

## **You Control the Duration of Nitrogen Release**

To allow you complete control of your fertilizer program, you may choose different ESN longevity formulations. For example, in some applications a two month material may be appropriate, while in others a 4 - 6 month material is more suitable.

ESN comes blended with other essential nutrients vital for a well rounded fertilizer program.

## **Controlled Release for Maximum Results**

Since temperature is the only environmental factor determining nitrogen release, the ESN technology greatly reduces the potential of wasted nitrogen associated with other traditional fertilizer products.

With the precision of ESN's controlled release of nitrogen the volume of clippings is greatly reduced while overall turf color and vigor improves.

Turf trials and university research across the U.S. have demonstrated ESN's ability to

outperform all other fertilizer technologies on the market today.

ESN represents a quantum leap in fertilizer technology and is setting new standards for fertilizer performance.

For more information on ESN and the complete line of UHS products, please contact United Horticultural Supply, toll free at:

**1-800-847-6417**



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Horticultural Supply**

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Alton, Illinois

# THE LANDSCAPE INDUSTRY: Where are the revenues?

BASE 229

## MOWING/MAINTENANCE

Company revenues	Total companies	Total industry revenues
\$0	3396	\$0
\$1-\$49,999	3910	\$97.7M
\$50,000-\$99,999	1590	\$119.3M
\$100,000-\$199,999	3114	\$467.1M
\$200,000-\$499,999	2170	\$759.5M
\$500,000-\$999,999	795	\$596.2M
\$1,000,000 or more	1590	\$1,908.0M
<b>TOTAL</b>		

## DESIGN/BUILD

Company revenues	Total companies	Total industry revenues
\$0	1375	\$0
\$1-\$49,999	4688	\$117.2M
\$50,000-\$99,999	2319	\$173.9M
\$100,000-\$199,999	2506	\$390.1M
\$200,000-\$499,999	3114	\$1089.9M
\$500,000-\$999,999	1524	\$1143.0M
\$1,000,000 or more	944	\$1132.8M
<b>TOTAL</b>		<b>\$4.05 BILLION</b>

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continues to be a thorn in the side of the landscape industry. Because of low unemployment rates—as little as two percent or so in some areas—landscapers are having to pay higher wages (and offer more benefits) to attract quality employees. As a matter of fact, labor was listed by one-third of the survey respondents as being the fastest-rising cost of doing business. Other fast-rising costs were insurance, equipment, and taxes, including workmen's compensation.

With these increasing costs, landscapers are not hesitating to raise their prices. Fifty-five-and-a-half percent did in 1994, and 52.2 percent are already committed to raising them in 1995. If even half of those undecided landscapers come through, about two of three landscape companies will raise prices next year.

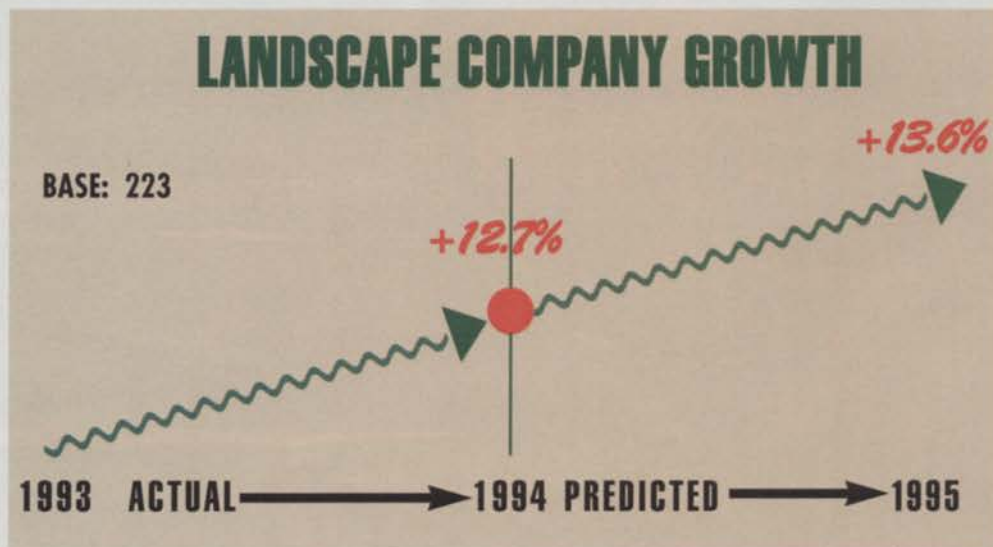
Overall, LM's landscape readers spent \$1.25 billion—or about 15.6 percent—of

their \$8 billion revenues on supplies ranging from pick-ups to turf fungicides to turfseed.

According to the survey results, landscapers purchased almost \$200 million worth of domestic pick-up trucks in 1994, and spent an additional \$185 million on fertilizer/herbicide combinations. Other big-ticket items in the landscape industry: turf sod (\$160 mil-

lion), irrigation and sprinkler equipment (\$127 million), and dry-applied fertilizer (\$104 million).

—Jerry Roche



**TOAD STRANGLER • GULLY WASHER  
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 STORM • SQUALL • TORRENT • DOWN-  
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 MILLION DOLLAR RAIN • MONSOON  
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 RAIN • DUCK WEATHER • DRIVING RAIN  
 DRIPPER • SPITTER • CASCADE • STORM**



**O**nce again, studies at major universities have proven that Thalonil™ stands up strong to the competition.

In fact, one-on-one studies, comparing rates, timing and disease control, did a lot more than dampen the competition's spirits. The results convinced a lot of professionals to switch to Thalonil.

With Thalonil, you get proven control of dollar spot, brown patch, snow mold, algal scum and many, many

more costly diseases. Plus, Thalonil offers you superior handling characteristics, greater storage stability, and a fair deal at the same time.

## **THALONIL™ STICKS.**

Talk to Terra for Thalonil and all of your professional product needs. Terra International, Inc., P.O.Box 6000, Sioux City, Iowa 51102-6000, 1-800-831-1002. Summary of trial results available on written request.



From Terra

**RESULTS DON'T LIE.**

*Always Read and Follow Label Directions.*

Circle No. 136 on Reader Inquiry Card

## LM REPORTS

# Trailers of the trade

**A pickup truck is often not complete until you add a trailer or other transport accessory.**

■ Mowers...aerators...sprayers...chippers...mulch...ornamental plantings. Lots of equipment and material that has to be trucked from job to job.

And since you don't skimp on motorized equipment, if you shop for a new trailer or dumping accessory, get the best that money can buy.

Consider size before you consider cost. A smaller unit will be under-used if it can't haul all the equipment you need it to haul. And the larger the trailer, the more versatile it will be.

Then consider style. Do you want the equipment covered? If so, there are a wide variety of enclosed trailers to choose from. Many models of this type are made by Wells Cargo (see photo). These include a door that swings down to double as a loading ramp.

Some open flatbed trailers, such as the Redi Haul RH8UT, are enclosed on all four sides, with an open top.

Flatbed trailers are made by a number of companies, such as Tiger Line, Redi Haul and Femco/American Pride. The primary features to consider are type of hitch required, materials used in construction—is the floor made of wood or metal?—and once again, size.

**Easy access**—Redi Haul's tiltbed and ramp trailers include a "Lawn Care Trailer" with 12-inch-high sides and electric brakes.

Trailers vary in widths and lengths, usually 4 to 8 feet wide to 16 feet long. Floors are generally made of metal or wood (usually oak or fir).

**Options**—Next, look into options. Ramps can be full width or standard—that is, there are two ramps the width of the wheels on each side. Some trailers offer spare tires and hubcaps or ball coupler to increase capacity.

About capacity: don't go lower than 3000 lbs. Maximum capacity offered by some trailers can reach up to 20,000 lbs.

Dump trailers might be what you seek if you haul lots of mulch or fill dirt. These hydraulic units, like the E-Z Dumper, are battery operated, and come with a full transportation light package. They hold up to 5 cubic yards, depending on construction.

Axles are either single or double (tandem), depending on load



**American Pride's golf car trailer has a steel floor and a mesh loading ramp. Circle No. 311**



**The E-Z Dumper, with breakaway switch, adjustable coupler and swing jack. Circle No. 312**

capacity. Brakes are an option for some, and are hydraulic or electric.

With accessories, a new trailer represents a minimum investment of \$3000-\$5000.

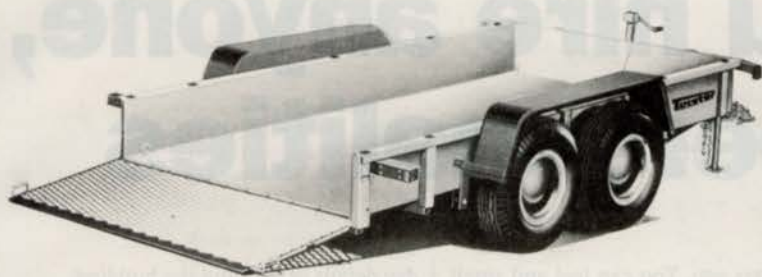
—Terry McIver



**The Maxi-Dump tilts to a 45-degree angle. Circle No. 313**



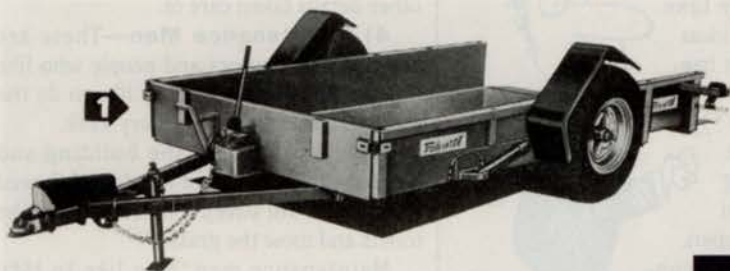
**The deck of Redi Haul's lawn care trailer is 76 inches wide x 12 feet long. Circle No. 314**



The Tiltster, from Tiger Line Equipment, has optional steel racks, from 12 to 36 inches high. Circle No. 315



The elevated design of the Spacemaker adds even more room to conventional trailers. Circle No. 317



Wells Cargo trailers (below) come in more than 100 models. Circle No. 316

The Trailevator, also from Tiger Line Equipment, lowers to ground level hydraulically. Circle No. 315



Chippers are more popular than ever. If you have one, consider a chipper hitch from West Side Machine. Circle No. 318



## TRAILER SPECIFICATIONS

Model	Payload cap.	Axles	Brakes	Other	Circle No.
American Pride <sup>1</sup>	1560 lbs.	single	n/a	safety chains	311
E-Z Dumper 610	7000 lbs.	tandem	surge (optional)	adjustable coupler	312
Maxi Trailer 58	5000 lbs.	tandem	hydraulic surge	12-volt battery	313
Redi Haul "Lawn Care"	2600 lbs.	single	electric brakes	wood floor (fir)	314
Tiger Line Tiltster	3-7000 lbs.	single/tandem	12"x2"/10"x3.25"	custom colors extra	315
Wells Cargo CW162	5630 lbs.	tandem	4-wheel, electric	plywood interior	316

<sup>1</sup>golf car trailer

Note: Chart and article are not meant to be all-inclusive.

# Before you hire anyone, consider personalities

## The first step is defining your personality, the second is hiring different ones.

by Charles Vander Kooi

■ There are four kinds of personalities in this business. In order to grow a company [or department] and a good management team, you need all four personalities.

When people do things that fit their personality, they love to work. When they are forced to do things that don't fit their personality, they become frustrated. As you grow, you can eliminate this frustration by hiring the right person for the job.

I will equate these personalities to the building of a project, using "man" in the general form, a member of the human race.

Let's say I have 40 acres upon which I want a new office building. Here are the people I'd need:

**1) An Idea Man**—Idea men are the architects, interior designers, arts people, computer programmers. They always have ideas (most of which are impractical). They are constantly saying, "What if...?"

If I'm putting up this building, who's the first person I call?

An architect. He comes to the site and says, "I have an idea, let's design a building that looks like an escarrot. The roads leading to the building can look like his slime trail."

Every project needs an idea man, as does every company. I've seen companies that are doing things the way they did it

20 or 30 years ago. You can feel and smell the stagnation.

Every company needs an idea man to keep it on the cutting edge.

### 2) A Happening Man

Happening men are contractors. They take other people's ideas and make them happen.

So I have my idea for the office building and now I need to make it happen. Who do I get? A contractor. He takes the plans and tells the architect to "get out of my face."

He calls in the excavator, the concrete people, framers, masons, glass people, dry-wallers, electricians and plumbers.

Every company needs someone who makes things happen. Have you ever been in a meeting where everyone has all kinds of ideas? However, after you leave the meeting, nothing comes of those ideas.

That's because there was no "happening man." A happening man stays behind and collects an idea or two that he likes and makes them happen.

### 3) Managing

**Men**—Managing men are coaches of teams and people who can take care of the details on an everyday basis.

When the contractor—who made it happen—gives me the keys to the office building, who do I need? A property manager. Someone who will rent the building, have janitors and people to mow the lawn. Someone who will take care of the every-

day details of running the building.

Every company needs a "managing man:" someone who will see that the payroll is done, bills are sent out and collected, materials ordered, job costing, financial statements produced and a myriad of other details taken care of.

**4) Maintenance Men**—These are accountants, janitors and people who like a regimented lifestyle. They like to do the same things every day or every week.

Now that I've got the building and someone to take care of the details, I need people who will sweep the floors, clean the toilets and mow the grass.

Maintenance men, who like to take directions, are the lion's share of workers in the workplace. Every company needs lots of regimented maintenance people.

**Which are you?**—You personally probably dominate in two of the four traits I've described. Whichever you are will indicate why you are frustrated when you have to do things that run counter to your personality type. It will also indicate the type of personalities you should hire—people diametrically different in personality than you.

Before hiring anyone, then, consider these concepts.



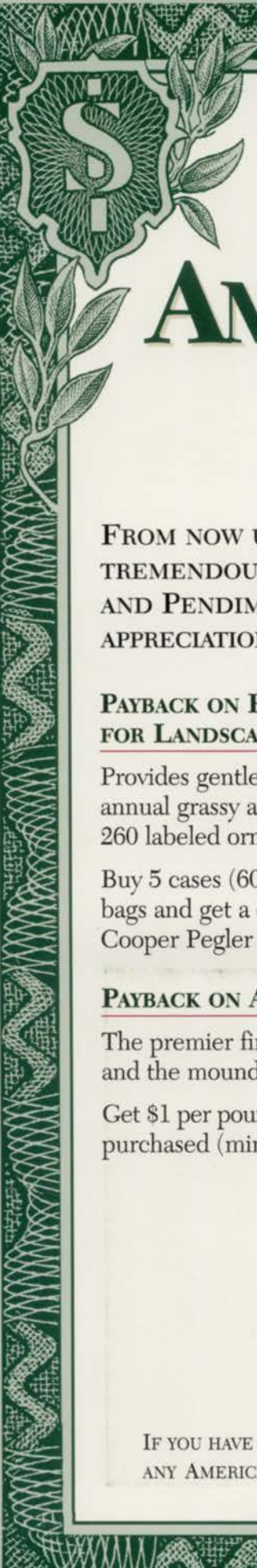
—The author is a landscape consultant headquartered in Littleton, Colo. This article is excerpted from an article which appeared in "The Landsculptor," the magazine of the Metro Detroit Landscaper's Association. It is reprinted with the permission of the author.



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The premier fire ant bait that kills the queen and the mound in one easy step.

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## PAYBACK ON PENDIMETHALIN® FOR TURF

The most widely-used pre-emergent turf herbicide—a proven winner!

Purchase the same amount in 1995 as was purchased in 1994 and get a 10% rebate on 1995 purchases. Purchase 10% more this year than last and get a 15% rebate on 1995 purchases!

\*Pendimethalin Great Rebate Program dates August 1, 1994, to July 31, 1995.



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## OFFICIAL PAYBACK RULES

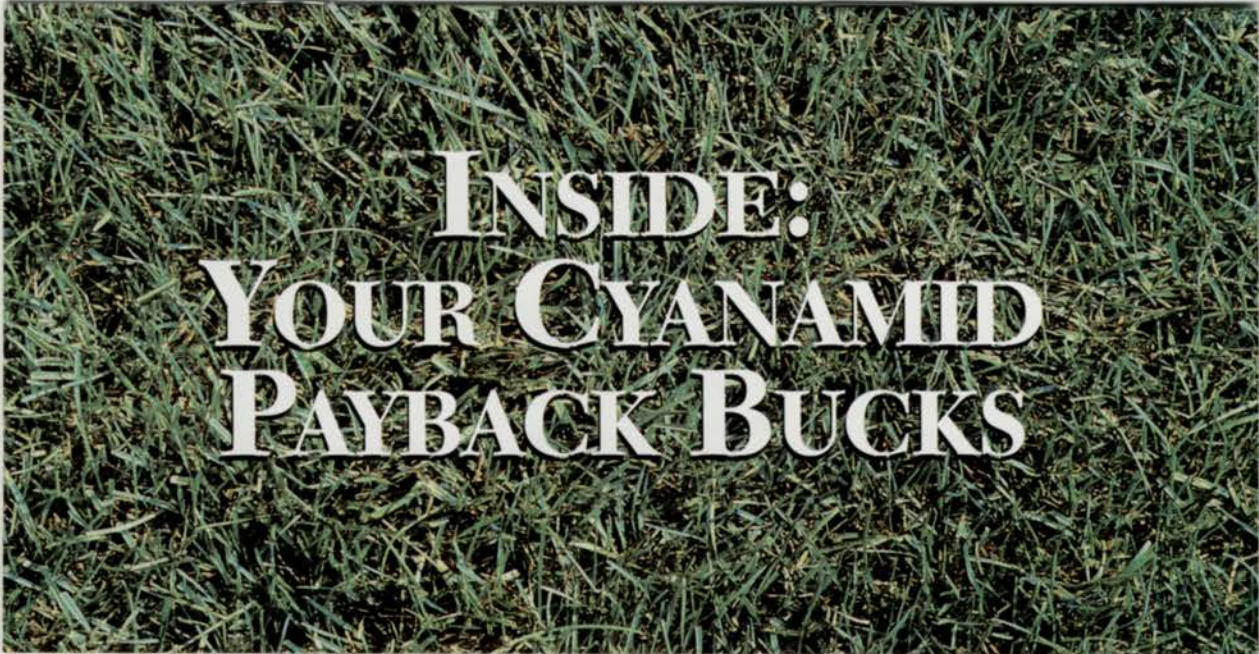
Send back as many coupons as you have purchases over the minimum required—there's no maximum limit on your rebate for the number of pounds or gallons purchased!

Purchase PENDULUM, AMDRO and IMAGE from your authorized distributor between January 1, 1995, and May 31, 1995. Pendimethalin Great Rebate Program dates August 1, 1994, to July 31, 1995. Complete the entire rebate coupon, including all information on the back (incomplete information will delay or nullify rebate.) Make sure to attach a copy of distributor invoice(s) for each purchase. All PENDULUM, AMDRO and IMAGE rebate coupons must be postmarked by June 15, 1995. Pendimethalin Great Rebate coupons must be postmarked by August 15, 1995.

Mail completed coupons and appropriate distributor invoices to:

American Cyanamid Payback Program  
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PO Box 8575, Trenton, NJ 08650-9871

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The easiest way to control over 45 annual grassy and broadleaf weeds. Gentle over-the-top control in over 260 labeled ornamentals lasts up to 8 months, and minimizes expensive, labor-intensive hand weeding. WDG formulation available in 1.2 oz premeasured water-soluble bags and 10 lb jugs. PENDULUM 3.3 EC is available in 2 ½ gallon containers.

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America's number one fire ant bait kills the queen and the mound in one easy step. AMDRO is a unique bait that fire ant workers take back to the other workers and the queen deep in the mound. When the queen eats the bait, she dies—and so does the colony, usually in about a week.



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Controls a broad spectrum of previously uncontrollable weeds in warm-season turfgrasses. The only herbicide available for complete control of the most problematic summer and winter weeds in turf—like purple and yellow nutsedge, field sandbur, wild onion and garlic. IMAGE attacks the roots of weeds, inhibiting plant protein production and growth, so weeds starve and die.

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