderie. The company says the campus is a significant development, reflecting their commitment to

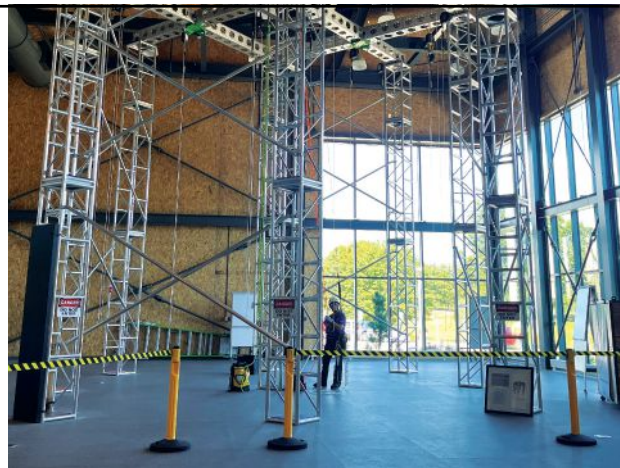
science, employee education and advancement.

Sandee Reid, Davey Tree's executive vice president, corporate communications and strategic planning, says the state-of-the-art property and facility will support Davey's current and future workforce. Along with partnership opportunities, it will provide for local, regional and national green industry events.

"Davey's roots in Kent, Ohio, tie back to our founding 145 years ago, and the SEED Campus is a legacy tribute to John Davey's founding of the company and the continuation of his tree research and training in Kent," Reid says. "The facility has a dedicated archival space to help continue to preserve Davey artifacts, such as uniforms, tools, letters, books and more, so Davey's story can be told for years to come."



Vintage Davey Tree work trucks on display at the entrance, alongside a staircase made from repurposed, once unhealthy trees.



Harnessed and ready: Arborist training reaches a higher level at Davey Tree's new 10,000-square-foot climbing center.

The campus features laboratories for conducting tree health and arboriculture research and plant pest diagnostics, four 600-square-foot greenhouses and nearly 26 acres for tree, shrub and turf research plots.

But the true star of the show is a 10,000-square-foot, at-height climbing training center located in the campus' main building. The space features a climbing structure that can be reconfigured to match various training needs, offering flexibility and preparing crew members for safe at-height work.

EIGHT HONORED WITH MIGHTY OAK AWARDS

Eight landscape companies from across the United States and Canada were honored with 2025 Mighty Oak Awards, presented at Jeffrey Scott's Leader's Edge peer group meetings throughout North America and recognized at the recent Jeffrey Scott Summer Growth Summit in Cleveland.

The Mighty Oak Awards recognize exceptional leadership and success in the landscape industry and are selected by peers in each group. Winners have demonstrated growth across four key pillars: Financial performance, company development, and professional and personal growth of the owner.

This year's winners were:

- Kristi Delima, SNIPS Landscape, Fenwick, Ontario, Canada
- Matt Knick, WillowGrove Landscape, Mandeville, La.
- Tommy Thornton, Southern Eco-Scapes, Gray, Ga.
- Kurt LaButte, Todd's Services, Hamburg, Mich.
- Blake Goodfellow, The Burns Co., San Juan Capistrano, Calif.
- Larry Gilling, Landscape Environments, Oxford, Mich.
- Nick Marsden, River Heights Outdoor Solutions, Inver Grove Heights, Minn.
- Scott Hartmann, Scott's Lawn Care, Maple Plain, Minn.

The campus isn't just about training, though. The former 18-hole golf course is now an outdoor oasis for more than 500 different tree and plant species, plus sunny greenhouses, a nursery and an arboretum.

"It's been left alone, hence the beautiful, mature trees, which are really the staple of our arboretum. Everything else will come into play, but the large mature trees make it," says Shawn Fitzgerald, curator, Davey Arboretum.

The arboretum, set to open to the public in 2027, features eight distinct "rooms" organized by similar plantings. The design emphasizes perennials rather than annuals, totaling more than 30,000 plants.

"Out front is what we're calling our native garden. It's got a lot of Ohio buckeyes, native blueberries and a lot of things native to Ohio," says Fitzgerald. "We got azaleas, viburnum, forsythia, butterfly bush, all the things that bloom all summer long. So that's kind of our flowering theme." 🌿

Envu tabs Kwiatkowski to lead U.S. business

Jeff Kwiatkowski has joined Envu as the leader of the U.S. Turf and Ornamentals business and will play a strategic role in supporting the North America leadership team. He brings more than 20 years of strategic expertise in sales and commercial operations leadership within the green industry.

Before joining Envu, he spent the past several years as president of a small, privately owned company, where he oversaw all operations with a focus on enhancing the customer experience. Kwiatkowski is also recognized for his 23-year tenure at ScottsMiracle-Gro, where he managed various business units across the Americas and Europe.

"Jeff brings a strong foundation of leadership and customer-first thinking that will help drive the next chapter of

growth for our turf and ornamentals business," said Mark Schneid, head of commercial operations, North America at Envu. "His track record of building successful, service-driven partnerships aligns perfectly with our commitment to

delivering innovative, practical solutions to the professionals who need them every day."

"Helping companies in the green industry grow their business is a passion of mine," said Kwiatkowski. "The opportunity to do so at Envu, a leader in environmental science, is exciting because

it's a legacy company that's doing incredible things. I'm ready to work alongside our partners and customers to bring new levels of service, innovations to golf course superintendents, lawn care operators and nursery and greenhouse growers to open horizons to new opportunities." 🌿



Jeff Kwiatkowski

MERGERS & ACQUISITIONS

MARIANI ACQUIRES LANDSCAPE EAST & WEST

Mariani Premier Group, one of the nation's largest high-end residential landscaping firms, has acquired Portland, Ore.-based Landscape East & West, marking the company's first expansion into the Pacific Northwest.

Founded in Lake Bluff, Ill., Mariani has steadily grown its national network through acquisitions of established regional firms known for quality and customer service. Adding Landscape East & West, a 40-year-old company serving Portland's upscale neighborhoods furthers this approach, according to the company.

"This acquisition solidifies our presence in a growing market and positions us to elevate service quality across a wider geography," said Bryan Christiansen, CEO of Mariani Premier Group.

LAWNPRO EXPANDS IN NEW HAMPSHIRE

LawnPRO Partners made a pair of recent acquisitions in New England, acquiring Seacoast Tree Care and Turf Care, a New Hampshire firm serving the Seacoast regions of New Hampshire, Massachusetts and Maine, and Concord Custom Lawn Care, a provider of lawn care services in the Concord area and throughout southern New Hampshire since 2002.

Seacoast Tree & Turf, founded in 2003 by Dan Mello, initially specialized in tree preservation and

plant healthcare before adding lawn care to its services in 2014. Since its inception in 2002, Concord Custom Lawn Care has specialized in services including lawn care, grub control, disease control, aeration, seeding, insect and mosquito control.

All Seacoast Tree & Turf employees will remain with the company and Mello will continue to assist with the company's integration into the LawnPRO brand family. Similarly, all Concord Lawn Care employees will be retained as part of that transaction, although owner Tim Doyle retired following the transaction after 37 years in the industry.

RUPPERT ACQUIRES VIRGINIA-BASED GREATSCAPES

Ruppert Landscape, a provider of commercial landscaping services, has acquired Greatscapes Property Management Group, based in Winchester, Va.

Greatscapes has been in the Virginia landscaping industry for nearly 30 years, serving a diverse client base in the region. As part of this partnership, Greatscapes owner and president James Printz will join Ruppert Landscape as a partner.

The acquisition follows Ruppert Landscape's expansion into the South Carolina and Florida markets earlier this year, with the acquisitions of Ocean Woods Landscaping and Lawnsapes. The Ruppert Landscape platform now has more than 50 locations nationwide.



(Weed) Man on a mission

Company franchises across the U.S. and Canada make giving back a part of their day-to-day operations

BY LM STAFF

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 of the largest franchisors in the landscape and lawn care industry, Weed Man has more than 900 locations spread out across North America. While all are built on the same foundation created by the company at its beginning in 1970 and reinforced when it started franchising in 1976, these locations come in different shapes and sizes, serving different markets and customers.

One thing most of those franchises share, however, is a dedication to service and to giving back to the communities they call home. This came through loud and clear last year, as Weed Man celebrated a high-water mark for community giving and the creation of the Grassroots Giving Food Drive, now preparing for its second year.

"Our franchisees are passionate about the communities they serve, and their generosity shines through across our system," says Jen Lemcke, CEO of Weed Man. "We were thrilled to see the overwhelming success of our inaugural Grassroots Giving Food Drive and the many other impactful initiatives our franchisees have spearheaded."

The goal of the Grassroots Giving Food Drive is to encourage both franchisees and customers to donate shelf-stable, non-perishable food and household items to benefit local food banks. Across the Weed Man system, the campaign collected more than 76,000 pounds of food—equivalent to roughly 64,000 meals.

The campaign didn't stop with food collections, though. In related efforts,

franchisees dedicated their time to meaningful causes, including volunteering with other lawn and landscape companies to maintain the grounds at Arlington National Cemetery as a part of the National Association of Landscape Professionals' annual Renewal and Remembrance event.

There were plenty of similar successes to celebrate at individual franchises across North America, Lemcke says. For example, Epic3, a Weed Man multi-territory franchise group, donated \$60,000 to the Ronald McDonald House in Austin, Texas, during the 2024 holiday season and sponsored the refinishing of Saint Francis Xavier Catholic School's gymnasium floor in Madison, Wis.

Another multi-territory group, LND, kicked off this year with a \$10,000 donation to Make-A-Wish Illinois and partnered with Epic3 to host the third annual Baskets for Charity basketball game, which raised \$5,000 for Special Olympics.

Two franchises in the Carolinas—the Hillenmeyer Group and Weed Man Greenville—stepped up to provide help following the recent hurricanes that impacted that part of the country. The Hillenmeyer Group raised \$11,000 for Hearts with Hands in Asheville, N.C., while staff from Weed Man Greenville volunteered in the wake of Hurricane Helene, collecting two trailers full of food, water and baby supplies.

Meanwhile, several Canadian Weed Man franchises stepped up to support



Weed Man's Grassroots Giving Food Drive collected more than 76,000 pounds of food.

their communities. Weed Man Muskoka in Ontario, for example, contributed to the Silver Slicers Golf Tournament, which raised \$20,000 for various youth programs, including the Muskoka YMCA Girlz Unplugged summer day camps. Turf Ops Canada raised awareness for mental health by completing 2,000 push-ups daily for 23 days to benefit the Canadian Mental Health Association. Weed Man Huntsville in Ontario pledged \$1 per lawn care service performed in 2025 to Hospice Huntsville, which provides care to locals facing end-of-life situations.

"We are incredibly proud of how our franchisees step up year after year to make a difference in their local communities," Lemcke says. "While we are excited to launch the second annual Grassroots Giving Food Drive, we are just as eager to see the many unique and impactful ways our franchisees will give back throughout the year." 🌱

PHOTO: WEED MAN; ILLUSTRATION: ALEX_BOND / ISTOCK / GETTY IMAGES PLUS / GETTY IMAGES

T3200

SPREADER/SPRAYER



The largest capacity applicator that fits through a 36" gate.



THE ONES THAT GET IT DONE.

YOU'RE A PRO AND YOU DESERVE A MACHINE TO MATCH.

With the easiest operating spreader/sprayers out there, your team gets up and running fast. Our exclusive design makes our machines the true kings of the hill with no turf tear. And the optional T-Flex15 tank doubles productivity by letting you spray two liquids simultaneously or independently. Want a bottom line as beautiful as your lawns? [See how Turfco gets it done.](#)



[LEARN MORE](#)

LET'S TALK PRO TO PRO
800.679.8201



FINANCING AVAILABLE
TURFCO.COM



T5000

SPREADER/SPRAYER



Sprays up to 300K ft² and provides 325 lbs of granular capacity.



equip

EXPOSITION

SHOW PREVIEW

HUDDLE UP!

▲ Industry vets cited networking and the opportunity to meet people from around the globe as a key highlight of attending Equip Expo.

A host of industry vets and trade show titans share their top tips and advice to help you get your game plan ready for Equip Expo 2025

BY SCOTT HOLLISTER | LM EDITOR-IN-CHIEF

If it's September, then it means another football season has descended upon gridirons across the country.

And with that new season comes a renewed sense of optimism, whether last season ended in a championship celebration or a disappointing losing streak. For many, the difference between those extremes can be razor thin — one star player in a key position, for example, can prove to be a key to success, while an untimely injury to that same important player can doom a team's trophy pursuit.

But equally important to a winning season is dedicated preparation and a sound game plan heading into every big game. When every player is on the same page in how the team plans to attack its opponent on both sides of the ball, the chances of securing a big victory are that much greater, whether you have Patrick Mahomes under center or not.

Something similar holds true for landscape and lawn care professionals as they get ready for the industry's

conference and trade show season, which kicks off in earnest next month at Equip Exposition 2025, Oct. 21-24 in Louisville, Ky.

One of the 10 largest trade shows of any kind in the United States, Equip Expo can be an overwhelming experience for attendees who go in without a solid game plan, causing them to miss out on valuable learning experiences or pass up a new product or service that can help boost their business.

So, in honor of Equip Expo and the start of a new football season, *Landscape Management* reached out to a host of veteran attendees to get their best tips and time-tested advice to share with rookie attendees heading to the big show — words of wisdom that might help them get the most out of their experiences in Louisville. Call it Equip Expo Game Planning 101.

Here's to a successful season and a profitable visit to Equip Expo.

BOB GROVER

*Founder and Chairman, Pacific Landscape Management
Hillsboro, Ore.*

HOW MANY YEARS HAVE YOU ATTENDED EQUIP EXPO? Gosh, I don't know how far back this goes. I started going when OPEI, NALP and the other organizations combined their conferences. So, maybe 20 years ago was when I first went.

DO YOU HAVE ANY SPECIFIC MEMORIES FROM YOUR FIRST TIME ATTENDING EQUIP EXPO? I'm a 40-plus-year member of NALP (National Association of Landscape Professionals) and the associations that came before that, and when they joined up with OPEI to have their annual meeting, it's where I was going to go. It was a great way to go to the NALP conference and see the larger trade show at the same time. Those are what I remember most. It's a habit I've just kept over the years.

WHAT BRINGS YOU BACK TO EQUIP EXPO EVERY YEAR? Networking is number one. It's an opportunity to connect with people that I know and have met previously from across the country. It's always nice to talk to other contractors like me that aren't competitors, and at these large national conferences, there's lots of people that aren't my competitor, so we're very open to really share thoughts and ideas, challenges, opportunities, that kind of thing.



ARE THERE PARTICULAR THINGS YOU'VE PICKED UP AT EQUIP EXPO THAT HAVE HAD A POSITIVE IMPACT ON YOUR BUSINESS AND/OR CAREER? Virtually all the relationships that I have with people in companies like mine across the country — call them friendships, call them collaborations, call them trusted advisors. I met almost all these people at events like Equip, and I cherish the ability to pick up the phone and call any number of dozens of people that I want to ask for their advice. The networking relationships have been invaluable and helped me solve so many problems, and all those relationships I met at conferences and trade shows like Equip.

WHAT ADVICE WOULD YOU GIVE TO A FIRST-TIME/LIMITED-TIME EQUIP EXPO ATTENDEE TO ENSURE THAT THEY GET THE MOST OUT OF THEIR EXPERIENCE? I would self-admit to being a fairly outgoing person, but what I would say is spend time with someone new. Especially people that go there with somebody from their own company ... my whole goal would be to find and meet and talk with and share with somebody you don't see on a daily basis. You know, make a new friend or invite somebody you don't know to dinner. Just force yourself to be outgoing, to meet somebody that you don't know. I guarantee you'll learn something you didn't know before if you do that.

BECK FLURIE

*Owner/Operator,
Beck the Beast Lawn Care
Mechanicsburg, Pa.*



HOW MANY YEARS HAVE YOU ATTENDED EQUIP EXPO?
Three years

DO YOU HAVE ANY SPECIFIC MEMORIES FROM YOUR FIRST TIME ATTENDING EQUIP EXPO? I was really surprised by how generous people were in the sense of being willing to share their experiences and the knowledge they had. I had multiple conversations my first year with people that weren't afraid to talk numbers and have real conversations about what it's like trying to run a business. I thought that was really, really cool, just how people were so open to share and answer questions and give advice.

WHAT BRINGS YOU BACK TO EQUIP EXPO EVERY YEAR? In full transparency, I go mainly because I want to network with all the brands who are represented there. Obviously, I pick up a lot for my business and learn about new products that I might want to explore more down the road, but because I do social media, Equip is a great place to connect with brands. I also enjoy seeing people I've met in previous years and just walking around to take it all in.

WHAT ADVICE WOULD YOU GIVE TO A FIRST-TIME/LIMITED-TIME EQUIP EXPO ATTENDEE TO ENSURE THAT THEY GET THE MOST OUT OF THEIR EXPERIENCE? Don't overlook the events that are going on outside of Equip, whether that's the official events hosted like the Welcome Reception at Churchill Downs or social events hosted by companies. I've had so many good conversations at events like those in more of an intimate setting where you can have good one-on-one talks. I was lucky in my first year that a lot of people pointed me toward those, and I'd tell a first-timer to do the same thing.

Continued on page 16



SCOTT HOROSZEWSKI

Owner, Acme NLS
Sylvania, Ohio

HOW MANY YEARS HAVE YOU ATTENDED EQUIP EXPO? Twelve years

DO YOU HAVE ANY SPECIFIC MEMORIES FROM YOUR FIRST TIME ATTENDING EQUIP EXPO? I remember just being like "wow." Seeing that there were so many

different brands of equipment to choose from and to be able to test them was eye-opening. I was so amazed at the size of it. And every year, it just becomes bigger and so much more amazing.

WHAT BRINGS YOU BACK TO EQUIP EXPO EVERY YEAR?

Networking and the ability to see all the new products and explore new opportunities in advancements with technology and equipment.

ARE THERE PARTICULAR THINGS YOU'VE PICKED UP AT EQUIP EXPO THAT HAVE HAD A POSITIVE IMPACT ON YOUR BUSINESS AND/OR CAREER?

Yes, many. But in particular, I brought in a great CRM, Jobber, years ago that has advanced our company in so many ways. Plus, the knowledge I've gained from talking with other green industry pros ... has changed the way we do things. It's also given me many great friendships across the industry.

WHAT ADVICE WOULD YOU GIVE TO A FIRST-TIME/ LIMITED-TIME EQUIP EXPO ATTENDEE TO ENSURE THAT THEY GET THE MOST OUT OF THEIR EXPERIENCE?

Make a plan on what you want to see because you can never see everything and visit all the booths. Just take it in. It's a lot, and there is plenty to do and see, but it's all worth it. Lastly, network with people. There are tons of pros here that you can gain knowledge from and form friendships with, so enjoy the experience.

MIKE McCARRON

Owner, Image Works Landscaping
Fairfax Station, Va.

HOW MANY YEARS HAVE YOU ATTENDED EQUIP EXPO? My very first event was back in 2010.

DO YOU HAVE ANY SPECIFIC MEMORIES FROM YOUR FIRST TIME ATTENDING EQUIP EXPO?

Our company drove there in a van with another local company, and the road trip was a blast in addition to going to the event. We had no idea the size and magnitude of the event until we walked in and then were blown away. So much information and face-to-face access to manufacturers so you can get questions answered directly and in person. Great memories.

WHAT BRINGS YOU BACK TO EQUIP EXPO EVERY YEAR?

The technology and advances in equipment in the past five years have been staggering. Just looking back a few years, there was little to no equipment running EFI, and now we have gone past EFI and are seeing massive gains in electric equipment and full-on automation. If you want to see this firsthand and be out in front of new concepts and designs in equipment, this is the show to be at.



ARE THERE PARTICULAR THINGS YOU'VE PICKED UP AT EQUIP EXPO THAT HAVE HAD A POSITIVE IMPACT ON YOUR BUSINESS AND/OR CAREER?

Over the past few years, we have rotated through staff and employees that we bring to this show so that people from all levels in our company can experience this event and bring back information that is relative to them. Then, we sit down and debrief the week after with all the ideas and tips each person picked up at the event.

This has really worked out well for us.

WHAT ADVICE WOULD YOU GIVE TO A FIRST-TIME/ LIMITED-TIME EQUIP EXPO ATTENDEE TO ENSURE THAT THEY GET THE MOST OUT OF THEIR EXPERIENCE, BOTH PROFESSIONALLY AND PERSONALLY?

This show has so much information for all levels of attendees. Take a few minutes and review the educational sessions and what classes might be best suited for you and register for them early. Review the map location of where some key vendors are that you need to speak with or who can answer technical questions that you might have. Bring tons of business cards so that you can be ready to hand out cards to new people and vendors that you meet. And one final thing: Bring some good shoes as you will be all over the place trying to see and do everything in a few short days.

Continued on page 18



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



Irrigation

controllers, valves, PVC fittings, sprinklers, drainage grates, basins, water saving products and more.



Outdoor Living

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

Stock up during the Horizon Fall Sale, happening September 2 - October 15!



Landscape & Agronomic

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



Battery & Gas Power Equipment

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



HorizonOnline.com — Simple. Fast. Secure.

Securely manage your account, search for product, place orders, and more!

NEW! shop.HorizonOnline.com is now available in Spanish!



BRITTANY AUMAN

*Co-owner, Auman Landscape
Carroll, Ohio*

HOW MANY YEARS HAVE YOU ATTENDED EQUIP EXPO? I've been going for about 11 years now, and it's become a staple on my calendar every fall. It gets bigger and better every year.



DO YOU HAVE ANY SPECIFIC MEMORIES FROM YOUR FIRST TIME ATTENDING EQUIP EXPO?

The first time I went, I remember just being blown away by the scale of it. It's one thing to hear about the show, but walking into the expo halls and then out into the demo yard is something else. We walked for two days straight and didn't make it through all the show. We have met a lot of our lifelong friends at this show that we talk with on a daily basis.

WHAT BRINGS YOU BACK TO EQUIP EXPO EVERY YEAR? The people. The equipment is neat to see, and the companies are neat to see. But for us, it's the connections that we have made with other businesses and the relationships that have been built that bring us back.

ARE THERE PARTICULAR THINGS YOU'VE PICKED UP AT EQUIP EXPO THAT HAVE HAD A POSITIVE IMPACT ON YOUR BUSINESS AND/OR CAREER? Every year, I leave with motivation to keep growing and doing better. Every year, this conference pushes us to be our best. If it weren't for this conference, we wouldn't have the relationships we have now with companies like LMN, Cycle CPA and CompanyCam that keep our business running every single day. These companies have changed the trajectory of our business. They took us out of the "struggling landscape company" category. Most importantly, these connections we've made with these companies have turned into connections with LeanScaper that will help guide us to grow our business with strategy and make sure we are taking care of our employees along the way. We're really excited for the next few years.

WHAT ADVICE WOULD YOU GIVE TO A FIRST-TIME/LIMITED-TIME EQUIP EXPO ATTENDEE TO ENSURE THAT THEY GET THE MOST OUT OF THEIR EXPERIENCE? Go in with a plan but also leave space to explore. There's so much to see, it can be overwhelming. Prioritize the booths, demos or sessions that matter most to your business, but also allow yourself time to wander. You'll stumble across things you didn't know you needed. And don't be afraid to talk to people. Some of the best takeaways come from conversations, not just the exhibits.

BRIAN FULLERTON

*Owner, Brian's Lawn Maintenance
Detroit*



HOW MANY YEARS HAVE YOU ATTENDED EQUIP EXPO? Our first visit was in 2017, so I guess that's seven years now since the pandemic cost us in 2021.

DO YOU HAVE ANY SPECIFIC MEMORIES FROM YOUR FIRST TIME ATTENDING EQUIP EXPO?

It wasn't my first year, but my main memory is from the first time I got to do some training on the main stage. I'm an introvert by nature, but this year I'm moderating Energize (Thursday, Oct. 23, 2-3 p.m.) with Mark Bradley, Marty Grunder and Sam Gembel. That's a long way from where I started, so that journey is what I remember most.

WHAT BRINGS YOU BACK TO EQUIP EXPO EVERY YEAR? Every year looks entirely different. The first few times I went, it was to shake hands, kiss babies, meet folks from all around the industry and get a lay of the land. As our YouTube channel started to take off, I realized there might be an opportunity to make what we do a little more well known and maybe connect with a few more brands. So, it's more of a balance these days.

WHAT ADVICE WOULD YOU GIVE TO A FIRST-TIME/LIMITED-TIME EQUIP EXPO ATTENDEE TO ENSURE THAT THEY GET THE MOST OUT OF THEIR EXPERIENCE, BOTH PROFESSIONALLY AND PERSONALLY?

To me, it all boils down to networking and taking the opportunity to meet industry leaders, industry legends and to just have access to so many smart people in the industry. If you want to meet your favorite influencer, they're there. If you want to meet with the CEO of Toro, he's there. Obviously, the equipment is there and getting a chance to see the latest and greatest is awesome. But this is a relationship business, so that part is No. 1 for me. Kris (Kiser, OPEI president and CEO) always calls it the industry's family reunion, and he's exactly right.

Looking for more tips from industry vets on how to get the most out of your time at Equip Exposition 2025? Head over to landscapemanagement.net for additional insights and advice from veteran attendees at the industry's biggest reunion.



ISUZU NRR EV

ZERO EMISSIONS THOUSANDS IN \$AVINGS

Order Today! The Isuzu NRR-EV qualifies for a \$40,000 tax credit through the Commercial Clean Vehicle Credit, but you must take delivery of a completed truck by September 30, 2025. Get thousands in savings and these great benefits too:

- **Estimated range: Up to 235-mi.**
- **3 Wheelbases/Bodies up to 20-ft.**
- **Body Payloads: 9,882-12,951 lbs.**
- **AC/DC Fast Charging**
- **Advanced Driver Assistance System**
- **8-year Limited Warranty w/ Isuzu360**

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. See your authorized dealer for warranty and other details. © 2025 Isuzu Commercial Truck of America, Inc.



CREATING A 'PLACE TO BE'

The benefits of creating a destination company will take center stage during an educational session at Equip Expo, presented by *Landscape Management*

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

Whenever you get a group of landscape and lawn care professionals together to talk shop and swap stories, you can almost guarantee those discussions will eventually turn to labor and the industry's challenges in finding — and keeping — quality workers.

And when those same professionals look for real-world advice and assistance in tackling those challenges, you can be sure that Jeffrey Scott will be one of the voices they turn to. After all, he literally wrote the book on the subject.

Scott published "Become a Destination Company: A Roadmap to Attract, Motivate and Retain Great Employees" in 2018. That book laid the foundation for other efforts focused on labor and company culture, including his Destination Company program, which hundreds of landscape firms have adopted to help their hiring and retention efforts. And, of course, the topic has been at the top of the to-do list for the companies he works with through his consulting business, Jeffrey Scott Consulting, and his peer group program, Leader's Edge.

Now, Scott will tackle the subject for attendees at Equip Exposition 2025 in Louisville, Ky., as he leads "Becoming a Destination Company," one of 12 educational sessions presented by *Landscape Management* in partnership with OPEI and Equip Expo.

"Since I wrote the book, so much has changed in our industry and around the topic of labor. But in other ways, the pillars are still very much the same," Scott says. "The need has not changed. The cost of turnover is still the same. There's still a competitive marketplace out there, both within the landscape industry and with other industries looking for the same kind of workers. The issues are the same today as they've always been.

"The difference is ... there are fewer people who want to do this kind of work than ever before. At the same time, though, there are more companies that have solved this problem. The better companies have tackled the issue by following what I will talk about in this session and creating a destination workplace that attracts great employees to plant and grow their careers and to flourish and recommend your company to others."

Scott points to three key takeaways that those who participate in his session in Louisville can take back to their companies and use to inform their own approaches to tackling the labor conundrum.

"First off — and this requires a mindset shift — they need to believe these problems are actually fixable," he says. "It's not rocket science, but companies need to believe and understand that fixing these problems is



within their control. They also need to realize that creating a destination company requires action on several fronts, some of which are counterintuitive. They'll need to focus on a mix of strategies to achieve success.

"And finally, they'll come away with an appreciation that marketing does help. Once things are in place, you have to get the word out there. If you don't toot your own horn — and if your employees don't talk about what a great place your company is to work — nobody else will. You will learn to build a better workforce by building a better company."

▲ *LM* will offer 12 sessions during Equip Exposition 2025, Oct. 21-24.

Class is in session ... again

Equip Expo 2025 marks the fourth consecutive year that *LM* has presented education sessions at the show through a partnership with the Outdoor Power Equipment Institute (OPEI), which owns and operates Equip Expo.

Sessions offered will focus on topics such as business management, staff development, employee retention and landscape industry innovations, offering invaluable learning opportunities for landscape and lawn care pros.

"We are in an uncertain and quick-changing business climate. There are extreme challenges associated with uncertainty related to tariffs, taxes and labor shortages. This year, landscapers can't afford to not come to Equip, where they can learn how other contractors around the country and around the world are adapting to business challenges," says Kris Kiser, president of OPEI and Equip Exposition.

"Equip and *Landscape Management* are planning education to address these very challenges. This is the year to learn, this is the year to share and this is the year to come to Equip. With so many opportunities to learn, we recommend contractors bring their team so they can bring back as much knowledge as possible to their company."

Bill Roddy, publisher of *LM*, said, "We're grateful to continue our partnership with OPEI at Equip Exposition, delivering comprehensive educational sessions for landscape professionals and their teams. In 2025, we'll offer sessions on industry trends, labor solutions and business strategies designed to help attendees grow their landscape businesses and overcome challenges."

Continued on page 22



Cut Costs Without Cutting Performance

PROPANE-POWERED COMMERCIAL MOWERS POWER MORE PRODUCTIVITY

Propane has the power to make professional landscaping operations more productive and more profitable, delivering reliable, continuous performance all day long. Since propane runs cleaner than gasoline or diesel, your mower fleet will experience less downtime from routine service or repairs, creating savings and a competitive advantage. And unlike electric or gasoline models, propane's easily swappable cylinders mean more efficient refueling, allowing crews to focus on mowing and less on fueling.

▶ See how propane's reliability can transform your mowing operations today at propane.com/commercial-mowers



Continued from page 20

Only registered attendees for the show are eligible to take part in Equip Expo education. You can register here — plus.mcievents.com/event/equipexpo2025/summary — and receive a 50-percent discount by using the code **LM50**. During the registration process, you will be prompted to add educational sessions.

Here's more information on the classes that will be offered at Equip Expo 2025.

WEDNESDAY, OCT. 22

Become A Destination Company

9-10:30 a.m. Presented by Jeffrey Scott.

A Fireside Chat with Larry Ryan

12:30-1:30 p.m. In February, 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 *LM*150 list. In this fireside chat with *Landscape Management* magazine's Seth Jones, Ryan will discuss his career, his beliefs on company culture and how he foresees the future of the industry.

"Lean" in the Landscape

2-3 p.m. Lean manufacturing production principles have led to an endless cascade of high-quality, safe, effective and affordable products and millions of dollars in profits for organizations all over the world. Can these same principles be applied to landscaping? Yes! This session outlines basic Lean principles and discusses applications for our industry. Learn about delivering what your customers want but without the steps and activities that provide no value in this Lean introduction. Presented by Ben Thomas and Ken Gandy, Envisor Consulting.

Your Company, Your Culture

3:30-4:30 p.m. Back by popular demand! Now in its fourth year, a panel of industry veterans and experts discuss everything they've seen and experienced that creates a positive culture. Part panel discussion, part question and answer session with the audience, these experts will offer tips and suggestions that can make an immediate impact on your workplace culture. This session will be moderated by *LM* Editor-in-Chief Scott Hollister.

THURSDAY, OCT. 23

Lead From the Middle — Yes, You!

9:30-10:30 a.m. Are you a second-in-command, production manager or a foreman? Then this class is meant for you. Sam Gembel, president, Atlas Outdoor, has been motivating his middle management to feel empowered and "lead from the middle" for years, and the results speak for themselves. In this session, you'll learn why middle management is so vital to the success of every landscape operation and ways you can best make your mark on your company.

Labor Hour Management: The Most Important KPI in Your Business

11 a.m.-noon In this high-energy session — led by Justin White with K&D Landscaping — attendees will learn how to effectively track, analyze and optimize labor hours to boost productivity, reduce costs and enhance overall business

efficiency. Through practical strategies and real-world examples, participants will gain insights into leveraging labor hour management as a key performance indicator to drive profitability and sustainable growth in their operations.

Sales Management for Dummies (and High-Flying Entrepreneurs)

12:30-2 p.m. OK, so you're not a dummy ... you're a high-flying entrepreneur. But what are the most effective ways to manage your sales team — and yourself — so the company is on the right trajectory? Industry consultant Jeffrey Scott will share his methods for launching sales growth.

Every Day I'm Hustlin': How to be Proactive on Relationship Building and Sales

3:30-5 p.m. The "order taking" of 2021-2023 is over. We have to go make sales, and that is a daily activity. In this session, Chris Psencik with McFarlin Stanford will show you the daily tasks you or your sales team needs to do to hit your goals and then some.

FRIDAY, OCT. 24

Retiring in Place

8-9 a.m. You've put in the hours, the days, the years ... is it time for the business to run without you? For business owners who are asking themselves this question, our panel of entrepreneurs who have successfully stepped away from their business discuss the biggest challenges they faced, the right time and why they ended up stepping away from the company they started. This panel discussion will be moderated by Jeffrey Scott.

Get on the Bus: Effective Onboarding for New Team Members

9:30-10:30 a.m. First impressions really do matter. If you want to stand out, grow your team and reduce turnover, you need an onboarding program. In this session, led by Barrett Chow from McFarlin Stanford, you'll learn the key actions needed for a successful onboarding program.

Strategic Planning 101

11 a.m.-noon The word 'strategic' has become painfully over-used, yet organizations routinely fail to develop effective strategic plans. What is strategic planning? Why should we do it? What are we trying to get out of it? Strategic planning should outline, prioritize and sequence the steps, activities and initiatives that will take your business to the next level. Join Envisor's Ben Thomas and Ken Gandy for a dive into developing strategic plans that drive transformation and lead to success.

A One-Stop Shop versus Doing One Thing Well

12:30-1:30 p.m. The phone rings, and on the other end, someone asks if your company can help them accomplish this one goal. On the one hand, it's revenue. On the other, it isn't necessarily what your company is good at. In this presentation, Justin White, CEO of K&D Landscaping, discusses the value of being a specialist over a generalist.

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



LM EDUCATION @ EQUIP EXPOSITION

Join *Landscape Management* in Louisville where we'll present 12 educational sessions as part of Equip Exposition, Oct. 22-24



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.

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



THE LEADERSHIP JOURNEY

Exceptional leaders share common traits and follow a well-worn path on the road to creating a best-in-class organization

BY JEFF HARKNESS | CONTRIBUTOR

Editor's note: This is the third in a series of three articles discussing the characteristics of highly marketable and valuable companies in the green industry — commonly referred to as “elite performers” or “best-in-class” companies.

Leading organizations are often distinguished by exceptional leadership at the CEO level, much as successful sports teams benefit from outstanding coaches. Achieving excellence is not an overnight occurrence, but rather a skill and process developed through experience and learning. A CEO's journey within an organization is essential for achieving superior performance.

While this may be well known, it remains an important truth. Leadership can be invigorating — at times isolating — and often presents significant challenges. The journey is seldom straightforward, and engaging professional guidance and coaching is vital for effective execution.

The ascent starts with the CEO or owner moving from “operator” to “visionary.” The challenge starts with transitioning from tactical execution to strategic foresight. Delegating operational responsibilities, relinquishing direct control and making informed executive appointments can present significant challenges for leaders, but the shift from “doing” to “thinking” is non-negotiable. The magic of elite leadership is when CEOs who consistently achieve “impossible” goals aren't just dreamers, they're master strategists, culture architects and relentless executors.

Below, we outline some key stages and characteristics of leadership, along with fundamental lessons that drive value creation and excellence.

Steps to starting the evolution

1 DEFINE AN IMPOSSIBLE VISION

Bold vision reframes reality. A great CEO can articulate a future state so compelling that it shifts the mindset from “can we?” to “how will we?” Jerry Schill of Schill Grounds Management, for example, aimed to grow his company's EBITDA — earnings before interest, taxes, depreciation and amortization — from under \$2 million to \$30 million within five years; a goal that once seemed unrealistic but has since seen significant progress.



Jeff Harkness

Elite CEOs understand that ambition alone is insufficient; transformation hinges on their capacity to rally a team around a shared, vivid vision while translating strategy into systems and behaviors that persist beyond any single individual. They establish frameworks for execution

that are robust yet adaptable, anchoring long-term goals in day-to-day actions and fostering an environment where calculated risk-taking and innovation are encouraged.

This intentional approach extends to shaping culture by aligning incentives, rituals and recognition with the company's aspirations. Leaders catalyze not just compliance, but genuine commitment. As the leadership journey evolves, the emphasis shifts toward cultivating an organization where clear priorities, disciplined focus and relentless follow-through become hallmarks of success.

2 MAKE EMOTIONAL INTELLIGENCE A NON-NEGOTIABLE

Self-awareness, empathy and relationship management are more predictive of success than IQ. Great CEOs can listen and articulate direction by asking questions that unlock insight.

True leadership demands a heightened capacity for self-reflection and the courage to challenge personal assumptions. CEOs who cultivate emotional intelligence not only strengthen their decision making but also create space for authentic communication and rapid adaptation. By recognizing patterns in their own behavior and remaining attuned to the subtle dynamics within their teams, they foster trust and resilience, building a foundation on which strategic vision can be transformed into tangible results.

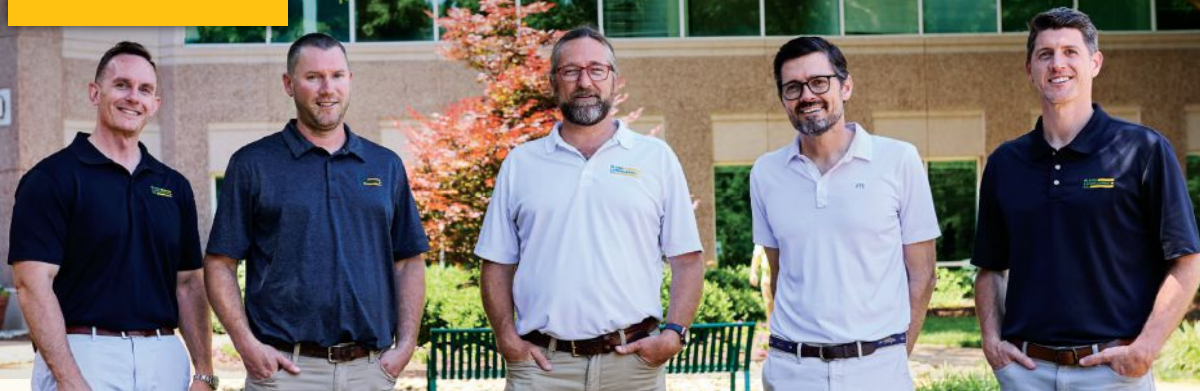
3 MANAGE YOUR OWN PSYCHOLOGY

As CEOs progress, the shift to strategic stewardship requires recalibration, not just of priorities but of mindset, where steadfast self-management and the ability to distill complexity into actionable focus becomes essential. The most effective leaders harness disciplined routines to reinforce vision and composure, learning to filter noise and remain present amidst rapid change.

By actively seeking out feedback, embracing discomfort and fostering open dialogue, they create environments where both execution and accountability thrive.

Continued on page 26

**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

Continued from page 24

This, in turn, creates momentum that drives the organization toward a clear sense of purpose and effective goal execution, ultimately aligning ambitious vision with measurable operational progress that motivates teams beyond mere enthusiasm.

4 TURN GOALS INTO MICRO-WINS

As organizations mature, truly exceptional CEOs shift their focus toward constructing a cadence of small achievements that sustain momentum and foster collective confidence. Rather than being swept up by the grandiosity of aspiration alone or posting all over social media, they break down ambitious objectives into tangible, measurable milestones, enabling teams at every level to progress and adjust in real time. This granular approach dovetails with a commitment to clarity and alignment, ensuring the vision permeates all layers of the company not as lofty rhetoric, but as an actionable roadmap.

5 PURSUE CUSTOMER DELIGHT

Financial discipline and customer-centricity aren't opposites; they're allies. CEOs who balance both create resilient, high-margin businesses.

Take John Munie from Focal Pointe, for example. He constructed an advisory board to assist with scaling his business (alongside partner Brett Gordon) to

\$100 million in revenue. They have reached 75 percent of their goal, maintaining a strong focus on an A-plus customer experience while delivering top-tier EBITDA performance. Instilling disciplined processes and translating vision into everyday behaviors, truly great CEOs like John embed adaptability and momentum deep within the organization, transforming lofty ambitions into practical, scalable actions. Nurturing a climate where initiative flourishes, every team member understands not only the "why" but also the "how" behind the company's mission.

When leaders prioritize both clarity and agility, they empower their teams to navigate complexity with confidence, ensuring each micro-win compounds into sustainable growth.

6 ALWAYS BE LEARNING

CEOs often make use of coaching frameworks, peer networks and extensive reading as part of their approach to ongoing learning. Mental resilience techniques can include meditation, coaching or journaling. Common practices also involve morning routines, decision frameworks and energy management.

The ability to adapt and learn is considered important, supported by curiosity and openness to new viewpoints, especially during periods of industry or economic change. Leaders may draw on diverse sources such as real-time data, direct feedback from an advisory board or discussions with team leaders to inform strategic decisions. Intellectual humility is demonstrated through updating assumptions and modifying strategies as circumstances shift.

7 FOCUS ON LEGACY BUILDING

This moves things beyond short-term results to lasting impact. Legacy comes from mentorship, succession planning and making decisions based on values. Great CEOs act as stewards, not just strategists.

DNA testing

Top CEOs tend to fall into a few distinct personality profiles, shaped by their drive, adaptability and leadership style. While there's no single mold, several traits and behavioral patterns consistently emerge across high-performing executives. A separate psychological analysis highlights five recurring traits among CEOs:

- **Need for achievement:** A relentless drive to hit targets and succeed.
- **Internal focus on control:** Belief that they control their own destiny.
- **Risk-taking propensity:** Willingness to make bold moves.
- **Tolerance for ambiguity:** Comfort with uncertainty and complexity.
- **Type-A personality:** Competitive, driven and high-energy.

GROW YOUR BUSINESS, WE'LL GROW YOUR TURF.

GET READY.

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

Greene County
Fertilizer Company



GreeneCountyFert.com

HEALTHY TURF STARTS WITH GREENE COUNTY FERT.

Ships direct. Pro Support always included.

LEADER SPOTLIGHT



MATT DAVIS

Owner - College Fund Landscaping

THEN

College Fund Landscaping started with a simple goal: help Matt pay for college. With a truck, a mower, and a lot of determination, Matt spent his days in class and his evenings mowing lawns to cover tuition. What began as a side hustle quickly turned into something bigger. Over time he realized that scaling a business wasn't about working harder—it was about building the right team, putting systems in place, and knowing when to ask for help.

NOW

Today College Fund Landscaping is a growing, successful company in North Dallas, providing top-notch landscape maintenance while giving back through scholarships and financial education. Matt credits his success to delegating, implementing open-book management, and embracing accountability through **ACE Peer Groups**. Now managing the company remotely from Colorado, Matt has proven that with the right leadership and team in place, a business can thrive without the owner being on-site every day.

The key to growth isn't working harder—it's building a team that can operate without you.

MATT DAVIS

MATT'S 4 PILLARS:

- 1. Trust Your Team** – The right people thrive when given ownership and responsibility.
- 2. Build Systems, Not Bottlenecks** – A business that relies on one person isn't built to last.
- 3. Prioritize Financial Education** – Teaching your team about the numbers leads to smarter decisions.
- 4. Action is Everything** – Knowing but not doing is the same as not knowing.



McFARLIN STANFORD
MCFARLINSTANFORD.COM

Identifying leadership habits

1 WEEKLY VISION REVIEW

Block 30–60 minutes once a week to revisit your company's vision, strategic goals and key metrics. This keeps you focused on long-term direction and prevents reactive leadership.

2 PULSE CHECK

Schedule biweekly 15-minute calls with random team members to ask about morale, alignment and blockers. This builds trust, reveals cultural gaps and reinforces authenticity.

3 DASHBOARD DEEP DIVES

Review your KPI's or financial dashboard every Monday morning. Focus on DSO (Days Sales Outstanding), sales trends, profit ratios, cash flow and customer satisfaction metrics. Action ensures you're leading with data and spotting trends before they become problems. "Having money in checking" is no way to run a business.

4 ASSET UTILIZATION

Prioritize a regular review of equipment utilization, maintenance and spending (your shop can be a black hole of waste). Awareness of utilization drives efficiency and reduces unnecessary capital expenditure.

5 CONFRONTATION PREP

If you are executing on 1-4 above, then you can expect that confrontation or coaching will be required. This goes for clients and employees. Before any tough conversation, jot down your intent, desired outcome and emotional triggers.

Reaching the finish line

In closing, my advisory company has a unique vantage point into what makes a CEO and a company truly exceptional. It's a journey, and not everyone who thinks they are a leader can execute. I have seen transformation changes from John Munie, Brian DuMont, Jerry Schill, Allen Sweeney, Kevin Caldwell, J.T. Price, Tim Portland and Bob Grover. Go talk to them. They have been on quite a journey.

Leadership journey insights reveal not just financial acumen, but traits that elevate an entire organization. Great CEOs set bold visions but stay grounded in financial reality. They work with their leadership team not just as a boss but as strategic partners to model scenarios, assess risks and drive enterprise value.

CEOs who build strong trust-based relationships with their team create legacy opportunities and wealth for their people. Recognize the importance of data and employee training as key strategic assets not compliance requirements. Scale your business. Opportunity awaits. 🏆

Jeff Harkness is the CEO of 3PG Advisors, an Alpharetta, Ga.-based firm that advises on the merger and acquisition process with a specialty in the landscape, turf care and tree care industries.

FROM THE SOURCE

From guesswork to great lawns

How annual agronomic planning allowed my business to improve turf health, reduce weeds and boost profits BY AARON SUTTENFIELD | CONTRIBUTOR



Every lawn care operator knows the feeling: It's a week before your next round, you're scrambling to find product, checking prices and hoping you can get what you need delivered on time. I lived in that cycle for years — chasing deals, cutting corners on weed control when prices spiked and watching turf color and quality take a hit.

That changed when I sat down with my Harrell's rep one October and built

an agronomic program for the *entire year* instead of buying round-by-round. The shift was simple, but it transformed my lawns, streamlined operations and improved my bottom line.

PLANNING BEATS SCRAMBLING

Every October, my Harrell's rep and I review the past season. We talk through what worked, where we saw challenges and what needs to be tweaked for the

coming year. From there, we create a plan for all eight to 10 rounds.

The goal is balance. Some rounds focus on premium, slow-release nutrition, while others prioritize weed or disease control. By planning, we can spread costs evenly and hit a fair, predictable price per 1,000 square feet over the course of the season.

This approach removes uncertainty. I know the exact cost per round, the total

PHOTO: JHORROCKS/E+/GETTY IMAGES

IrrigationShow
and Education Week

FLOWING FORWARD IN THE BIG EASY!

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

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

Early bird rates start at \$89 —
save your spot at irrigationshow.org.



Dec. 8-11
Trade Show | Dec. 10-11
New Orleans

Learn more and register
at irrigationshow.org.

Co-locating with



← MAKE A PLAN

An annual agronomic plan can be a key to streamlined operations and business success.

yearly spend and how each application fits into our budget. Taking advantage of early order discounts and volume pricing allows my rep to give me a great price.

OPERATIONAL AND FINANCIAL ADVANTAGES

With a set plan in place, my managers know months in advance what they'll need and when they'll need it. That makes ordering simple, reduces last-minute stress and ensures timely delivery.

Because we have limited shop space and prefer not to tie up cash in inventory, we schedule deliveries strategically. Products arrive just when we need them, stay on-site for a minimal amount of time and are applied promptly.

Planning for the year rather than per round has also saved us money. We're no longer chasing "deals" that might not align with our agronomic goals. Instead, we invest in the right products for the right round — at a fair price.

THE POLYON DIFFERENCE

One of the biggest improvements in our program has been incorporating Polyon controlled-release fertilizer. This time- and temperature-released product has been a game changer for us.

Before Polyon, hitting the "perfect" application window for thousands of lawns was nearly impossible. If we missed that window by even a week or two, turf color could fade.

Polygon takes the stress out of timing. Because it's temperature-activated, we can apply it a few weeks before the ideal window, and it sits dormant until soil temperatures trigger nutrient release. That means consistent color, even when crews are managing a high volume of properties.

PLANNING PAYS OFF

Since making this change to annual agronomic planning, we've:

- Improved turf color and density with consistent, balanced feeding.
- Reduced weed and disease pressure through proactive, planned control.
- Lowered product costs by securing annual pricing upfront.

And perhaps most importantly, my team isn't scrambling before each round to figure out "what's available." Instead, they execute a proven program that works agronomically and financially.

A CHALLENGE TO OTHER LCOS

If you're still buying product round by round, I'd challenge you to rethink your approach. Sit down with your supplier rep in the fall and create a season-long agronomic plan. 

Aaron Suttentfield is the owner of RDS Lawn Care Services in Mt. Holly, N.C.



TRUCK MATE[®] HD
By Dawson Manufacturing

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



WE'RE FOR EVERY TREE.

EXPERT TREE CARE FOR 118 YEARS — AND GROWING.

Acer saccharum. Better known as Sugar Maple, is just one of the thousands of species we specialize in. Leverage our tree expertise, highly trained and insured staff, and state-of-the-art equipment to bring your clients tree services second to none.

Call **877-227-8538**
or visit **bartlett.com**

REMOVALS | STORM DAMAGE | TREE INSPECTIONS
FERTILIZATION | INSECT & DISEASE MANAGEMENT
CABLING & BRACING | LIGHTNING PROTECTION | PRUNING

BARTLETT
TREE EXPERTS
SCIENTIFIC TREE CARE SINCE 1907

Open to learning

Meeting industry suppliers at the **LM Growth Summit** gave **Richard Pearl** confidence in revamping his company's services

BY LAUREN H. DOWDLE | CONTRIBUTOR

For Richard Pearl, director of operations and chief financial officer for Veragreen in Nashville, one of the best parts about a job is when it's not monotonous. That's exactly what he finds in the green industry.

"With lawn and landscape, there's never a day that's the same as the day before," Pearl says. "There's always something different or new challenges."

His company offers pest control, tree/shrub care and lawn care, and it has also integrated liquid aeration into its services. That helped the team connect with Greene County Fertilizer Co., which invited Pearl to attend the annual *Landscape Management Growth Summit* last December.

"It sounded fascinating to me," Pearl says. "I wasn't going to let that opportunity slip away."

He was one of 36 attendees at the three-day event in Orlando, Fla., where he met with leading supplier partners and other lawn care professionals. Pearl also learned about new lawn care products and attended educational sessions — and it definitely wasn't monotonous.

"It isn't like you go sit in a conference room with 50 different people," Pearl says. "From the time you start in the morning, you're constantly moving and changing pace."

PERSONAL CONNECTIONS

For Pearl, a highlight of the Summit was the one-on-one meetings with the suppliers and industry partners that support the event.

"Distribution companies are listening to you, and you get a

personalized touch with dealing with those supplying our business to help us be successful," Pearl says.

He especially appreciated sitting down with the PBI-Gordon team at the Summit. Pearl says he went into the meeting fairly certain he was going to use PBI-Gordon's Arkon herbicide, and he left with the confirmation he needed that it would work for Veragreen's program.

"Talking with everyone about our product change and meeting with the company directly to solidify what we were thinking was a huge moment for me," Pearl says.

He was also partnered with another attendee during the event, which resulted in plenty of in-depth, genuine conversations.

"I'm still young, so being able to network with people to learn what they think, their processes and if there are ways to incorporate those into Veragreen to make us better was great," Pearl says.

He still talks with several of the other attendees and has been able to learn from both their successes and mistakes to improve his company.

"When you get there, every single person is so open, and they want to get to know your business like you want to know theirs," Pearl says. "The networking you get is great because you're having conversations with people who are in the same positions as you, just in a different location."

"I truly believe this is the best event I've ever been a part of in my time in the lawn and landscape industry, from the people who are there to the event itself."

RICHARD PEARL



Many of the attendees were especially interested in learning about Pearl's liquid aeration service. "No one else there had done it," he says. "I had a chance to talk to a lot of people about it."

WHY APPLY?

During his 14 years in the industry, Pearl says he's attended various conventions and events, but none have been like the *LM Growth Summit*.

"I truly believe this is the best event I've ever been a part of in my time in the lawn and landscape industry, from the people who are there to the event itself," Pearl says. "It was a great overall experience."

He encourages other professionals to attend the *LM Growth Summit* and go in with an open attitude to share and learn from others.

"I'm beyond appreciative of the *Landscape Management* team, the industry partners and how the event was put on," Pearl says. "The entire experience was a 10 out of 10. You'd be foolish not to go." 📌

Dowdle is a freelance writer based in Birmingham, Ala.

BY FAR ONE OF THE BEST EVENTS

“Being in the green space for 42 years, this was by far one of the best events. *Landscape Management* has a great format. The information both from the vendors and the other attendees was top notch. I am currently conversing with many of the individuals who I met there.”

— KEVIN SALTERS, OWNER, ROOT DEVELOPMENT LLC
(2024 LM GROWTH SUMMIT ATTENDEE)



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 8/18/2025)



BUSINESS BOOSTERS

Packing a punch

A Pennsylvania LCO will benefit from a new riding aerator from Stinger Equipment with the goal of highlighting the value of — and potential profits from — those services

BY SCOTT HOLLISTER | LM EDITOR-IN-CHIEF

When Ryan Dittes decided the time was right to turn his passion for landscaping into his profession, he knew that outfitting his team with the right tools to get the job done would be a key to his success.

It was eight years ago when Dittes started RD's Total Lawn in Langhorne, Pa., as a side gig to his full-time job with a local Coca-Cola distributor. The business grew gradually over the years to the point that, a year ago, Dittes decided to dump the soda business to focus all his professional attention on lawn care.

"Our primary services have been lawn mowing, landscaping, and we recently added fertilizer (applications) and weed control. And with fall almost here, we're coming up on our seeding and aeration season," Dittes says. "We have a team of about 10 guys and run about four or five crews. We've just focused on taking slow, steady steps forward."

Among those steps was a desire to supercharge RD's fall maintenance efforts, which was why Dittes perked up considerably when he received a call from Dustin McGehee with Stinger Equipment to discuss an offer from the company, in partnership with *Landscape Management*, that seemed like a perfect fit for RD's Total Lawn.

"It sounded a little too good to be true, honestly," Dittes says about McGehee's idea to provide him with a complimentary GT30 riding aerator. "I knew about Stinger Equipment and

the efficiency that their equipment can bring to your operations, so I was super curious. But until you actually see it at your yard, it seems like a dream."

McGehee, Stinger's vice president, insists the program is very much real, confirmed in mid-August when the company — with the help of their local distributor, CADCo — donated a brand-new GT30 to Dittes and RD's, making it the first riding aerator in the company's arsenal (in previous seasons, most aeration was done with walk-behind units).

McGehee describes the origins of the program this way: "We've always thought that (aeration) was a natural next step for companies who are doing mowing, landscaping, chemical work, that sort of thing. Some people find the prospect of adding (aeration) a little intimidating ... so we were looking for a way to build awareness that it's a service that provides a lot of value and can be a real profit center for a company like RD's."

"Ryan is definitely not new to aeration, but he has aggressive goals to scale his business, and now that he's moving from walk-behinds to the efficiency of a ride-on, we're excited to follow him this fall, see how it grows his business and share his stories with *Landscape Management* readers."

As noted, RD's Total Lawn are not complete newcomers to offering aeration and overseeding (the Stinger GT30 delivered to RD's did come with a hopper for seeding) to its customers. Last fall, Dittes says the company did about



↑ PLUGGING FOR PROFITS
Stinger's Dustin McGehee (right) goes over the GT30 with Ryan Dittes of RD's Total Lawn.

200 aerations and overseedings, which marked a significant boost over previous years. And he has his sights set even higher this fall.

"We're really excited about the prospects for this year ... and we're looking to grow that business by 40 percent from last year, which would be close to 300 services this fall," Dittes says. "That would be a very big accomplishment for us, and we feel like (the Stinger GT30) is really going to help grow and scale that business."

"We just want Ryan and his team to be satisfied, to have a trouble-free fall," McGehee adds. "He has lofty goals, but we think he has a machine that is going to help him achieve those goals, and we hope his story shows others the impacts that aeration can have on a growing business."

To follow along as RD's Total Lawn expands its aeration and overseeding business with this new GT30, check out LM's social media channels and our website, landscapemanagement.net. 📺

PROTECT YOUR LANDSCAPING BUSINESS FROM THEFT

TOOLS, TRUCKS, AND TRAILERS ARE PRIME TARGETS — HERE'S HOW TO SECURE THEM.

Landscaping businesses operate in high-risk environments for theft. From trailers loaded with mowers to trucks filled with tools, your assets are valuable and often left in open lots or remote job sites. A single break-in can disrupt operations, delay projects, and cost thousands in replacements — not to mention the blow to your reputation.

3 STEPS TO A SECURE PERIMETER



DETER FIRST

A strong, visible barrier like AMAROK's solar-powered Electric Guard Dog™ Fence sends a clear "keep out" message.



DEFEND ALWAYS

Pulsed electricity delivers a safe but memorable shock to stop thieves in their tracks.



DETECT IMMEDIATELY

Integrated alarms and 24/7 monitoring mean you'll know the moment someone tries to breach your perimeter.



WHY LAYERED SECURITY MATTERS

Landscaping companies face more than tool theft — trailers, fuel, copper wiring, and even plants are stolen regularly. Traditional locks and cameras can help, but once a thief is on your property, it's too late. A layered defense combines physical, shock, and alarm deterrents to keep criminals out in the first place.



DON'T WAIT FOR A LOSS TO ACT

Your equipment is your livelihood. AMAROK's perimeter security solutions are built to protect outdoor assets where they live — outside. Contact us today for a free site assessment.

**NOTHING
PROTECTS LIKE AN
ELECTRIC FENCE.
PERIOD.**

GRUBBY, PESKY PESTS

Don't let grubs eat away at your sanity this autumn

BY NATHAN MADER | LM ASSOCIATE EDITOR

BROUGHT TO YOU BY

QUALI-PRO

Grubbs — the larval stages of Japanese beetles, European chafers and June beetles — pose a significant threat to lawns across the U.S. and Canada, causing turf decline that can frustrate even seasoned lawn care professionals.

Grubs are C-shaped, cream or white larvae found in the soil that feed on your site's grass roots. While most turf can tolerate small populations, larger numbers can quickly devastate lawns, especially if other stressors like drought are present.

A FINE FEAST

When grubs start chowing down, the lawn is left brown, wilting or even covered in dead patches with irregular shapes

that expand rapidly during peak feeding periods. Sometimes, the grass will even feel spongy or unstable, as infested lawns lose their solidity as roots are eaten.

Jason James, owner of Turf 212 in Greenville, S.C., says fescues especially are at risk compared to bermudagrasses and zoysias since it has softer tissue.

"You're going to see a lot of growth activity in fescue," he says. "Grubs don't have teeth. They're just going to suck the life out of (fescue) because it's really soft, and they can eat fescue a little bit easier than they can eat a bermuda and a zoysia."

He also explains that lawn care operators (LCOs) can detect grub damage by pulling up and peeling back the grass. With damaged roots, the turf should come up much easier, and it can even reveal the larvae feeding underneath.

"Usually, people will mistake dollar spot or a fungus or dog urine in fescue for grubs," James says. "Sometimes it's not, because if you can go out to that piece of turf, and if you can grab a hold of it, and pull it up like a toupee on a man's head, that means you've got grubs."

When there's roughly five or more grubs in a square foot of turf, that's when James says treatment should start right away.

And while it comes with the downside of further turf damage as beaks, paws and claws tear deeper into the grass, animal activity can also

reveal where grub damage is occurring

as they try to dig into the soil to feast on the larvae.

CHEW ON THIS, GRUBS!

Before all the chemicals and applications go down, it's important to note that healthy, well-maintained turf is one of the best defenses against grubs, allowing grass to tolerate small infestations without noticeable damage. For lower-pressure sites, biological interventions like beneficial nematodes (*Steinernema* spp.) and bacteria such as *Bacillus thuringiensis* can provide control, though results vary and may take time to establish.

James warns that grubs like to feed most aggressively in the late summer to fall, as well as again in the spring when the ground starts warming up. He makes applications usually around aeration and overseeding, or simply when he notices activity occurring in September and October.

And for him, his secret weapon is Envu's Dylox insecticide, which he says forces grubs to the top of the yard within 24 hours and has been very effective in his region.

Plus, while preventative applications with ingredients like chlorantraniliprole or imidacloprid can be effective, James says he prefers to monitor for grubs and treat reactively as to not waste products on unnecessary applications.

"If they don't have grubs, you're going out there and you're just wasting that product on something that is not going to benefit the customers," he says. "Usually, I treat for grubs when I see the activity. Once I start to see signs of grubs, I'm like, 'OK, we need to do a grub control. We need to get this stuff down.'" 🐛



PICKY EATER
Grubs like to munch on fescues due to its soft tissue.

THE BIG ONE

A poppin' project

BY NATHAN MADER | LM ASSOCIATE EDITOR

LOCATION Menlo Park, Calif.

COMPANY Gachina Landscape Management

DETAILS The Springline campus, nestled between the beautiful California hotspots of San Francisco and San Jose, is about as bustling as it gets for the Golden State.

A modern 6.4-acre mixed-use development, home to residential, commercial and retail spaces, it has trusted Gachina Landscape Management to maintain a regenerative and colorful landscape for its many residents and shoppers.

Oder Ramirez, account manager for Gachina's Peninsula branch, says that each corner, walkway and planting bed is carefully planned, and the team takes great pride in maintaining the site's beauty.

Located in the heart of the Bay Area, the landscape must balance beauty with resilience. The site features a vibrant mix of drought-tolerant succulents, bamboo, plum pine hedges and sycamore trees to meet local water-use regulations while maintaining year-round appeal.

And since March 2023, Gachina has managed the busy property with an eye for being eco-friendly and radiant in its design, earning the company a silver award from the National Association of Landscape Professionals' 2024 Awards of Excellence program for this project.

"I was deeply honored and grateful to receive the award from the NALP," Ramirez says. "This recognition is a testament to the incredible support and opportunities provided by our company Gachina Landscape Management, our branch manager Robert Garcia and the amazing team at Springline – Menlo Park." 🌱

PHOTOS: CHELSEA AIELLO



Captions | 1. Past the main entrance at Springline, the campus is filled with apartments, a pool, courtyards, a shopping center and businesses, all with their own trees, flower beds, raised planters and turf areas to maintain. 2. A bougainvillea trellis adds a serene splash of color to the landscape. Other Mediterranean plantings are commonly found throughout the property. 3. The Springline campus has a long history of sustainability, with electric vehicle charging stations, solar panels and a net-zero carbon commitment, so it was key for Gachina to match that eco-friendly goal. 4. "NALP's recognition motivates me — and our entire team — to continue striving for excellence. This award serves as a powerful reminder of the importance of hard work, dedication and collaboration," says Ramirez.

» REV YOUR ENGINES

Flick the switch to EVs

Learn key insights on charging, vehicle choice and maintenance from industry pros who've transitioned to an electric fleet

BY MIKE ZAWACKI | CONTRIBUTOR

Many professional landscapers and lawn care operators are weighing the transition to an electric vehicle (EV) fleet. However, this is more than just about going green. Rather, it's a strategic business decision that affects everything from daily operations to customer satisfaction.

The thought of making the change can seem daunting, especially given the landscape industry's unique demands, such as towing heavy equipment, long travel times and the need for reliable power. Yet, a successful transition is possible and offers significant benefits.

GOING EV

While the idea of an all-electric fleet is compelling, Greyson Walldorff emphasizes that a diverse mix of vehicles is often the most practical solution for operations making the conversion to EVs.

Walldorff is the founder and CEO (chief electrification officer) of Atlanta-based Lawn Capital, a lawn care and landscape maintenance operation committed to 100-percent electric landscaping. Lawn Capital's fleet includes electric pickups for large commercial jobs and electric vans for single-family residential clients, as well as hybrid and electric sedans for the company's operations and account managers.

Although Walldorff is all in on electric, he acknowledges that every vehicle — whether gas, diesel or electric — has

its place. The key, he says, is to match EVs to their job demands, considering factors like range, payload and charging needs. For example, Lawn Capital still utilizes a gas-powered dump truck for its heavy-duty construction crews.

For Livingstone Landscaping in Brandon, Manitoba, investing in EVs came down to the bottom line. Owner/president Matt Berg notes that while Canada's rising carbon tax was a major factor, the long-term savings go beyond just fuel costs.

"We were projected to save approximately \$800 to \$1,000 a month per vehicle," Berg says. "When you consider the monthly payment on the vehicle, that's the majority of the payment. So, you're almost getting a new truck for 30 percent of the financial outlay."

Beyond the savings at the pump, Berg notes a significant reduction in maintenance costs. Since EVs don't require oil changes or many of the other routine maintenance tasks associated with internal combustion engines, a major cost and logistical headache for fleet managers is eliminated.

Although a silent, all-electric crew is an immediate attention-getter, Walldorff cautions against relying on it as a primary selling point. While customers appreciate the reduced noise and eco-friendly approach, it doesn't replace the core values of quality, relationships and service.

"If we're not hitting those three marks, electric or not, it doesn't matter," he says.

Walldorff finds that the unique look and quiet operation of his electric fleet set Lawn Capital apart from competitors. This can be a valuable differentiator, helping the company stand out in a crowded market and attracting clients who value sustainability.

CHARGING INFRASTRUCTURE

A critical factor to address before building an EV fleet is charging infrastructure.

"You can't just go out and buy (an electric) pickup truck and go, 'OK, I'm ready to go!'" warns Sheldon Ridout, owner of The Silent Gardener in New Westminster, British Columbia. Ridout runs an entire electric operation, from his battery-powered mowers and equipment to his fleet of trucks and vans. "The very first thing you have to address before you do anything is, where are you going to charge?"

Ridout uses both a 42-amp and a 30-amp charger with a splitter that allows him to charge two vehicles at a reduced amperage. While he and others find this practical, he strongly suggests landscape and lawn care pros consult with a qualified electrician to assess their power needs. Vehicle charging requires a large electrical panel. The good news is that for most work vehicles, Ridout says an overnight charge on a standard Level 2 plug, which uses a 220-240 volt circuit, is sufficient to have the vehicle ready for the next day's work.

Lawn Capital also uses Level 2 chargers instead of more powerful, but more expensive, fast chargers. Walldorff says this approach works because the company has a long overnight charging window from 6 p.m. to 6:30 a.m.

"I realized I don't need fast charging," he says. "I just need the typical Level 2 charger, and I needed to charge overnight. That's been our main strategy."



Greyson Walldorff

According to Walldorff, efficiency doesn't require a high-powered setup. By using lower-amperage chargers, he can charge nine vehicles and all his equipment on a single three-phase, 90-amp panel. This allows him to utilize his existing electrical capacity to accommodate the new dedicated circuits for the chargers. Walldorff advises landscape pros to start by assessing their current electrical setup and work backward to map out their specific power needs.

ADDRESSING RANGE

Just like a gas or diesel truck, the range of an EV is reduced when hauling a heavy load, and Berg estimates that an EV's range can be cut in half when towing a trailer.

"You gotta keep in mind, 'Let's plug in way more frequently than you probably need to, because an unexpected situation can happen,'" he says.

For Livingstone Landscaping, a combination of on-site and at-home charging stations has been the solution. The company installed a mix of 48- and 80-amp chargers at their facility and even paid to have chargers installed at the homes of crew members who take their trucks home at night.

When selecting an electric work vehicle, contractors shouldn't get caught up in the "need for speed" or maximum range hype, Ridout says. For a typical workday, a standard range battery is more than enough.

EMPLOYEE IMPACT

According to Walldorff, a significant lesson was the importance of getting his management team on board from the beginning. He initially rolled out the new fleet to his crews first, assuming his managers would share his passion. He now believes he should have done the opposite.

Getting managers excited first by letting them drive the EVs creates a sense of buy-in and makes them advocates for the

new technology, which then trickles down to frontline crews. This top-down approach ensures a smoother and more successful transition for the entire company.

Additionally, an unexpected benefit of using an EV fleet is improved safety. Walldorff has witnessed a significant decrease in his company's accident rate since switching to EVs. He credits this to the advanced safety features that come standard on many EVs, such as backup cameras and 360-degree views, which are often absent in traditional work trucks.

Lastly, Berg advises crew training on EVs is crucial, particularly when it comes to "one-pedal driving."

This technology utilizes regenerative



Matt Berg

braking to slow down the vehicle when the driver lifts off the accelerator, allowing the driver to control both acceleration and deceleration with just one pedal. This feature is becoming increasingly common in electric vehicles, including trucks and vans, because it enhances efficiency and can simplify the driving experience.

"The second you take your foot off the gas pedal, it starts to slow down," Berg says. "It took them about a day to get fully used to it. Now it's awkward to get into a normal vehicle." 🚗

Mike 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.

"We're now up to twelve Graham truck rigs - and plan on purchasing more."

Graham advises me on the best options and helps me customize rigs for my business.

Brandon Peterman
Elite Lawn Care | Oklahoma City, OK



Learn more

I buy larger rigs because they allow me to:

- Spray lawns, ornamental trees & shrubs and mosquitos - all from one truck
- Carry more product for large properties without having to refill tanks
- Transport more equipment with expanded cargo space and a larger truck bed, making access easier



Want a truck rig like Brandon's? Call (770) 942-1617 or visit GrahamSE.com.



Graham® Spray Equipment

PUTTING YOU FIRST IS WHY WE'RE SECOND TO NONE

© 2025 Graham Spray Equipment

HARDSCAPE SOLUTIONS

New owners, same passion

BY NATHAN MADER
LM ASSOCIATE EDITOR

LOCATION Charlevoix, Mich.

COMPANY Drost Landscape

DETAILS This prime housing site may have started as an overgrown and underdeveloped spot, but that didn't stop Drost Landscape from seeing the full potential.

With a panoramic view of Lake Charlevoix and a steep 20-foot change in elevation from the driveway to the shoreline, the company went with a layered approach to the landscape, filling the spaces with tiered planting beds, retaining walls, patios and more.

But before everything could be finished, the renovation was almost flipped on its head as new owners of the property came in, leading to some changes to how the site was to be completed.

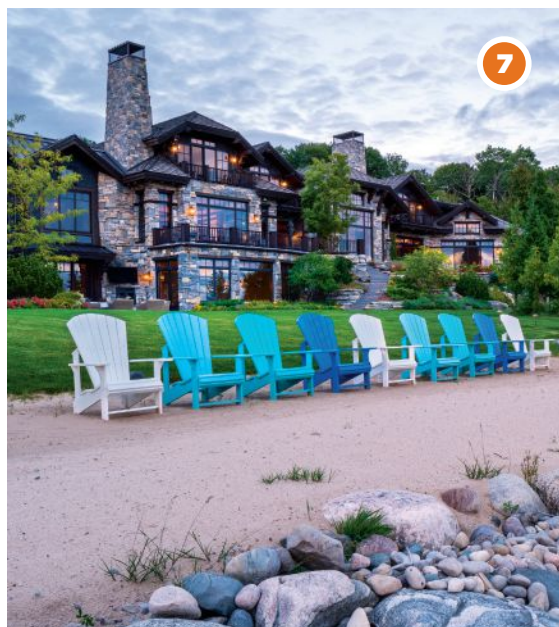
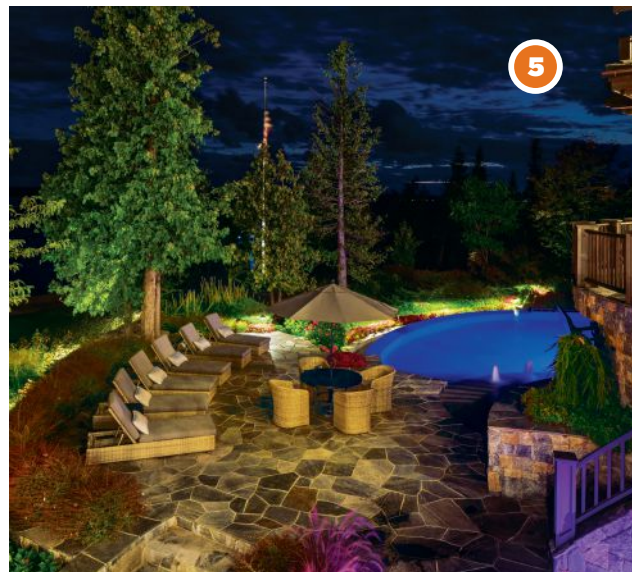
"When the cottage sold, the new owner wanted to finish what was started. Their enthusiasm was contagious, and everyone on our team was excited to help them reach their goal of creating a lasting landscape," says Bob Drost, company president and founder. "They had a large family, and this large piece of property allowed everyone to come and enjoy the serenity Northern Michigan offers."

And with the new owners and the layered design, the landscape incorporated several unique features as it was being constructed in tandem with the home. A golf green and tee box, a pool with fountains and an infinity edge, trails to walk through and an outdoor bar were just some of the elements that make up this outdoor space designed for fun family nights and entertaining guests.

Drost Landscape won a gold award from the 2024 NALP's Awards of Excellence program for this project. 🏆



PHOTOS: CHRIS MAJOR



Captions | 1. Drost Landscape titled this project “Million-Dollar Sunsets,” and with views like this over the lake, it’s pretty clear to see why. 2. An extensive running water feature was added to the site, surrounded by several planting beds and hardscape elements to soften the design while adding color and depth. 3. Entertaining family and friends was a big goal for the project, so having a par-3 tee box and green for extra putting practice was a great addition. 4. Patios with plenty of seating, a fireplace and outdoor bar were all important for creating a comfortable outdoor environment. 5. Lighting played a massive role in the landscaping, adding to the many colors and textures of the site and creating a safe environment that could be enjoyed at all times of the day. 6. Privacy was key for the owners, so various walls, trees and other design elements were incorporated around the pool and backyard to ensure the clients could enjoy their new home in peace. 7. Drost Landscape still maintains the property, including spring and fall garden cleanups, pest control, irrigation maintenance, tree and shrub care, root maintenance and more.

INSTALLATION SOLUTIONS

Top landscape edging installation mistakes

Experts lay out the most common errors contractors make when installing landscape edging and explain how to avoid them

BY SARAH WEBB | CONTRIBUTOR

With its crisp, clean lines, landscape edging can be a great complement to a landscape's borders. Landscape edging experts Mike Hugg, senior consultant for Monarch Landscape Management, a commercial maintenance firm in Houston, Texas, and Adam Kneisler, category manager for SiteOne Landscape Supply, warn that poor edging can make a site look untidy, digging into the top installation mistakes and how to avoid them.

Mistake #1: Forgoing safety gear

Safety should always be a priority, Kneisler says, and neglecting to wear the proper personal protective equipment could lead to serious injury.

Ensure crews wear safety glasses, closed-toed footwear and lightweight gloves, as well as hearing protection if they're using equipment such as a reciprocating saw, Hugg says.

Mistake #2: Neglecting to properly measure the area

To avoid this mistake, Kneisler says, "Measure twice and order once. Measure twice and cut once."

Hugg adds that edging typically comes in 10- or 16-foot sections. "We always take an extra piece or two just to be sure," Hugg says.

Finally, landscape pros should be sure to account for curves and corners in their measurements.

Mistake #3: Failing to read instructions

Edging comes in various materials and sizes, and each manufacturer may require different directions and equipment for staking and digging. As a result, Kneisler says reading the instruction manual before starting an installation is crucial.



ULINE

LAWN AND GARDEN ESSENTIALS

ORDER BY 6 PM FOR SAME DAY SHIPPING **1-800-295-5510** uline.com

AVOID GOING BACK
 “You don’t want to come up short on a job,” Hugg explains.



Mistake #4: Forgetting the proper tools and equipment

One of the worst situations crews run into, Hugg says, is realizing they don’t have enough tools to complete the job.

As a result, crews should also double-check they have a tape measure, safety gear and other installation equipment such as a shovel, hammer or battery-powered hand tools. Crews should always bring extra stakes, Hugg adds.

Mistake #5: Digging crooked lines

Whether crews are hand digging or using a trencher, it can be easy to veer off course. Crews should work methodically and continuously check their work, and Kneisler notes that digging often occurs at an angle, with aggregate material filled in afterward.

Mistake #6: Inadvertently damaging the product

Using the wrong type of hammer can lead to the edging and stakes becoming damaged.

“You just bought this beautiful edging — you don’t want to damage it,” Kneisler says.

To avoid inadvertent damage, use a rubber mallet or dead

blow hammer. Otherwise, implement a spare two-by-four piece of wood to deaden the blows.

Mistake #7: Pushing the edging all the way into the ground

Forcing landscape edging fully into the ground enables plant material to grow over and around the product, undoing the product’s clean lines.

So, Hugg suggests leaving about a half inch of edging above the ground to allow turf and other plant material to catch up.

Mistake #8: Ignoring exposed edges

The sharp corner at the end of a landscape edging piece can become a safety hazard if left unchecked. Cut the edging at an angle so that no sharp edges stick out of the ground, Hugg says. 

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

4-person crew 3-person crew Same route, same quality!

Ready to prove it on yours?

Real Results with TOP Green

A commercial site onboarded with TOP Green in 4 weeks, running 39 cycles/year; \$21/hr labor rate; 8-hr day. Crews that follow the plan see outcomes in this range; actuals may differ*

- ✓ **\$6,552/year saved per site (at \$21/hr)**
- ✓ **312 crew-hours recovered (≈39 crew-days)**
- ✓ **≥\$550/month per site saved**

Re-sequence tasks. Run in parallel.
Cut non-productive time—transit and handoffs.



Schedule a 15-min call.
See why it matters to you.
Proof beats promises.



FIVE QUESTIONS

INTERVIEW BY SETH JONES | LM EDITORIAL DIRECTOR

Jared Hoyle, Ph.D.

**MARKETING MANAGER,
PROFESSIONAL TURF AND ORNAMENTAL
PBI-GORDON, KANSAS CITY, KAN.**

1 How did you get into the business?

Like a lot of people in the turf industry, I got into it by accident. I grew up on a tobacco farm in North Carolina. I was thinking about going to school, maybe play baseball, but I wasn't good enough. The next thing I know, I'm mowing this yard, and I go, "Man, that's the best hourly wage I've made in a long time." I went to school for horticulture and turf. I'm now the marketing manager for professional products that serves both the landscape and golf industries. I'm fairly new when it comes to PBI-Gordon, but I've been in the industry for a long time. With academia as my background, I've done research development, I owned my own landscape company for a while and I worked on golf courses for a little bit.

2 Do you have a family, and what do you do for fun?

I'm married with two girls, and all three girls are the love of my life. I do anything and everything I can for them. We are an outside family; if we can be outside, whether it be at the pool or fishing, we are. Right now, me and my eldest daughter are constructing a swing set. We love to be out in the sun. The girls are six years old and one is about to be two years old, so I'm in the early stages of the craziness, as I like to say.

3 Do you have a most memorable day at work?

I have one. It was very early on in my career. I was doing maintenance in the lawn care industry. It was the same day as prom, and I'm edging a sidewalk. And of course, I pick up a rock and it hits a vehicle that is going down the road. Needless to say, I had to pick up some extra yards to pay for that side window of that minivan. I still made it to prom, though.

4 What is your favorite tool to get the job done?

It's the phone. Not in the aspect that you can look stuff up, but in the aspect that it connects you to a great community. When it comes to the turf and ornamental industry, there's a lot of support across many different networks. To be able to pick up the phone and call somebody, whether it be a friend or a coworker, everybody in the turfgrass industry is here to help.

5 You saw my '64 Impala and mentioned that you also have a classic car. What is it, and how does it ride?

It rides like a boat. It's a '68 Galaxie 500, it's got a 302 in it. It was my grandfather's. He had it forever. He got it from a rental car place, and I still have the rental car key chain that's on it. My grandfather grew up as a tobacco farmer, so he was one who never put a lot into things other than just repairing it as needed. When I pulled it out of the barn and started trying to do some minimal restoration, we found a lot of duct tape, super glue and zip ties on there to correct things. But I got it up and running, and I enjoy it. There are a lot of memories from my family when they were driving it. I'm glad to be able to keep it in the family and keep riding around. 📞



BEST ADVICE

"There's a lot of innovation, there's a lot of technology, there's a lot of things that are bettering jobs for turfgrass managers, but I always say: Don't forget about the basics."

PHOTO: LM STAFF

ELEVATE

THE NATIONAL CONFERENCE & EXPO

LANDSCAPE | LAWN CARE | DESIGN BUILD INSTALL

One Conference, Unbeatable ROI.



PHOENIX
CONVENTION
CENTER



NOV. 2-5
PHOENIX, AZ
2025



**REGISTER
TODAY!**

NALPelevate.org

*Where the **REAL PROS** go*

BRING YOUR TEAM!

Register 10 or more team members
and you'll lock in our lowest prices!

At ELEVATE, we're committed to delivering exceptional value with no hidden costs.

Your one-time conference registration fee unlocks the complete experience, eliminating unexpected expenses and locking in your ROI.

REGISTRATION INCLUDES:

- Two world-class keynote presentations
- 50 education sessions
- Unrivaled networking opportunities
- Welcome Party with premium food and beverages
- ELEVATE Expo with complimentary happy hour
- ELEVATE Bash with gourmet dining and drinks
- Continental breakfast served all three mornings
- Chef-prepared lunches on two conference days
- Generous snack breaks and premium coffee
- Access to the ELEVATE Connect area to rest and recharge

We offer a few ticketed events, however, everything essential for a transformative conference experience is included in your regular conference registration fee.

Presented by



NATIONAL
ASSOCIATION OF
LANDSCAPE
PROFESSIONALS

Powered by



INVESTING IN LIVES

#39

Putting employees first has created a foundation of success for Mainscape

BY LAUREN H. DOWDLE | CONTRIBUTOR

With a culture that puts people first, Mainscape has tailored everything from its operating system to its ownership model to empower employees.

Headquartered in Fishers, Ind., the commercial landscape maintenance company has branches in 12 states and came in at No. 39 on *Landscape Management's* 2025 LM150 list of the industry's top revenue-generating firms with \$91.32 million in 2024.

While the branches are spread out, Mainscape focuses on growth at the local level, says Mark Forsythe, CEO of Mainscape. Mainscape gives its teams in each state autonomy to make decisions based on what will help them develop the most, instead of having a single national program.

"We make sure each local team is empowered to own their business, branch, region and customer relationships," Forsythe says. "We provide them with the tools, support and incentives they need to grow."

OPEN THE PLAYBOOK

One way Mainscape executes this strategy is by implementing an Entrepreneurial Operating System (EOS), which gives the company a reliable playbook to set its vision for the business, outline steps to achieve that goal and track the progress on a weekly basis, Forsythe says.

"We started using EOS to get everyone involved with the company," Forsythe says. "It gives us the ability at the highest level to plan and

also provide the tools at the local level."

The company trained its employees on EOS through educational video conferences and hands-on lessons, and now it's front and center in the business.

"What I really like about it is that it allows each market to see its unique opportunities and challenges and then make their plans to address those," Forsythe says.

"The system provides more clarity on accountability and what's expected."

Forsythe stresses the importance of having a good system in place that everyone can use.

"Making sure you have a way to help your team set a vision, understand the steps to achieve that vision, know who's responsible for getting those steps done and monitoring the progress is very important," Forsythe says.

PEOPLE FIRST

Originally started as a campus ministry project in 1980, Mainscape has been owned by the original founder for the past 45 years. But during the next few years, the company will transition from an ownership structure to an employee-ownership model through a perpetual purpose trust.

"That allows employees to share in economic ownership of the company and puts the company in a position to fulfill the purpose of taking care of our employees indefinitely as long as it lasts," Forsythe says. "We're trying to create a culture that they think of as their own so they have control over their own career. We



Mainscape will soon transition from an ownership structure to an employee-ownership model.

want them to have a good family life and good community."

Other ways Mainscape supports its employees are by providing competitive commissions and bonuses, along with profit-sharing, safety training, programs that helps with the cost of new work boots and access to a chaplain.

"When it comes to our teams, they are our success," Forsythe says. "If your pay is appropriate, you invest in people's lives and take care of them, you'll do a lot better with retention and finding employees."

That people-first focus has earned Mainscape recognition as one of *USA Today's* top workplaces for two years running. Forsythe attributes the achievement to their faith, values and dedication to supporting their teams.

"We're trying to honor God in all that we do, and that keeps us pointed in the right direction," Forsythe says. "Taking care of our people and team members is our highest priority, and we want to give them a great, safe work environment." 🙏

Dowdle is a freelance writer based in Birmingham, Ala.



Mark Forsythe



BY JEFFREY SCOTT

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

Business in a box: Building excellence with intention

What does it take to build a business that thrives through market cycles, scales with confidence and creates impact far beyond the bottom line? At our recent Summer Growth Summit in Cleveland, landscape leaders from across the country and Canada shared their most powerful insights, and a common thread was clear: Success comes from being focused, intentional and deeply committed to excellence.

FOCUS ON CORE SERVICES

The best companies don't try to be everything to everyone. They double down on what they do best and refine it into a "business in a box," a repeatable model that works in every division, and branch by branch. This clarity creates confidence for clients, direction for employees and scalability for growth.

At Schill Grounds Management, the host company for our summit, their culture of discipline and winning was on full display. Schill's leaders showed how gamifying operations fosters a culture of achieving and celebrating wins. Employees love to win, and when you gamify the

wins, results naturally follow. Schill also never settles for "good enough." For example, Schill's month-end close used to take almost nine days; it recently got it down to six.

LEVERAGING TALENT AND TECHNOLOGY

Scaling isn't about piling on more — it's about being smart with your people and tools. Mitch Katz, the director of operations at Jeffrey Scott Consulting, introduced a concept we call "leadership leverage," which is using your profit-and-loss statement to know when your overhead is under- or over-leveraged. This framework helps owners strike a balance, keeping both growth and profit on track while avoiding burnout.

Sean Baxter, an executive coach at our firm, took the conversation deeper by focusing on the truth of inspirational leadership. He shared that two-thirds of your workforce are unengaged or disengaged at work. He revealed his secret for getting employees to "feel seen and heard." He explained his personal method for showing vulnerability and building rapport at work, and by connecting an employee's dreams to

your company's mission, you can unlock true buy-in.

PREPARING FOR SUCCESS

One of our sponsors for the Summer Growth Summit, Aspire, complimented us, saying our summit was "next level" and unlike anything they'd experienced.

That wasn't by luck. Our success was grounded in the months of prep and reviewing game plans before we ever got to Cleveland. If you are experiencing sub-par performance at work, it is possible that your team is under-preparing, spending too much time in reaction mode. Like a great football team, you win games by what happens months before game day.

DEPTH CREATES IMPACT

Another powerful lesson from Schill's approach is the value of going deep in their niche. We know this to be true in all things. For example, instead of scattering our charitable efforts at Jeffrey Scott Consulting, we focus our time and money on one important cause close to our heart, **sonofasaint.org**. We focus our efforts, and this multiplies our impact.

The same principle applies to your business. Commit deeply to a few key goals and service offerings, and you increase your chances of extraordinary success.

FROM GOOD TO GREAT

The blueprint is simple but not easy, as Jerry Schill, the founder and CEO of Schill Grounds Management, pointed out. Focus on core services, he said, hire highly talented people, use the latest technology and build a culture of discipline and excellence. This is his business-in-a-box recipe for winning, and he sure loves to win.

So do we at Jeffrey Scott Consulting. If you're ready to move your company from good to great, reach out, and we'll show you how to build a company that's not just profitable, but industry leading. 



CLEVELAND ROCKS! Nearly 400 landscape pros from around the country came to Cleveland in August for the Jeffrey Scott Summer Growth Summit.



BY BRYAN CHRISTIANSEN

The author is the CEO of Mariani Premier Group, the largest premium residential landscape firm in the U.S. Reach him at BryanC@marianipremiergroup.com.

SWOT 2.0: The best “umbrella” strategy framework

I am often asked about how we accomplished the rapid expansion of the Mariani Premier Group, which has grown from seven to nearly 30 companies since I joined in 2022.

There are many reasons for our success, notably the vision and industry leadership of our founder, Frank Mariani, and our focus on acquiring family companies who share our values. But one of the most significant reasons for this phenomenally rapid growth is how we think about strategy.

We are all familiar with the traditional SWOT framework of analyzing a company's strategy through the lens of strengths, weaknesses, opportunities and threats. The traditional SWOT approach helps us gather a lot of data but doesn't help us decide what to do with it.

While the SWOT analyses can be helpful, it's most helpful to set a good foundation of insights to inform the questions we ask in SWOT 2.0, which helps move us into action.

As Mark Fuller, the former CEO of the strategy consultancy Monitor Group said, “Strategy is informed choice and timely action.” Similarly, the SWOT 2.0 approach helps map out the answers to key questions and deliver a tangible action plan to follow.

SWOT 2.0 focuses on strategy, workflows, organization and talent and asks the key questions you need to answer to build a strategy built on data. Let me show you how SWOT 2.0 works.

SWOT 2.0 STRUCTURE

In this approach, SWOT 2.0 questions should be answered

“In the SWOT 2.0 framework, strategy is a choice, not a checklist. It is a conscious decision about what to do, what not to do and why it matters. It's a commitment to prioritization.”

sequentially starting with strategy before moving on to building workflows that support the strategy, then building an organization that supports the workflows and finally putting people with the right talent in place to execute.

In reviewing your strategy, you first need to ask and answer the six important questions listed below. It's worth noting that you can use the answers to the traditional SWOT analysis as a foundation to provide insights to inform your answers to these key questions.

1. What are our goals?
2. What are our aspirations?
3. In what markets will we play?
4. What will be our edge?
5. What skills do we need?
6. What systems do we need?

With those strategy questions answered, you move on to reviewing your workflows. Specifically, what workflows must be in place to achieve your goals and win in the market, and what operational improvements need to be made.

Once you've thought through the answers to these questions, you move on to the issue of organization and then talent. In this part of the framework, you are thinking about how you organize your teams and people to get that work done. Are you organized in a way that supports your workflows? If not, what type of organizational structure(s)

should be implemented to become more effective?

Once you've created a plan that addresses these key organizational questions, you move on to looking at the issue of talent. What skills are needed for the organizational structure and, given those skills, who would sit in which seat? This is the time to ask if you have the right people in your organization or who do you need to put in those boxes in the organization to make it happen.

A PURPOSE-BUILT LANDSCAPE STRATEGY

In the SWOT 2.0 framework, strategy is a choice, not a checklist. It is a conscious decision about what to do, what not to do and why it matters. It's a commitment to prioritization and forward motion, all aligned with purpose.

The SWOT 2.0 approach has given us the discipline to forgo off-mission opportunities and to articulate the “why” behind every decision.

In the end, strategy is not what you write on a slide. It is what you do consistently and with conviction. It is the series of actions you take when the annual retreat is over, and the pressure is on. And when your strategy has been implemented with intention, those actions won't just look like tactics; they will look like leadership and transformation. 🌱



BY PHIL HARWOOD, ESQ.

The author is an attorney with Tamarisk Legal Advisors, a senior advisor with Tamarisk Business Advisors and Snow Commander with the Snowfighters Institute.

How to make contracts more readable (and enforceable)

A contract may be deemed unenforceable if it is so poorly drafted that it's essentially unreadable. And, let's face it, many contracts are not reader-friendly.

If you've ever read a contract provision containing a single sentence with hundreds of words, multiple nested lists and unintelligible punctuation, you know what I mean. This article offers several tips for making contracts more readable for the reader, which should be the drafter's primary goal.

As you read this article, consider the condition of your contracts and what changes you might make.

USE PLAIN LANGUAGE

Many contracts today still use legalese, archaic language that should have been updated years ago. Legalese may be acceptable in contracts written to be read by attorneys, but not for contracts to be read by non-lawyers.

Instead, contracts should be written using plain language so there is no ambiguity and so the reader can actually understand the contract. Plain language drafting encompasses word choices, structure and design, with the goal of creating precise, clear, readable contracts.

ORGANIZE INFORMATION

Contracts often contain clauses listed in random order. While the drafter may have successfully included the necessary clauses, they are disorganized, and the reader is left bewildered. Instead, similar clauses should be grouped into sections with clear headers.

For example, in an asset purchase agreement, a section for "Seller's Representations" is where a reader would find all of the pertinent representations made by the seller. This simple concept is very helpful to the reader.

MAKE IT VISUALLY READABLE

Contracts are often very wordy and lack white space, which is the extra space between lines. By adding some white space, the reader's eyes are given a break. Even minimal line spacing changes make a big difference.

Also, contracts are often formatted using the "full" justify feature, which stretches out each sentence across the page, leaving a clean edge on both sides of the page. This can strain the reader unnecessarily, so contracts should be "left justified" so that the reader no longer has to struggle with inconsistent spacing.

USE "SHALL" APPROPRIATELY

The word "shall" is often misused, creating ambiguity. Courts have held that "shall" could mean "must" or "may." While the drafter most likely intended "shall" to mean "must," the misuse allows the meaning to be interpreted as "may." For these reasons, many attorneys no longer use

"shall" in their contracts. The rule is that the word "shall" is only to be used in place of "has a duty to."

USE PUNCTUATION PROPERLY

Missing or misapplied punctuation can completely change the meaning of a sentence. The classic example of "let's eat grandpa" says it all. And an Oxford comma should always be used regardless of what your high school English teacher taught you.

Contract clauses containing lists or series of lists embedded in long, complicated sentences are often difficult to decipher. These clauses may be better drafted with bullet points or vertical lists so the reader has a shot at understanding what they mean.

PAGE NUMBERS AND NUMBERING

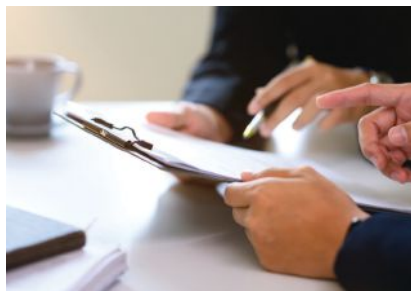
Every contract should contain the total number of pages and the page number (X of Y pages). Contract pages are often separated and reassembled. The reader should be able to quickly know if a page is missing or out of order.

And within the contract, many still use confusing numbering systems, which may become difficult to follow in a large, complex contract. A more reader-friendly numbering system is to use Arabic numbers to denote section numbers. By using this system, the reader always knows where they are in the contract.

THE BOTTOM LINE

We deal with contracts every day. They should be readable and enforceable. What is the condition of your contracts, and what changes can you make?

Now go forth. 🍷





BY BOB MANN

The author is the director of state and local government relations for the National Association of Landscape Professionals. Reach him at Bob@landscapeprofessionals.org.

Smart irrigation and the war against turfgrass

Long ago, I worked for a landscape company in the Boston area, and although I was the lawn care guy, I also helped across all the other services the company provided. This meant that I spent a lot of time on my hands and knees with my head in a hole working on irrigation systems.

We installed a ton of new residential systems, some sports fields and even an entire university campus. Most of the time, we did great work, but there were also times when we fell flat on our faces, like the time we thought we had the expertise to renovate an irrigation system at a golf course. The bosses sent me to fix that mess which took me over three months to do.

There has been a trend to want to irrigate everything, but amidst that, I think we may have forgotten something. Our landscapes should not be designed around the necessity for applied water. If the plants you install in your landscapes require a lot of

“Left to its own devices, this notion of “nonfunctional turf” will spread like wildfire.”

irrigation just to survive, perhaps you have chosen the wrong plants. Don’t get me wrong; I am not saying that we should stop irrigating. But we do need to ask ourselves if trying to grow turfgrass in a desert or palm trees on Cape Cod is the smartest decision.

In California, the governor’s office decided to tackle this problem by banning the irrigation of what it referred to as “nonfunctional turf.” I bristle at that term, as all turfgrass has functionality in the landscape and, in this case, the term is being used subjectively — it’s nonfunctional because they don’t perceive the functionality, not because that turf is objectively nonfunctional.

In an effort to reduce the quantity of outdoor water use, California embarked on a voluntary program to remove turfgrass, with a bounty of up to \$5 per square foot. But as we have experienced with many other policy issues in the past, ideas do not stay put; they migrate. In Colorado, the voluntary aspect of turf removal moved into the realm of being mandatory, with the state forbidding the irrigation of “nonfunctional turfgrass” but using the voluntary California regulations as inspiration for their policy. Left to its own devices, this notion of “nonfunctional turf” will spread like wildfire.

As a result, there is no recognition of the incredible advances that turfgrass breeders have made in

developing drought-resistant varieties. I know that in my own lawn, I choose varieties for drought resistance, and despite not having an irrigation system and currently being in the middle of what the National Drought Mitigation Center refers to as a “moderate drought,” my lawn is acceptably green. Sort of. I guess it’s acceptable if you include “brown” in your definition of green.

When you consider the expectation of green among some along with the rejection of brown, ask yourself whether anyone complains when trees go dormant for the winter? I don’t recall my office phone ringing off the hook in autumn with complaints about that. Dormancy in turfgrass is a perfectly natural physiological process that protects the plant from death. We can plan around short-term drought by following best management practices such as mowing at the high end of the suggested height of cut, fertilizing properly and, if we’re going to irrigate, doing so infrequently and deeply.

Most of all, I think it’s incumbent upon us to educate our customers that, in the middle of the summer when it’s hot and dry outside, brown is perfectly OK. Embrace the brown, as I like to say.

Unfortunately, I don’t foresee this issue going away at all. We as an industry need to recognize what I see as ever-increasing calls to limit or eliminate all together irrigation of our landscapes. By all means, let’s not use turfgrass in areas like traffic islands where it’s nearly impossible to keep it alive, but let’s not throw the baby out with the irrigation water (whoa ... that was bad. I am so sorry) and remove turfgrass wholesale. 



PHOTO: CATLANE / ISTOCK / GETTY IMAGES PLUS / GETTY IMAGES

**Producers & Installers of Fumigated
Georgia Certified Quality Turfgrasses**
for Golf Courses and Athletic Fields
Pike Creek Turf, Inc.
427 Pike Creek Turf Circle Adel, GA 31620
1.800.232.7453



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

www.pikecreekturf.com 

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.

SHOULDN'T YOU BE ADVERTISING HERE?

FOR INFORMATION ON ADVERTISING IN THE LM SHOWCASE SECTION, PLEASE CONTACT:

Nader Hassen, nhassen@northcoastmedia.net, 216-465-9990

AD INDEX

Amarok.....	33
Amguard.....	EOP11
Atticus.....	EOP9
Bartlett Tree Experts.....	29
Bland Landscaping Co.....	25
Envu.....	OTS*
Exmark.....	CV3
Graham Spray Equipment.....	37
Greene County Fertilizer Co.....	26
Horizon Distributors.....	17
Irrigation Association.....	28
Isuzu.....	19
McFarlin Stanford.....	27
Mulch Mate.....	29
NALP/Elevate.....	43
Nufarm.....	EOP7
OPEI/Equip Exposition.....	OTS*
OPEI/Equip Exposition.....	7
PBI-Gordon.....	EOP12-EOP13
Pike Creek.....	49
Progressive Insurance.....	5
Propane Education Research.....	21
Quali-Pro.....	EOP2
Syngenta.....	EOP14-EOP15
Syngenta.....	EOP16
Takeuchi.....	CV2
Top Green.....	41
Turfco.....	13
Vanguard.....	CV4
We Find Plants.....	49
Uline.....	40

*Denotes regional advertisement

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

[BE THE BEST]

Landscape's top dogs

Each year, the National Association of Landscape Professionals releases a list of winners from their Awards of Excellence program. If that's you, let us know!

If you have a winning design/build or landscape management project from the 2024 NALP Awards of Excellence program, we want to include it in our Hardscape Solutions or The Big One columns. Email associate editor Nathan Mader (nmader@northcoastmedia.net) about your project for a chance to be featured in the magazine!

RESOURCES



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



Copyright 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.



Leverage your billboard on wheels

The number one best way to win new landscaping work? A job well done.

There's a way to make some leads come in organically, without your client needing to actually provide the referral: It's branding on your trucks.

Your trucks are like a moving billboard for your company and your work. They show the neighbors that you're the ones responsible for the way the property looks.

We get a ton of new leads coming in that say they've "seen the trucks in our neighborhood" when we ask how they heard about Grunder Landscaping Co.

I've had our company name on the side of my truck since soon after the business began in the 1980s, and we've been intentional with how our trucks are branded since then. Here's what we do.

CONSISTENT COLORS AND FLEET

All of our trucks are dark green, and all of our sales and leadership vehicles are black. We keep the colors as consistent as we can.

We have standard trucks for each

type of work. Consistency in the fleet helps with both brand recognition and streamlining operations and maintenance. Our sales vehicles are Toyotas, hardscaping trucks are Kenworth and our landscaping and maintenance trucks are Isuzu.

SIMPLE BRANDING

Every vehicle in our fleet is branded, and we keep it simple with an all-white decal on green vehicles or a green and white decal on black ones. The information on our trucks is just our company name, logo and phone number. We don't include our website because people can (and do) search for our company name based on that information.

TRUCK WRAPS

As we've been replacing our landscaping trucks, we've been using Eby's aluminum beds. The toolboxes on these vehicles look fantastic with a wrap on them, and we opted to keep this design simple to coordinate with our non-wrapped vehicles.

We have some lawn care trucks that are also wrapped; again, we keep the design simple.

I've seen some really cool, elaborate truck wraps from other landscaping companies, and I'm not advocating against that at all. That design doesn't fit in with the overall look and feel of our other branded materials, but if it fits yours, that's great.

I've learned from studying other successful brands and talking to people much smarter than I am that having a consistent look and feel makes a huge difference in how memorable a brand is. Our brand has always relied heavily on the color green, our stylized "G" logo mark and clean, simple lines.

Whatever your brand is, find a way to represent it consistently everywhere it appears. We have a talented graphic designer who helps us by designing elements that we can carry through in our truck wraps, postcards, on our website and on our social media. We didn't start out with that kind of resource. We started out with a simple white magnetic sign printed with our logo, created with stock fonts. We'd put it onto the side of the truck when we were using it for work.

It wasn't fancy, but it was effective. So, start where you're at and find a way to capitalize on those rolling billboards. Maybe it's time to look around and ask, "Does our branding effectively tell the community who we are?"

Come see our full fleet, inside and out, during our Grunder Landscaping Co. Field Trips this fall. You can tour my facility, learn from my team and see how we set our team up for success. Learn more at growgroupinc.com/glc-fall-field-trips. 



TURF TRACER WITH XiQ AUTONOMOUS TECHNOLOGY



Combine reliable supervised autonomous operation with legendary ease of use, durability and low maintenance and you get the new Turf Tracer® with XiQ™ technology. It's the next generation of Exmark commercial mower innovation and it's your new competitive advantage.



**Explore the
autonomous
mower with
XiQ Technology**



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 ~~QUIO.~~ GO.



VANGUARD®

TRUST VANGUARD POWER.™

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

A SUPPLEMENT TO

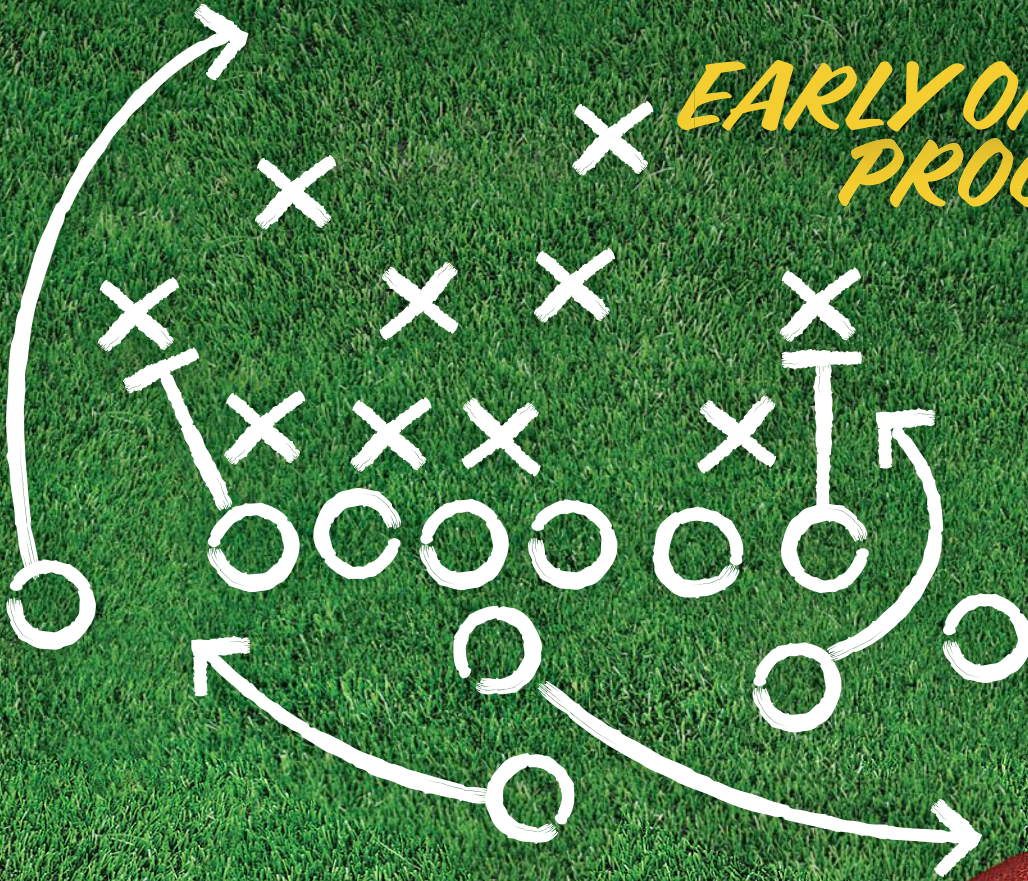


**LANDSCAPE
MANAGEMENT**

2026

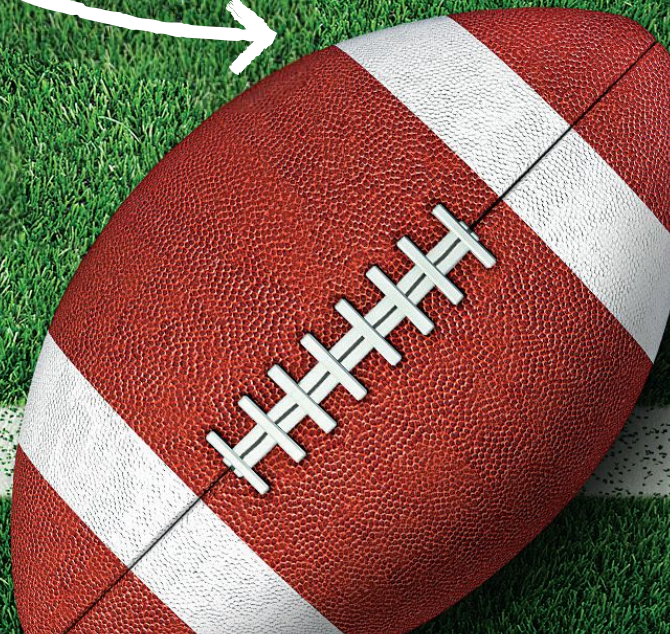
GAME PLAN

**EARLY ORDER
PROGRAM
GUIDE**



INSIDE

- EOP3** Becoming an EOP champion
- EOP10** One-stop shopping
- EOP12** PBI-Gordon spotlight
- EOP14** Syngenta spotlight





QUALI-PRO



CUTTING-EDGE SAVINGS

Quali-Pro is offering special incentives beginning September 1st, 2025.
Take advantage of the SGT early order program for the biggest rebates of the year.

Secure your savings at simplygrowtogether.com



BECOMING AN EOP CHAMPION

The best EOP strategies to give your team a winning fourth quarter

BY NATHAN MADER | LM ASSOCIATE EDITOR



In our sister publication, *Golfdom*, the Early Order Program (EOP) edition shares a lot of the similarities to this one. And it makes sense considering turf professionals, whether in the landscape, lawn care or golf course markets, can all get behind the idea of securing next year's products early — with better terms and significant savings as the cherry on top.

But one key difference between readers of *Landscape Management* and *Golfdom* is how the history of EOPs relates to each market and how the structure and cash flow of each business allows owners and superintendents to interact with the idea of purchasing early.

EOPs initially started in the golf industry sometime around the late 1990s and early 2000s, meaning golf had a significant head start with familiarizing itself with the early ordering concept.

"EOP was mainly a golf program," says Ryan Madden, national account manager for Envu's lawn division. "I can tell you that over the last 10 years, a lot more focus has been put on lawn (care)."

Lawn care operators (LCOs) also have to deal with certain business struggles are not as prevalent in golf. Changing the amount of acreage being covered year to year, for example, as well as differences in how cash flow is managed, make EOPs more difficult for the lawn care and landscape industries, leading to them not being as widely used as in golf.

But despite these differences, EOPs continue to grow in both green industries, meaning more

opportunities to find the best deals for lawn and landscape businesses. More importantly, it shows that EOPs still provide a much-needed option despite landscaping's hurdles.

With this guide, *Landscape Management* gathered lawn experts, manufacturers and EOP pros to help walk through the common worries that can cause EOP hesitation and to show that almost everyone in the industry can take advantage of this growing money-saving opportunity.

A FOOT IN THE DOOR

Jason Creel, owner of Alabama Lawn Pros outside of Birmingham, is very familiar with the ins and outs of EOPs, having used them for roughly 10 years now. He says for lawn pros to start utilizing them to their full potential, they need to better understand what they're all about.

"(LCOs) might not be aware of it," he says. "If you're brand new to the industry, you might not know that they exist, because once you see it, and you're sitting there looking at it, it's hard to say, 'Oh, that just doesn't make sense. I would rather pay more and get worse terms.'"

He describes EOPs as a "no-brainer," saying that just getting your foot in the door opens up a plethora of benefits. Once an LCO spends enough to hit

Continued on page EOP4

2026 EARLY ORDER PROGRAM GUIDE

Continued from page EOP3

that entry point, they'll start getting larger and larger rebates as they invest further in the program. But even for those that can't dump large amounts into an EOP, there's still incentives to hit the bare minimum, such as getting to pay for products the following spring as well as other discounts.

"Sometimes, if you're a small business, you don't get a huge price savings, and sometimes no price savings. You just get the better terms," Creel says. "Even if you buy one (product), it may be cheaper than it was and cheaper than it's probably going to be in the future, and you still get the better terms."

IT'S A NUMBERS GAME

Like Creel explained, Kevin Salters, owner of Root Development in Suffield, Conn., didn't start using EOPs when he launched his company in 2015. He says as a small business, he didn't know that they were much of an option.

Now, however, he's an expert at EOPs, and says one of the biggest hurdles that can prevent LCOs

Knowing your turf is one thing, but knowing the numbers of your business can really help with planning and understanding how to invest in EOPs.

from taking advantage of them is the planning required beforehand.

"I'm a planner, and that's why I use these early orders. I know what I'm going to be buying in October of this year for next year, so I plan that out — make some tweaks along the way as need be," Salters says. "Everyone should plan for this and work *on* the business, not just *in* the business. I am so adamant about people and helping them project and forecast so that they can save money, and the amount of money that I save per year on EOP is amazing."

PBI-Gordon's Brett Rieck, key account manager, says one of the biggest worries when it comes to planning is LCOs losing contracts from year to year, making it tough to know exactly how much product will be needed. However, Rieck says he's seeing more LCOs keep more customers each year.

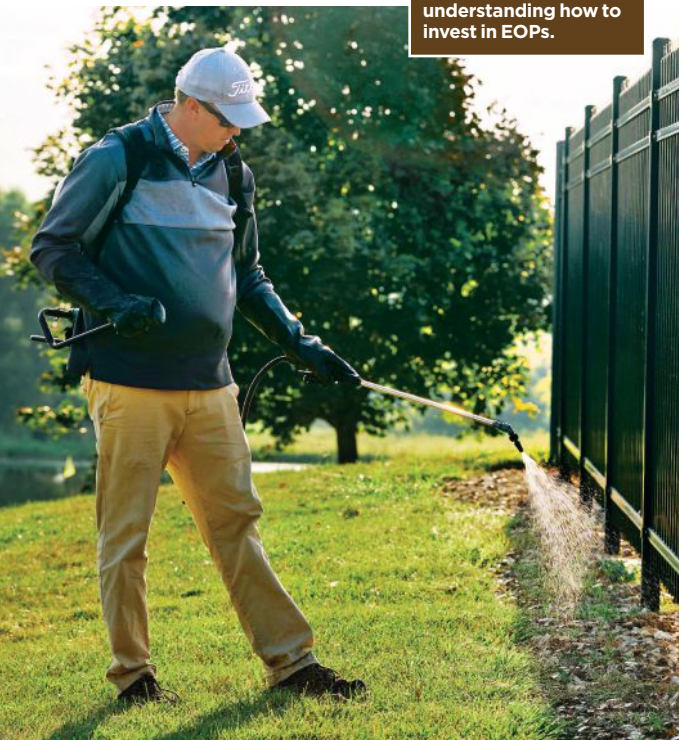
"They're always nervous about buying something and then losing contracts," he says. "That doesn't happen as much as it used to ... That's always our goal with them is to try to make them think, 'Hey, you know you're going to have at least 70, 80, 90 percent of what you had last year at a minimum. At least go with that.' So, people are starting to take more advantage of that with planning ahead."

Creel would agree, saying not every owner is great at knowing the numbers that come with their business. He argues that the small amounts of planning that come with EOPs, however, are a great way to become more familiar with your company, with the reward being some serious savings.

"I think understanding the EOP side of things is part of growing — understanding cash flow and finances in your business," Creel says. "For somebody to say, 'I don't have time to worry about that. I'm just out there working on yards all day,' it's part of being a business owner. You might be costing yourself a good bit of money just because you didn't take time to plan."

ADAPTING TO YOUR OPPONENT

Lawn care, like almost everything in the green industry, can sometimes feel impossible to predict. Emerging pests and weeds, a changing climate and varying customer requests can all lead to changes in applications or an LCO's service program, making it riskier to buy early.





Speaking to product reps and distributors is a great way to find the best products for your business during EOPs.

At least, that's the reasoning Rieck has heard for LCOs to skip on EOPs. But in reality, he says programs don't change as often as you'd think.

"That's all part of the planning process, should they do that," Rieck says. "They don't change too often, so they're usually experimenting with their own use and trying to make changes long-term each year, manipulating their types of programs."

And besides, even if new problems like grubs or patch diseases pop up and require some extra attention, many manufacturers say that lawn pros will always have a set of products they know they're going to use, regardless of any minor program adjustments.

"Start with the basics — your foundation — and work from there, because those are typically your big-hitter items," says Envu's Madden. "But be prepared for that two-minute drill if the weather or something changes the game plan."

And Madden's colleague, Mike Dzurenko, Envu's lawn and landscape key account manager, says this strategy is where buyers can often see the greatest savings.

"That's usually what our customers do. They may use eight of our brands, but the ones we see them purchase are the bulk buys where they capture the greatest cost savings," Dzurenko says.

Even if programs are forced to change, manufacturers still recommend buying early if possible, as reacting to problems as they come can sometimes lead to delayed service times or customer complaints.

Carson Cashwell, market manager at Syngenta, argues many industry pros are saying that climate change is extending the seasons, requiring more applications to go down to keep up with the same level of service that's been seen in the past. Similarly, this year's hot, humid, rainy weather has made brown and summer patch more prevalent, forcing lawn companies to adapt. He argues that buying ahead and having the products early means a quicker response time to these issues, all with a lower cost.

"It's going to be a lot harder to offer that service to your customer and keep their lawn looking good as well," Cashwell says. "And the less you can afford to do, the more likely that customer might want to walk if their lawn doesn't look as good as it did in past years."

In addition, with the year-long rebates that Syngenta offers, Cashwell says their EOP is great for businesses that might change their programs. He says customers that spend \$20,000-plus this EOP period will continue to earn a 7-9 percent rebate from Dec. 10, 2025, to Sept. 30, 2026 — perfect for additional savings if a last-minute purchase is needed next year.

KNOW THE RULEBOOK

For landscapers and lawn pros, cash flow is a critical part of the business, and it's one of the key differences between the landscape and golf industries. With the changing acreage, number of customers and services offered in landscaping, investing a set amount of money upfront for EOPs can be seen as risky when the next year isn't always guaranteed.

That's where late payment terms come into play, allowing buyers to commit to products during EOP and then pay for it next year, usually at the end of spring or start of summer.

"The cost of money right now is very expensive," Dzurenko says. "These small businesspeople — or even if they're a large corporation — they're looking at cash flow more than they ever have. That's what makes EOPs even more attractive to them where they may purchase more."

And purchasing more now is significantly less risky if you're able to pay for it later. Creel, for example, says this helps him maintain a solid cash flow at Alabama Lawn Pros; buying products he knows he'll use in the spring, making money off those spring services and then using that revenue to pay for the products in June.

Continued on page EOP6

2026 EARLY ORDER PROGRAM GUIDE



Top: Storage is important to consider when buying, and large products like fertilizer bags can quickly take up inventory space.

Left: Salters predicts EOPs will have better discounts and incentives this year as manufacturers become more competitive with each other.

Continued from page EOP5

"You're making money — it helps with cash year over year, getting paid on the service before you have to actually pay for the product that you sold to the customer," he says. "That's a huge incentive."

Despite this benefit, Salters still says this transaction is important to plan for, and with the annual nature of EOPs, he recommends setting up and building a fund on the side that you can use to get bigger rebates and buy more products.

"Sometimes people can't get ahold of the early orders because they're nervous of not having prepay money for startup in the spring or making a commitment and worrying about payroll when the season starts," Salters says. "Sometimes having that slush fund and knowing your numbers gives you a little bit

of confidence to make some financial decisions in the purchasing of your orders."

But even with the better terms and huge savings, EOPs can still feel overwhelming. With each program having its own terms, different start and end dates, buy-in requirements and more, sometimes the savings can get lost behind the clutter.

And while clutter isn't always a bad thing, often-times meaning there's more options to save money and more products that qualify for benefits, manufacturers are working hard to simplify their EOPs and reduce the buy-in requirements.

"Some of the hesitation of getting an EOP is just the dollar amount you've got to reach to start receiving a rebate," says Jared Hoyle, Ph.D., PBI-Gordon's marketing manager for turf and ornamental products. "But with PBI, it's easy to get in the door with a minimum rebate of \$200 for an end-user to qualify. It's a simple program, and it's easy to go ahead and start getting those rebates."

Similarly, while these programs grow and expand in the industry, keeping the main ideas and formatting behind them the same is crucial to boost familiarity and convenience.

"I think one of the bigger selling points of Green-Trust 365 over the last 25 years is despite some of the additions that we have added to the program over the years, the basic premise of the program has stayed the same, and I think not requiring our customers to relearn the program every year has been helpful," Cashwell says. "It's something they can rely on."

MAKE A GAME PLAN

Hopefully this guide so far has eased some nerves and answered some questions that have caused EOP hesitation. With any luck, you're at least ready to start investigating these further if you haven't done so in previous years.

That just leaves one question: Where do you start? Well, like any new business venture, you need a game plan.

The key is to not go in alone. Manufacturers already have plenty of ways to help find the best deals with their EOP calculators and other online resources, but speaking to a product representative or territory manager for further guidance is huge.

Continued on page EOP8

nufarm
EDGE
REWARDS

A New Edge On Savings

Nufarm's Early Order Program

SEP 1 - DEC 5, 2025



Scan code for program
details and registration.

©2025 Nufarm. Important: Always read and follow label instructions.



NEW PRODUCTS

Allstar™ and Southpaw™



NEW EZ BUNDLE SAVE 16%*

Anuew® EZ and Tourney® EZ
Greens Pairing



3 NEW VOLUME BONUS REBATES

Allstar™, Safari® 20 SG,
SureGuard® Xtra

2026 EARLY ORDER PROGRAM GUIDE

Continued from page EOP6

"I think what they need to do is really just start talking to their factory and local reps to see what they're seeing on the streets, what products are available for early order," Salters recommends. "There's going to be some amazing deals this year, I can guarantee you that."

Besides getting help on product details, EOP specifics and the best ways to maximize savings, distributors and manufacturers are also happy to help with the business planning side of things. Knowing how much you can spend, where to spend and how many clients you can expect to cover are all key pieces

of information that influence EOP investments.

"Any distributors and PBI together can manage (an LCO's) square footage or acres without a doubt," Rieck says, arguing its better to ask for help than to miss out on another year of savings. "We can help manage it, tell them where they're at, what their rates are, what their prep planning is. PBI can walk them through that without a doubt on each level."

With these strategies in your playbook and a team to back you up, you'll be sure to have a winning game plan when it comes to EOPs. The endzone is approaching; time to score that EOP touchdown. 



We've all heard about it for the past year, but tariffs and potential price hikes have been a real fear in the landscape and lawn care industries. Inflation hasn't helped, and many manufacturers, distributors and lawn care companies are worried about their finances as time goes on.

Mike Dzurenko, Envu's lawn and landscape key account manager, says that market fears and stagnation have impacted EOPs, making them more competitive as companies try to sell to more buyers.

"They're going to lower pricing," he says. "They're going to give more aggressive rebate offers, so that helps the consumer."

And as EOPs grow in the market anyways, now is a great time to capitalize on market uncertainties, according to Kevin Salters, owner of Root Development, especially in case prices do increase in the next year.

"The trend is there's more suppliers out there that are looking toward LCOs compared to golf and are competitive with themselves, which is only a benefit for us to save more money and put more profits in our bottom line," he says.

Each EOP has its own benefits and terms that make it enticing and mesh well with certain LCOs, so it's important to find what resonates with you most as manufacturers hone in on their program's best attributes.



Sometimes lawn pests, weeds and even the weather can ruin your plans, so make sure you're ready to adapt your products to any upcoming turf troubles.

PHOTO: SYNGENTA (LEFT); SKODONNELL / ISTOCK / GETTY IMAGES PLUS / GETTY IMAGES (TOP)



PROTECT YOUR BATTLEFIELD

HERBICIDES

INSECTICIDES

FUNGICIDES

IGRS

PGRS



VIEW OUR TURF &
ORNAMENTAL LINEUP

Bootstrapped and ready to serve, Atticus delivers battle-tested chemistries and an experience like no other. Proud to be 100% American-owned and operated, our mission is to help you every step of the way.

BATTLE★TESTED CHEMISTRIES

ONE-STOP SHOPPING

Landscape Management asked the leading industry providers of turf solutions to share one product in their line that landscaping contractors and lawn care operators should be focusing on during Early Order Program season. Here are the products that these providers told us needed to be on every pro's shopping list and why.

SYNGENTA

greencastonline.com/lawn

“The Acelepryn brand of insecticides deserves attention this EOP season. Acelepryn set the industry standard for grub and caterpillar control and remains the only chlorantraniliprole brand available on fertilizer.

Acelepryn Xtra elevates performance with dual modes of action that enhance curative grub control and offer a broader pest spectrum, including ants. With updated pricing and program offers, Acelepryn products help lawn care companies deliver superior control. Purchase \$20,000 or more during GreenTrust 365 and earn a yearlong rebate applicable across our entire portfolio.”

Carson Cashwell • *Lawn Market Manager*



ATTICUS

atticusllc.com

“After a brutal hot, humid and wet summer across many parts of the country, tree pests are definitely top of mind. Tree-Ject, powered by the active ingredient emamectin benzoate, is an injected insecticide for two-year control of numerous insect pests, including the devastating emerald ash borer. Once injected, emamectin benzoate translocates in the tree's vascular system and provides effective control of both immature and adult arthropods. Tree-Ject can be used on deciduous trees, conifers and palm trees growing in residual and commercial landscapes, parks, plantations, seed orchards and forested sites. When applied according to label directions, Tree-Ject has minimal impact on non-target organisms like bees and earthworms.”

Rob Golembiewski, Ph.D. • *Director, Technical Services*



QUALI-PRO

controlsolutionsinc.com/quali-pro

“All eyes should be on our newly launched Contrado insecticide. Developed with the highest-quality chlorantraniliprole formulation on the market, Contrado sets itself apart from all other products in its class. This superior formulation reflects Quali-Pro's ongoing commitment to formulation innovation, ensuring exceptional turf safety and unmatched control of key turfgrass pests such as white grubs, turf caterpillars and billbugs, while also protecting landscape ornamentals. Its versatility allows seamless integration into LCO programs that include landscape services. Beyond product performance, we provide an extensive library of technical resources to educate and support users in optimizing Contrado applications for both turfgrass and ornamentals. With Contrado, professionals can count on superior quality, proven results and the knowledge to back it up.”

Nathan Nordstedt, Ph.D. • *Technical Services Manager*



ENVU

us.envu.com

“Durentis insecticide is, in my opinion, one of the best purchases during EOP that can have the greatest impact on a business the following year. I say that because Durentis has a highly concentrated formulation that's the lowest use rate in its class, providing season-long control with one application. Durentis offers protection from above- and below-ground chewing pests like armyworms, sod webworms and white grub species. This means lawn care operators aren't chasing customer complaint calls because a product failed. When integrated in a lawn care program, Durentis delivers peace of mind for the lawn care company and their customers. Less isn't always cheaper. Take advantage of the buying power that EOP offers and go with Durentis.”

Mike Dzurenko • *Key Account Manager*



PBI-GORDON

pbigordonturf.com

“Surge broadleaf herbicide for turf provides LCOs with a versatile, cost-effective solution for premium control of many broadleaf weeds. Sacrifice weeds, not your budget, with its water-based formulation and see how it delivers strong performance at a new lower price point this coming year. Surge provides flexible application in late spring, early summer and fall for use on residential lawns, commercial properties, roadsides and cemeteries. Plus, the 2025 Green Dividends EOP from PBI-Gordon offers participants rebate incentives on Surge this fall, making it truly a win-win product.”

Brett Rieck • *Sales Manager*



NUFARM

nufarm.com/usturf

“Allstar herbicide is a standout in this year's Nufarm Edge Rewards program. Lawn care operators are seeing excellent results in cool-season turf as well as Bermudagrass and zoysiagrass due to the utility and broad spectrum of Allstar. It's a fast-acting and powerful four-way combination of 2,4-D, quinclorac, triclopyr and sulfentrazone that controls crabgrass, nutsedge and tough broadleaf weeds like spurge, clover, dollarweed, ground ivy, oxalis, wild violet and Virginia buttonweed. From Sept. 1 through Oct. 31, Allstar is offered at volume-bonus savings of \$40 per 2.5-gallons with the purchase of six jugs (three cases). It's our best deal on this heavyweight solution, putting 15 percent back in your pocket and more assurance in your spray program.”

Jamie Heydinger • *Lawn Care Segment Manager*



2025 AMGUARD™ EARLY ORDER PROGRAM

No enrollment form. No signing up.
Simply order **September 1 – November 30, 2025.**

SUREPYC IQ



Destroy Doveweed

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

SCEPTER
T&O | 70WDG HERBICIDE



Weed Control in Landscape Beds

Imazaquin over-the-top for
southern landscape beds.

WISDOM EZ



Easier Granular Bifenthrin Application

Broad spectrum control
of labeled lawn and
perimeter pests.



View savings and included products at
AMGUARDTECH.COM/EOP



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

©2025 AMVAC Chemical Corporation. All rights reserved. AMERICAN VANGUARD, AMVAC, AMGUARD, SUREPYC, WISDOM, and respective logos are trademarks owned by AMVAC Chemical Corporation. AMGUARD Environmental Technologies is the specialty markets division of AMVAC Chemical Corporation, a wholly owned subsidiary of American Vanguard Corporation. SCEPTER is a trademark of BASF. AMGUARDTECH.COM AET-25030

AMGUARD
ENVIRONMENTAL TECHNOLOGIES

2026 EARLY ORDER PROGRAM GUIDE

The PBI-Gordon Green Dividends Early Order Program



successful 2026 starts now with the PBI-Gordon Green Dividends Early Order Program. Green Dividends gives end users the best prices when they order qualifying products between

Sept. 1-Dec. 1, 2025.

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

- **Arkon™ Herbicide Liquid** — An innovative solution for sedge and kyllinga control.



- **Segway® Fungicide SC** — The industry standard for control of Pythium root dysfunction, blight, damping-off and root rot.



- **Q4® Plus Turf Herbicide** for Grassy & Broadleaf Weeds — Save money and labor with rapid, broad-spectrum control of tough grassy and broad-leaf weeds from a single product.



- **SpeedZone® EW Broad-leaf Herbicide for Turf** — The fast, broad-spectrum control of the #1 speed herbicide in an advanced emulsion-in-water formulation.



- **Aethon® Herbicide SL for Turfgrass** — Delivers post-emergence control of listed broadleaf weeds, sedges and kyllingas on warm-season turf.



- **Atrimmec® Plant Growth Regulator** — Regulates the growth rate and maintenance cost of hedges, shrubs, trees and groundcovers.

LEVEL-UP FOR A BIGGER REBATE!

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

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

REGISTRATION IS EASY!

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

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



NEED TO KNOW

Early Order Deadline: Dec. 1, 2025

Website: PBIGordonTurf.com/GreenDividendsEOP

PBI-Gordon **GREEN** DIVIDENDS

EARLY ORDER PROGRAM

SEPTEMBER 1, 2025
THROUGH
DECEMBER 1, 2025

A SUCCESSFUL 2026 STARTS NOW!

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

FEATURES OUR MOST POPULAR PRODUCTS, INCLUDING:



CHECK OUT THE
PLANNING CALCULATOR!

Always read and follow label directions. Arkon™ is a trademark and, Atrimmec®, Q4®, and SpeedZone® are registered trademarks of PBI-Gordon Corp. Segway® is a registered trademark of Ishihara Sangyo Kaisha Ltd. 732047-01 7/25

 **pbi / Gordon**
corporation
Employee-Owned

2026 EARLY ORDER PROGRAM GUIDE

Syngenta: GreenTrust 365

ACTIVATE THE **REBATE RIPPLE EFFECT** WITH GREENTRUST 365

The **GreenTrust® 365 program** from Syngenta offers the industry's **ONLY** yearlong rebate. Purchase during the **Early Order Period (EOP) from Oct. 1-Dec. 9, 2025.**



STEP 1: EARN THE INDUSTRY'S ONLY YEARLONG REBATE

• EOP rebate:

- Earn a 5-11 percent rebate on all qualifying purchases made during EOP

• Yearlong rebate:

- Spend at least \$20,000 during EOP and unlock a yearlong rebate of 7-9 percent on purchases from Dec. 10, 2025-Sept. 30, 2026



STEP 2: EARN MORE WITH THE ACELEPRYN/ FERENCE BONUS

Earn an additional 5-11 percent rebate during EOP on Acelepryn® brand insecticides and Ference® insecticide (including **Multipaks**). Acelepryn **on fertilizer** continues to earn rebates through May 31, 2026. Additional ways to save on Acelepryn:

- **NEW: Reduced pricing**
- Acelepryn + Ference and Acelepryn Xtra + Ference Multipaks

Qualifying Products Purchased During EOP Oct. 1-Dec. 9, 2025	EOP Rebate Oct. 1-Dec. 9, 2025	Yearlong Rebate Dec. 10, 2025-Sept. 30, 2026	Acelepryn®/Ference® Bonus Oct. 1-Dec. 9, 2025
\$5,000 to < \$10,000	5%	—	5%
\$10,000 to < \$20,000	6%	—	6%
\$20,000 to < \$30,000	9%	7%	9%
\$30,000 to < \$40,000	10%	8%	10%
\$40,000+	11%	9%	11%



NEED TO KNOW

Early Order Period: Oct. 1-Dec. 9, 2025
FEATURED Rebate: Acelepryn/Ference Bonus
Website: GreenTrust365.com/Lawn

2026 EARLY ORDER PROGRAM GUIDE


STEP 3:
GET RESULTS WITH A PALLET SOLUTION

The **Warm Season Herbicide Solution**, available **Oct. 1-Dec. 9, 2025**, includes Barricade® 4FL LinkPak™ and Monument® 75WG herbicides.


STEP 4:
EXPLORE GUARANTEE PROGRAMS

Boost your business — and your customers' turf quality — with expert-backed **performance guarantees**.


STEP 5:
TAKE ADVANTAGE OF SUMMERPAY

Improve cashflow by **deferring payment until June 19, 2026** with **SummerPay™ terms**.


STEP 6:
DISCOVER LAWN AGRONOMIC PROGRAMS

Our agronomic experts have developed yearlong, preventative lawn programs tailored to your area to help save time, reduce applications, mitigate resistance and more. Calculate product needs and savings with our **AgronomicPro calculator**. Explore regional lawn agronomic programs at **GreenCastOnline.com/LawnPrograms**.


STEP 7:
ORDER FREE MARKETING MATERIALS

Get free homeowner brochures to grow your business at **GrowWithSyngenta.com**.


STEP 8:
MAXIMIZE SAVINGS WITH REBATE CALCULATORS

Choose one of three calculators to best suit your needs:

- AgronomicPro
- SavingsPlus
- Basic Savings

Scan the QR code or visit **GreenTrust365.com/Calculators** to see how your savings could start a ripple effect.

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



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

© 2025 Syngenta. **Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use.** Acelepryn®, Barricade®, Ference®, GreenCast®, GreenTrust®, LinkPak™, Monument®, SummerPay™ and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks are the property of their respective third-party owners.

THE REBATE RIPPLE EFFECT

ONLY WITH GREENTRUST® 365

Maximize your savings with the **Acelepryn®/Ference® Bonus** and **Volume Discounts**. Spend \$20,000+ during the Early Order Period to unlock **the industry's ONLY yearlong rebate**, earning you savings until September 30, 2026.



Acelepryn/Ference
Bonus



Yearlong
Rebate



Customer
Marketing



Product
Guarantees

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



@SyngentaTurf #GreenTrust365 #RebateRippleEffect



syngenta.

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

© 2025 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties and/or may have state-specific use requirements. Please check with your local extension service to ensure registration and proper use. Acelepryn®, Ference®, GreenTrust®, the Alliance Frame, the Purpose Icon, and the Syngenta logo are trademarks of a Syngenta Group Company. All other trademarks are the property of their respective third-party owners.

®