




weed control on any scale.

all season long no matter how much ground you have to cover. And the new water soluble packaging means that you can now tank mix CHIPCO® RONSTAR® with Roundup® for use as a directed spray on landscape beds and other non-turf areas. Of course, you'll still get all of the other CHIPCO® RONSTAR® advantages, like no root pruning, no leaching, and season-long protection from just one spring application. This year, keep your customers satisfied with CHIPCO® RONSTAR® herbicide in two easy-to-handle sizes.

chipco
RONSTAR®

trademark of Monsanto. As with any crop protection chemical, always read and follow instructions on the label. ©1997 Rhône-Poulenc Ag Company.  RHÔNE-POULENC

Staying independent? Check your options

Consolidation brings both threats and opportunities:

Potential problems or threats

1. Cost-efficient competitors may offer low prices.
2. Sophisticated, expensive marketing efforts to win customers.
3. Ability to offer "one-stop shop."
4. Added services and geographical coverage means entry into new service niches.
5. High-visibility name recognition, professional image.
6. Ability to leverage debt for further growth while tweaking economies of scale.
7. Continuing success will encourage more independents to consolidate.
8. Tougher competition for labor — they can offer year-round employment, top-notch training, new career paths and outstanding benefits. Can you?

Potential opportunities or advantages

1. Provide subcontracted services to consolidators, or subcontract to other independent firms.
2. Continue growth and expansion in your markets.
3. Niche services and high-end/high-quality services can continue good growth.
4. "Coat-tail" effect of highly visible national consolidations will heighten awareness of professional landscape services.
5. Consolidators will not win every contract on price.
6. Smaller, flexible firms are quick to respond, innovative and able to develop close customer relationships.
7. Independents need not answer to stockholders, investors, outside directors or financial analysts' expectations.
8. Opportunity to grab downsized senior and middle administrative people.

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shareholder value, we bring both industry professionals and functional experience in critical areas such as tax and financial deal structuring, valuations and due diligence."

Plenty of shoppers

Mike O'Mara, Acquisitions Management Group, Houston, TX, represents potential sellers in several contracting markets — mechanical, electrical, landscape and janitorial — all of which are in a state of furious consolidation.

A onetime landscaper himself, O'Mara says landscape business owners don't have time to be aware of all potential buyers. In addition to the large national consolidators, there are others, including a surprising number of regional buyers.

"We come across a lot of private buyers who are looking at either buying in a couple of cities or, maybe, in a region," says O'Mara. "Some want to expand their market, some are toying with the idea of a mini-rollup or maybe they want to build a base to sell to a larger consolidator."

Jim Hermann, Mergers & Acquisitions Advisor at The Geneva Companies, Irvine, CA, says his company maintains a proprietary database of about 130 active buyers interested in purchasing companies in the landscape contracting and planning, lawn and garden services and ornamental shrub and tree services industries. Of those buyers, 26% are investment groups, 33% are corporations and 41% are venture capitalists, individual investors, merchant banks and other investors.

If you decide to use a consultant to help you sell your company, do your homework. Find out as much as you can about them, their track record and their fees before you enter into any binding agreements.

Find your strategy

Contractors sell their businesses for a number of reasons, most of them good: it's the right exit strategy; the price is

right; more opportunities for employees; greater growth potential for the business; different new challenges in a corporate structure; and others.

According to James Marcus, Director of Corporate Development, Four Seasons Landscape & Maintenance (LandCare USA), Foster City, CA, it's finding the right strategy for you that matters. As someone who recently sold his company to LandCare

Why should you sell?

- ▶ Lack of operating capital
- ▶ Need for growth capital
- ▶ Elimination of personal guarantees
- ▶ Age
- ▶ Health
- ▶ Boredom/burnout
- ▶ Liquidity/cash Out
- ▶ Unreasonable risks

The two worst reasons to sell are age and health, because they usually rush the process, according to James Hermann, M&A Advisor, The Geneva Companies, Irvine, CA.

USA and currently works with contractors thinking about selling, he sees four major options:

— *Stay independent.* There are huge opportunities for growth through internal measures or through acquisitions of your own.

— *Consolidate regionally.* All consolidations don't have to be national. In fact, some buyers like to buy on a more localized basis.

— *Partner regionally.* Loosely based partnerships with other firms can give you regional marketing and buying clout without having to deal with a cumbersome consolidation.

— *Merge upstream.* Large consolidations bring financing, management systems, national scope, economies of scale and a number of other advantages that can help your business grow in the long term. **LM**

QUIET!

(Sorry, we didn't think you could hear us above the roar of your current trimmer.)

Kawasaki has a new line of string trimmers, hedge trimmers and blowers. They're lighter, more powerful and quieter than other brands. Try one. You'll like what you don't hear.

Call Toll Free 1-877-KAW-POWR
for a Kawasaki dealer
nearest you.

Ask about
DEMO DAYS

Get Free Stuff when you
try or buy a new Kawasaki
Professional Turf Product
at participating dealers.
Give 'Em a Whirl today!

Limited time offer,
while supplies last.

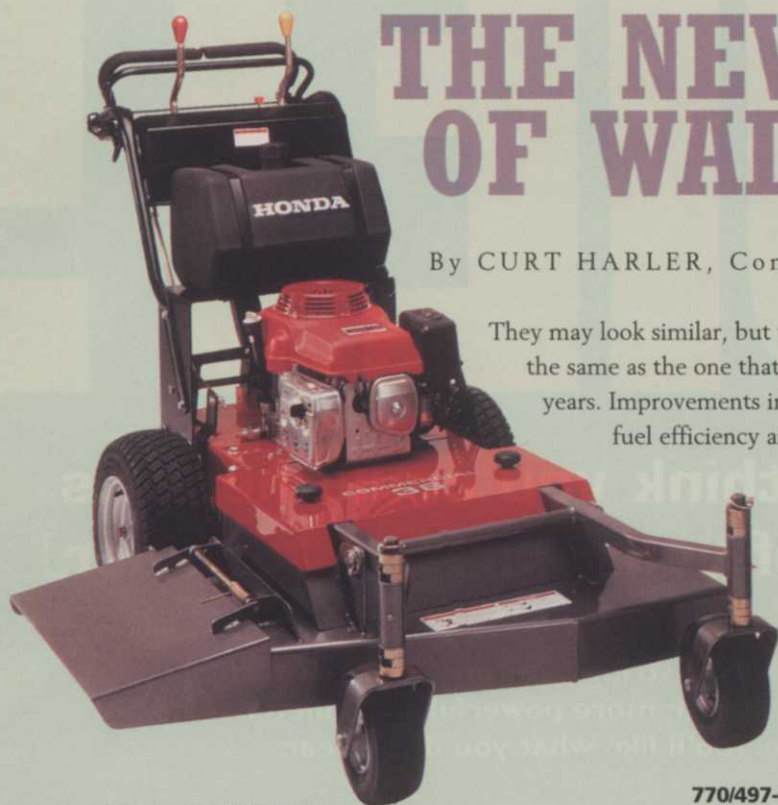
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www.kawpowr.com

Circle No. 135 on Reader Inquiry Card

THE NEW BREED OF WALK-BEHINDS

By CURT HARLER, Contributing Editor



American Honda HRC 7113TXA available with a 36- or 48-inch deck

They may look similar, but the walk-behind mower at your dealer's shop is not the same as the one that has been serving your business for the past several years. Improvements in ease of deck adjustment, user-friendly hand controls, fuel efficiency and noise reduction make the 1999 models worth considering.

In most operations, it is the walk-behind mower that provides the finishing touches to any job. In some cases, it's the only machine required.

Like everything from rakes to pick-up trucks, the price of mowers has gone up. But the features available in today's mowers mean that they will pay back their additional cost in a relatively short time.

AMERICAN HONDA

770/497-6000

www.honda.com

The new TruGear mid-size, walk-behind mowers from Honda, Duluth, GA, offer an attractive price point, and feature gear drive with no internal drive belts. The HRC 7113TXA is available with a 36- or 48-inch deck. The 13-hp OHV Honda engine runs for a long time thanks to the 6-gallon fuel tank. Transmission is a twin, 4-speed gear with ball bearing supported axles. Units have four forward and one reverse speed. Hour meter is standard. Optional 54-inch sweeper or 38-inch snow blower attachments are available.

Circle No. 250

ARIENS

920/756-2141

www.ariens.com

The Ariens 21-inch commercial mower line is manufactured in Brillion, WI, of 14-gauge steel and solid steel axles. Available as a push- or self-propelled unit, it has the option of mulching, bagging, vacuuming or side discharging — all from one machine at one price. The multi-position handlebar is ergonomically shaped to reduce wrist and hand fatigue. A 6-hp, overhead-valve, Robin engine features full-pressure lubrication, full-flow spin-on oil filter, a cast-iron cylinder liner and half-gallon fuel tank. The Disc-O-Matic drive on the self-propelled model allows ground speeds between 0 and 4 mph at full engine rpm.

Circle No. 251

JOHN DEERE

800/537-8233

www.deere.com

One lever controls the speed, direction and tracking of the hydrostatic wide-area commercial walk-behind mowers from John Deere, Research Triangle Park, NC. The 14-hp HD45 and 17-hp HD75, equipped with an overhead-valve 4-cycle gas engine, provide easy starting, improved fuel effi-

cont. on page 48



Howard Price Hydro Walk-Behind features dual hydro control levers. Floating deck system oscillates to prevent scalping.

In A Dark Shed At 5 a.m. All Line Trimmers Perform The Same



The Real Test Comes At Sunup

New John Deere XT-Series Trimmers are the ones to have your hands on when day breaks. Our seven new XTs are powered by high-performance M-Series engines with intake silencers and low-tone mufflers for quieter operation. *And power-to-weight ratios among the best in the industry.* By the way, our engines are also EPA and CARB compliant, something not all manufacturers can say.

John Deere XTs will work hard 'til sundown and not take it out on you. *A new comfort grip*

and our protected, wide trigger control help take the strain off job-weary hands and arms.

But the greatest thing about owning a John Deere is having access to the *best parts delivery system in the business.* In most cases, we can deliver emergency parts to your door in 24 hours or less.

Don't wait 'til dawn to see the light. Pick up a new XT Series Trimmer now. For the John Deere dealer nearest you, call 1-800-537-8233. Or visit us online at www.deere.com.



WIN \$500



ANNOUNCING: The Third Annual LANDSCAPE MANAGEMENT "Emerald Awards." LANDSCAPE MANAGEMENT magazine is offering a \$500 first prize to the winner of a random drawing to be held on July 1, 1999. Second prize is \$300 and third prize is \$200 in cash. To be eligible for the drawing, simply fill out the questionnaire at right and return it to our editorial offices.

Answers to the questions will determine our "1999 Emerald Awards" winners, to be revealed—along with the contest winner—in our August issue.

CONTEST REQUIREMENTS: Contestants must be owners or employees of landscape main-

tenance companies, lawn care companies or landscape contracting firms; or an athletic field manager or member of an athletic field maintenance crew; or manager or member of a facility landscape management crew. Product selections must be currently used by entrant.

Employees of Advanstar Communications or their families not eligible.

All questions on this entry form must be completed, and all blanks filled. One entry per person. No more than five entries from any one employer will be allowed. Entry forms will appear in the February through June, 1999 issues of LANDSCAPE MANAGEMENT.

Completed questionnaires should be mailed to: Emerald Awards, LANDSCAPE MANAGEMENT, 7500 Old Oak Blvd., Cleveland, OH 44130. They must be received by noon, July 1, 1999.

A random drawing of all eligible entry forms will be held July 1, 1999. Winners will be notified within 24 hours.

1999 EMERALD AWARDS

OFFICIAL ENTRY FORM

QUESTION:

What is your favorite brand name of...

CHECK HERE
IF YOU
DO NOT USE

- | | |
|-----------------------------|--------------------------|
| riding mower? | <input type="checkbox"/> |
| ----- | ----- |
| walk-behind mower? | <input type="checkbox"/> |
| ----- | ----- |
| turf fertilizer? | <input type="checkbox"/> |
| ----- | ----- |
| pre-emergence herbicide? | <input type="checkbox"/> |
| ----- | ----- |
| post-emergence herbicide? | <input type="checkbox"/> |
| ----- | ----- |
| turf insecticide? | <input type="checkbox"/> |
| ----- | ----- |
| turf fungicide? | <input type="checkbox"/> |
| ----- | ----- |
| plant growth regulator? | <input type="checkbox"/> |
| ----- | ----- |
| compact tractor? | <input type="checkbox"/> |
| ----- | ----- |
| turf aerator? | <input type="checkbox"/> |
| ----- | ----- |
| pick-up truck? | <input type="checkbox"/> |
| ----- | ----- |
| leaf blower? | <input type="checkbox"/> |
| ----- | ----- |
| line trimmer? | <input type="checkbox"/> |
| ----- | ----- |
| chain saw? | <input type="checkbox"/> |
| ----- | ----- |
| Kentucky bluegrass? | <input type="checkbox"/> |
| ----- | ----- |
| perennial ryegrass? | <input type="checkbox"/> |
| ----- | ----- |
| turf-type tall fescue? | <input type="checkbox"/> |
| ----- | ----- |
| turfgrass mix or blend? | <input type="checkbox"/> |
| ----- | ----- |
| biological control product? | <input type="checkbox"/> |
| ----- | ----- |

NAME: _____

EMPLOYER: _____

CITY/STATE: _____

PHONE NUMBER: _____

() _____

We'd like to show you the weeds PENDINGULUM® controls. But they never showed up.

The reason they never showed up? Because PENDINGULUM® herbicide is a highly effective preemergent turf herbicide. Compared to the competition, PENDINGULUM demonstrates a higher level of control across a broader spectrum of weed species. With PENDINGULUM, weeds won't ever see the light of day. For the PENDINGULUM herbicide distributor nearest you, call: 1-800-545-9525, Ext. 1676.



PENDINGULUM offers unsurpassed weed control

Herbicide	Crabgrass	Goosegrass	Foxtail	Poa Annua	Oxalis	Spurge	Henbit	Chickweed
PENDINGULUM	■	■	■	●	■	●	■	■
Barricade ^a	■	●	●	●	▲	●	■	■
Dimension ^b	■	●	■	●	■	●	●	●
Team ^c	■	●	●	●	●	●	NR	NR
Ronstar ^d	●	■	NR	●	●	NR	NR	NR
Surflan ^c	■	■	■	●	▲	●	■	■

Level of control

● Medium

▲ Medium-High

■ High

NR Not registered

^aNovartis

^bRohm and Haas Co.

^cDow AgroSciences

^dRhône-Poulenc



® Registered Trademark, American Cyanamid Company © 1998 Always read and follow label directions. *The Power of Cyanamid Pendimethalin*

cont. from page 44



One lever controls the speed, direction, tracking of John Deere walk-behind units.

ciency, lower noise levels and cooler operating temperatures. Choose from a 36-, 48- or 54-inch deck. The larger two decks are equipped with spring-loaded quick-pull pins for fast, easy cutting height adjustment.

Circle No. 252

EXMARK
402/223-4010
www.exmark.com

The Turf Tracer, from Exmark Mfg. Co., Beatrice, NE, comes with 36-, 48- and 53-inch full-floating TriVantage decks. Mowers offer true zero-turn and instant forward-to-reverse to maximize maneuverability. Ground speeds to 6.2 mph forward and 2.2 in reverse increase productivity. Feather-Lite grip tension and reduced grip-distance steering controls make the units easier to use. The hydro drive system has a 2-year warranty, the spindle assembly is guaranteed for 3 years.

Circle No. 253

FERRIS INDUSTRIES
800/933-6175
www.ferrismowers.com

The HydroWalk DD from Ferris Industries, Munnsville, NY, has an extremely wide and low stance that creates excellent traction and stability. Like all Ferris mowers, it features lap-welded corners to reduce stress and not crack like butt-welded corners, and double-strength steel in wear areas. Large 18 x 7.5-inch drive tires are standard. Available with 48-, 52- or 61-inch deck, and 14-, 17- or 18-hp Kawasaki or Briggs & Stratton engines. Unit has

a reliable Eaton 771 hydrostatic transaxle and cast iron spindle pulleys with tapered hubs for positive locking and easy removal. Three-year commercial warranty is industry's longest.

Circle No. 254

GRAVELY
920/756-2141
www.gravelly.com

Several models and options of Pro commercial mowers are available from Gravelly, Brillion, WI. The Pro 300 is available with a 20-hp Kohler Command or a

14-hp Kawasaki OHV engine. Variable speed hydrostatic transmission offers speeds up to 5.5 mph forward and 1.5 mph reverse. Electric clutch is easy to operate. See-through hydraulic reservoir lets operator check oil level at a glance. The Pro 200 line comes with either the 14-hp Kawasaki or an 18-hp Robin V-twin engine. 4.5 gallon tank makes for long run times at 2.0 to 5.5 mph forward or 3 mph in reverse. All 200 and 300 mowers can be equipped with 36, 40, or 50-inch decks.

Circle No. 255

GREAT DANE
812/246-8770

The zero-radius turn Scamper from Great Dane Power Equipment,



Great Dane Scamper offers 36-, 48-, 52- and 61-inch cutter decks.

Sellersburg, IN, comes with 36-, 48-, 52- and 61-inch cutter decks. There is a simple blade brake-clutch control with no bails, and fail-safe controls: when the operator lets go there is instant traction stop. Engine options include a 14-hp Kawasaki, and twin-cylinder 18- or 20-hp Kohler electric starts. There is a dual hydro drive system with independent left/right wheel control and ground speeds to 6 mph in forward, 3 mph in reverse.

Circle No. 256

LAWN-BOY
612/888-8801

The 21-inch Lawn-Boy Commercial is powered by a 6.5-hp Dura-Force engine. Staggered wheel design provides easier maneuvering and reduced scalping. Fuel tank holds 4.25 quarts of gas. Unit, made by Toro, Bloomington, MN, has a lightweight cast-aluminum deck, steel wheels and cast iron sleeve. It is EPA-certified and carries a 2-year commercial engine warranty. Mulching kit and bagging kits are optional, but the forward-positioned discharge chamber disperses clippings at the fastest point, virtually eliminating windrowing or clumping.

Circle No. 257

LESCO
800/321-5325
www.lesco.com

For operations on difficult terrain, the Lesco 48-inch and 54-inch Float Deck rotary mowers are the



Lesco Float Deck rotary mowers tame difficult terrain.

answer. Floating deck with pneumatic caster wheels and fully articulating front axle assures precision cutting. Deck is designed for maximum air flow for even dispersion of clippings. Height adjusts on four-pin system. The 48-inch version comes with a 17-hp electric-start Kawasaki, the 54-inch with a 20-hp electric-start Kohler. Both have 5-gallon fuel tanks and true zero-turn radius.

Circle No. 258

MTD PRO
330/225-2600
www.mtdproducts.com

The 1852 wide-track, dual-hydro, commercial mower from MTD Pro, Cleveland, OH, offers an 18-hp Vanguard V-Twin engine and a 52-inch fixed fabricated cutting



Hydrostatic deck allows on-the-go tracking with MTD unit.

deck. Dual hydrostatic transmission allows on-the-go tracking adjustment while 5-gallon tank keeps the unit working. Electric start makes it easy to get the mower going and the standard backup recoil spells reliability. Tapered roller bearings in the spindles add reliability and increase life. Mulching kit and bagger

cont. on page 51



Crabgrass

Spurge

Get **2** for the price
of ONE.

With Team* Pro herbicide, you truly get more than you bargained for. You probably already know Team Pro is the most consistent crabgrass herbicide around. But what you may not realize is that it also does a heck of a preemergent job on broadleaf weeds as well. With protection against both crabgrass and broadleaves, Team Pro provides the best weed control for your money.

So how does it work? Team Pro is the only herbicide that uniquely combines the Power of Two. With a unique blend of two consistently

effective herbicides, Balan* herbicide and Treflan* herbicide, Team Pro increases weed-killing activity. Each individual herbicide is designed for a specific task. Balan is a quick-acting crabgrass herbicide. And Treflan provides long residual control of broadleaves as well as crabgrass. When these two powerful herbicides are combined, the end result is a formula that's unrivaled in strength and versatility.

Next time you want protection against both broadleaves and crabgrass, get the Power of Two. Get Team Pro.

*Trademark of Dow AgroSciences LLC

Team Pro gives you more weed control than you bargained for.

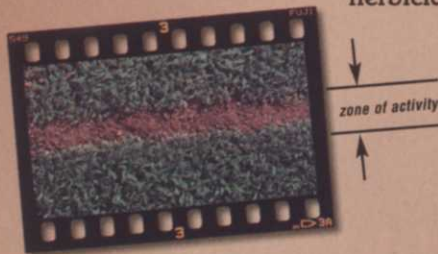
You can always count on the most powerful crabgrass control around with Team Pro herbicide. But you also get increased preemergence prevention of key broadleaf weeds.

This unmatched control is possible because Team Pro uses a unique blend of Balan and Treflan herbicides. Working side by side, this potent duo protects lawns from unwanted breakthroughs of crabgrass, goosegrass, spurge, oxalis and other weeds.

Besides being the most versatile herbicide around, Team Pro is a powerful herbicide that won't harm established

turfgrass or ornamentals. And, unlike pendimethalin, Team Pro won't leave you or your customers' property badly stained.

Next time you're looking for a versatile herbicide, remember, only Team Pro gives you the Power of Two.

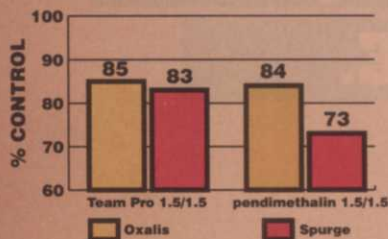


This unretouched photo illustrates just how powerful Team Pro is against crabgrass. The sample was treated with Team Pro at recommended use rates, then overseeded with crabgrass at a rate greater than 700 lbs/acre. The results were photographed one week after seeding. If Team Pro is this tough on crabgrass, just think what it can do for your broadleaf problems.

“Team Pro gives me far better weed control for the money than pendimethalin does. I'm glad I switched.”

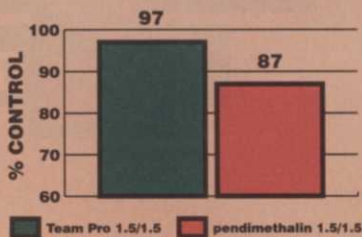
Chris Scaglione
Spring Green Lawn Care, Englishtown, NJ

Team Pro excels in control of key broadleaf weeds.



Average of trials conducted in 1997 in California and Missouri. All rates in lbs a.i./acre. Oxalis results measured 12 weeks after treatment. Spurge results measured 14 weeks after treatment.

Team Pro leads the way in crabgrass control.



Average of trials conducted in 1997 in Indiana, Kentucky, Nebraska, New York, Rhode Island and Virginia. All rates in lbs a.i./acre. Results measured 16 to 20 weeks after treatment.

Benefits of Team professional products:

Power of Two

- Consistent crabgrass control
- Economical crabgrass control
- Broadleaf weed control
- Wide zone of activity
- Quick activity
- Long residual
- Non-staining
- Turf safety
- Prescription formulation options

Dow AgroSciences

Team* Pro
Specialty Herbicide