

Hit more ringers.



Crabgrass

When it comes to preventing the broadleaf and grassy weeds that most often plague your customers' turfgrasses, PRE-M® preemergent herbicide is right on target. Why pay more for other products when, time after time, university trials prove that PRE-M offers you better overall performance combined with unmatched value?

Superior performance made PRE-M the leading* preemergent herbicide. Superior value widens the gap. PRE-M is everything you'd expect from LESCO®, the leading supplier in the professional turf care industry.

Ask your LESCO professional or call 1-800-321-5325 to learn how you can earn generous rebates for your PRE-M purchases.

Get behind the leading edge.



Goosegrass



Oxalis



Spurge

PRE-M[®]
The Leading Edge.

*Source: Kline & Company report, US Acre Treatments by Turf Management.

Always read and follow label directions.

©1999 PRE-M® and LESCO® are registered trademarks of LESCO, Inc.



LESCO[®]

Circle No. 141 on Reader Inquiry Card

The Leading Water Gardening Magazine for Contractors and Retailers

AQUASCAPE

designs Premier Issue

Finally! A HELPFUL WATER GARDENING TOOL!

INTRODUCING THE AQUASCAPE DESIGNS MAGAZINE

Win This Hummer!
SEE CENTERFOLD FOR DETAILS



Tips, tricks and insights from the country's largest water garden builder, Aquascape Designs!

Have you wondered why everyone is talking about water gardens? Have you been so busy trying to keep up with your regular business that you've neglected investigating the pond business? Do you lack confidence or knowledge in designing, estimating or maintaining water features? If you answered yes to any of these questions than this new publication is for you! Water features are the fastest

growing trend in the Green Industry today! This publication is dedicated to helping contractors and retailers succeed and prosper with this exciting and booming market.

To see for yourself how water features can impact your bottom line, call, fax or write us today for your FREE subscription to the Aquascape Designs Magazine.

Circle No. 102 on Reader Inquiry Card

Join the Revolution



AQUASCAPE DESIGNS

1-800-306-6227
ext. 9098



Call us or Send this coupon in for your FREE SUBSCRIPTION!

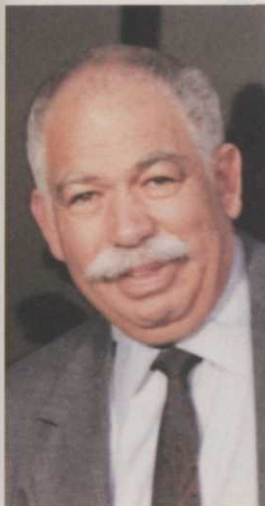
(If you are already on our mailing list, you will receive this magazine!)

Your Name _____
Company Name _____
Address _____
City _____ State _____ Zip _____
Telephone _____

Clip out and send this coupon to: Or call/fax us to order:
Aquascape Designs, Inc. Toll Free: 1-800-306-6227 ext. 9098
1119 Lyon Rd. Fax: 1-630-326-1800
Batavia, IL 60510

contents

NOVEMBER 1999 / #11 / VOLUME 38



28



features

cover story

28. People of the Year

What makes these people so special? Well, actually, plenty! Find out why these three industry leaders get our kudos.

BY: LM'S STAFF

36. LM Roundtable: Why work for Uncle Sam?

Federal government contracts may be the ideal fit for your organization? Our panel tells how to make it work for you.

BY: GEORGE WITTERSCHEIN

41. Make the most of rented equipment

For small landscape contractors, renting equipment is the way to go.

BY: STEVEN LILLYBECK

maintenance center

45. Control T&O 'crossover' weeds

Invasive weeds spreading into turf or ornamental beds can wreak havoc on your control strategies. Find out what products work well in both locations without harming nontarget plants.

BY: JEFFREY F. DERR

48. Care for aerators & fountains in winter

Learn how to use water features through the winter to keep ponds fresh and aerated.

BY: WILLIS DANE

grounds management center

AWARD WINNING LANDSCAPE

50. Spruce Edge Townhomes

COVER PHOTO: BURTON S. SPERBER, FOUNDER AND HEAD GARDENER OF ENVIRONMENTAL INDUSTRIES INC., CALABASAS, CA.



36



48



50

Editorial staff

Executive Editor	SUE GIBSON / 440/891-2729 / sgibson@advanstar.com
Managing Editor	RON HALL / 440/891-2636 / rhall@advanstar.com
Associate Editor	FRANK H. ANDORKA JR. / 440/891-2709 fandorka@advanstar.com
Chief Science Editor	KARL DANNEBERGER, PH.D. / danneberger1@osu.edu
Group Editor	VERNON HENRY / 440/826-2829
Art Director	LISA LEHMAN / 440/891-2785
Sr. Graphic Designer	LISA BODNAR / 440/891-3101 / lbodnar@advanstar.com

Reader advisory panel

JERRY GAETA	The Good Earth Inc. / Mt. Pleasant, SC
JUDSON GRIGGS	Landscape Design & Development / Sussex, WI
DWIGHT HUGHES	Dwight Hughes Nursery / Cedar Rapids, IA
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
RICK KIER	Pro Scapes / Jamesville, NY
LOU KOBUS, JR.	Village Turf Inc. / Mount Vernon, VA
TOM RICCARDI	The Goodyear Tire & Rubber Co. / Akron, OH
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL

Business staff

Group Publisher	JOHN D. PAYNE / 440/891-2786 / jpayne@advanstar.com
Admin. Coordinator	DANIELLE ZARYCKI / 440/891-2734
Production Manager	KAREN LENZEN / 218/723-9129
Production Director	DEBI HARMER / 218/723-9325
Circulation Manager	KAREN EDGERTON / 218/723-9280
Green Book Coordinator	ANGELA PEARSON / 218/723-9418

Advertising staff

Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Eastern Account Manager	HEATHER M. FOX / 440/891-3168 Fax: 440/891-2675 hfox@advanstar.com
Midwest Account Manager	GENE HOMAN / 440/891-2772 Fax: 440/891-2675 ghoman@advanstar.com
Account Manager	ANTHONY LAVDAS / 440/891-3118 Fax: 440/826-2865 tlavdas@advanstar.com
Classified Showcase	LESLIE ZOLA / 440/891-2670; 800/225-4569 x670 lzola@advanstar.com
Directory Sales	JESSICA HENDRICKS / 800/736-3665 ext. 104
Regional Offices	
Group Sales Director	TOM GALLIGAN / 414/653-9523 Fax: 414/653-9524 3901 52nd Ave., Kenosha, WI 53144-1830 tgalligan@advanstar.com
Western Sales	JOHN KIESEWETTER / 541/338-0022 Fax: 541/338-0044 859 Willamette St., Eugene, OR 97401 jkiesewetter@advanstar.com
	GRETCHEN WAGNER / 760/837-3734 Fax: 760/837-3785 74563 Pepper Tree Dr., Palm Desert, CA 92260 gwagner@advanstar.com

Marketing services

MARCIE NAGY	Reprints (500 minimum) / 440/891-2744
JOE GILLIAM	Circulation List Rental / 800/225-4569, ext. 773
ADVANSTAR MARKETING	Microfiche/film Copies 800/598-6008 Subscriber/Customer Service 218/723-9477/ 888/527-7008
TAMMY LILLO	International Licensing 218/723-9539 For current single copy, back issues, or film/fiche/ CD-Rom, call 800/598-6008; 218/723-9180



ROBERT L. KRAKOFF	Chairman and Chief Executive Officer
JAMES M. ALIC	Vice Chairman
DAVID W. MONTGOMERY	VP/Finance, CFO and Secretary
SKIP FARBER	Executive Vice President, Business Development
WILLIAM J. COOKE, ALEXANDER S. DEBARR	Executive Vice Presidents
ERIC I. LISMAN	Vice President & General Counsel
ADELE D. HARTWICK	Vice President-Controller & Treasurer

contents

departments

columns, news & more

7. On the Record

Make your peace with change.

BY: SUE GIBSON

8. Events

Who, what and when

11. Green Side Up

Rockin' with Sam and Fred at Walnut Creek

BY: RON HALL

14. My Way

How to rate employees by teams

BY: JERRY GAETA

16. It's Your Life

Should you be in this business?

BY: BOB BAIRD

20. Letters

Readers sound off

21. Industry Almanac

Pesticide restrictions on the ballot, 10 nasty invasive weeds, OPEI's new head, landscape value

special insert

Pocket Issues Guide:

Act now on FPQA

tech center

52. LM Reports: ▶

Chippers shred big jobs down to size

55. Ask the Expert

Fungus on mulch, controlling pine scale

56. New Products

ending notes

66. Cleanup crew





HOW ONE


PINK SLIP

JUST MIGHT

PREVENT ANOTHER.

TACOMA FLEET

Choosing the ever-dependable Toyota Tacoma as your fleet vehicle is one of the smartest business decisions you'll ever make. With the highest standard

 **TOYOTA**
on the job.
every day.

payload of any truck in its class,* it's one worker that'll do just about anything you ask of it. And like you, it plans to be around for the long haul.

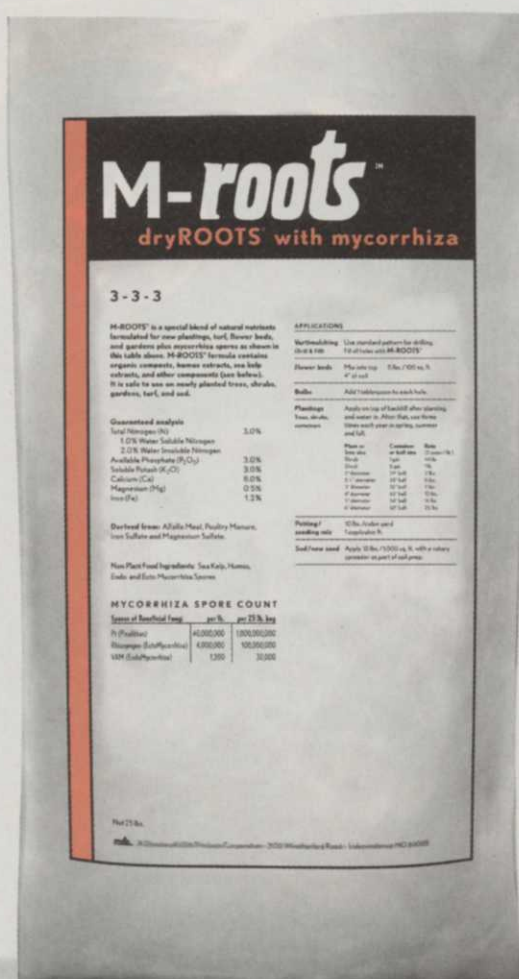
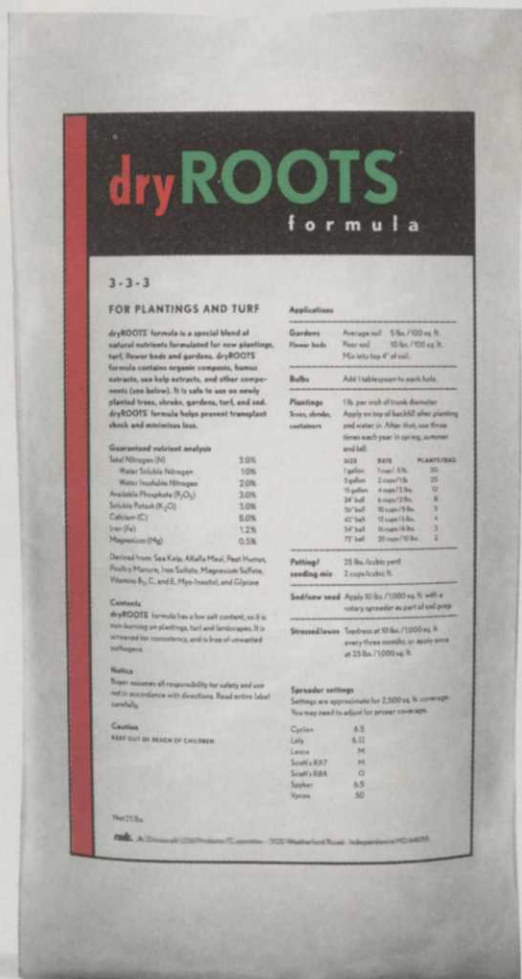
www.toyota.com ♦ 1-800-go-toyota

©1999 Toyota Motor Sales, U.S.A., Inc. Buckle Up! Do it for those who love you. *Based on comparison of base 5-speed, regular cab models.

Circle No. 105 on Reader Inquiry Card

Last year 62,000 bags of dryROOTS® were used.

Now, dryROOTS® is available with Mycorrhiza at an affordable cost.



dryROOTS® is the most widely used product for carrying landscape plantings over the stress of installation, and for starting rapid root growth in the establishment of all trees and ornamentals.

For all high stress conditions where the soil is poor or the weather is dry, we recommend using the new **M-ROOTS™** with Ecto and Endo Mycorrhiza. This product has 12 species of Mycorrhiza, yet it's still the most affordable Mycorrhiza product available.

Make your peace with change

“Death by a thousand cuts” is how Allan James describes efforts to limit specialty pesticides. The executive director of Responsible Industry for a Sound Environment should know. The push to ban pesticides shows up everywhere from school boards to Capitol Hill.

We hear reports of long-time products coming under fire at EPA, with manufacturers now confronted by impossible standards to attain. The market continues to offer new products, but it's forcing change upon us.

How is this changing your operations? Most of you use some form of pesticide and use them skillfully. But continuing efforts to limit pesticides have had effects.

We got a glimpse of how these changes are reality when we visited Tom Tolkacz, president of Swingle Tree & Landscape Care in Denver. As he walked us through his clean, large loading area, he explained one reason why his tree and lawn care trucks have customized injection retrofits.

“In the last six to seven years, we've reduced our pesticide use 40%,” he said. “We're using more injection (for trees) and inspections.”

Swingle sells “Plant Health Care,” a system based on lots of inspections and spraying as needed. Pesticide changes are causing Swingle to its business.

Tolkacz explained: “The difficulty with the (new) pesticides is that many are not as persistent. In some cases, they may not be persistent even through an insect's hatch cycle. Therefore, we have to go out and apply them more often.” They might end up applying the same amount of product as they did in the old days.

The irony is not lost on Tolkacz. “It used to be a three-time application, but now with products active for only 30 days, we're making five applications. That's a real issue with us,” he says.

I bet it is. It must affect productivity, profitability, scheduling, labor, customer relations — the whole ball of wax. It complicates his operations, and maybe it does yours. And it's also hard to explain to customers.

That's change for you. It's time to face up to a new market, where:

- ▶ new products are more specific, less long-lasting, less toxic to the environment, more expensive.
- ▶ manufacturers are consolidating and changing their distribution making some products harder to find.
- ▶ heavy registration costs are making some companies reconsider, maybe withdrawing some products and keeping others to build market share. Which ones? That's a \$64-million question.

▶ a new generation of applicators (and managers) is coming out of schools wary of pesticide use.

Are you ready for this?

It's Your Life

What do you get from your work? Are your rewards worth your efforts? Can you balance work and free time and still achieve what *you* want? Our new column, “It's Your Life” (page 16), explores making your rewards and your professional life grow.

Bob Baird's look at focus is our first. He should know about focus. His career started as a Navy Seal and now includes financial planning, competitive athletics, parenthood, writing and more. Let us know what you think — if you can make the time!

.....
sgibson@advanstar.com

“The market continues to offer new products, but it's forcing change upon us.” —SG



events

WHAT, WHEN & WHERE

December

1 South Jersey

Landscape Conference
Glassboro, NJ; 609/291-7070

6-9 Ohio Turfgrass Foundation Conference & Show / Columbus, OH; 614/760-5442

7-8 Missouri Valley Turfgrass Association Lawn & Turf Conference Show / Columbia, MO; 573/882-2301; LakeLM@missouri.edu

7-9 New Jersey Turfgrass Expo / Atlantic City, NJ; 732/821-7134; www.njturfgrass.org

January 2000

5-7 Minnesota Nursery & Landscape Association Convention & Trade Show
Lansing, MI; 651/633-4987

6 New York State Turfgrass Association Northeast Regional Conference / Albany, NY; 800/873-8873

8 Western Nursery & Landscape Association Trade Show / Kansas City, MO; 202/789-5980, ext. 3006.

10-13 North Carolina Turfgrass Conference & Show / Charlotte, NC; 910/695-1333

11-13 Eastern PA Turf Conference & Trade Show
King of Prussia, PA; 814/863-3475; www.paturf.org

11-13 Kentucky Landscape Industries Winter Conference & Trade Show / Lexington, KY; 502/899-3622

12 Connecticut Nurseryman's Association Winter Meeting / Waterbury, CT; 202/789-5980, ext. 3006

12 Landscape and Nursery Expo 2000 / Sacramento, CA; 916/448-2522

12-14 Illinois Landscape Contractors Association's Design Seminar / Hoffman Estates, IL; 630/472-2851

13-15 Winter Convention
Seattle, WA; Washington State Nursery & Landscape Association; 253/863-4482

15-20 Leadership Conference, Washington Association of Landscape Professionals & Oregon Landscape Contractors Assoc. / Kauai, HI; 503/253-9091

18-20 Midwest Turf Expo/
Indianapolis; Sponsored by Midwest Regional Turf Foundation; 765/494-8039

18-20 Mid-America Green Industry Convention/
Kansas City, MO; 816/561-5323

20 American Nursery & Landscape Association
125th Anniversary Gala Dinner / Chicago; 202/789-2900; www.anla.org

19-20 Mid-Am Horticultural Trade Show / Chicago; 847/526-2010; www.midam.org

Landscape MANAGEMENT

VISIT US ON THE WORLD WIDE WEB AT: www.landscapegroup.com

Proud supporter of these green industry professional organizations:



Associated Landscape Contractors of America
150 Elden Street, Suite 270
Herndon, VA 20170
703/736-9666
www.alca.org



American Nursery & Landscape Association
1250 I St. NW, Suite 500,
Washington, DC 20005
202/789-2900



Independent Turf and Ornamental Distributors Association
25250 Seeley Road
Novi, MI 48375
248/476-5457



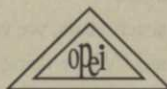
The Irrigation Association
8260 Willow Oaks Corporate Dr. Suite 120
Fairfax, VA 22031-4513
703/573-3551
www.irrigation.org



National Arborist Association
The Meeting Place Mall,
P.O. Box 1094
Amherst, NH 03031-1094
603/673-3311
www.natlarb.com



Ohio Turfgrass Foundation
1100-H Brandywine Blvd.,
PO Box 3388
Zanesville, OH 43702-3388
888/683-3445



The Outdoor Power Equipment Institute
341 South Patrick St.
Old Town Alexandria, Va. 22314
703/549-7600
opei.mow.org



Professional Grounds Management Society
120 Cockeysville Rd., Suite 104
Hunt Valley, MD 21031
410/584-9754



Professional Lawn Care Association of America
1000 Johnson Ferry Rd., NE, Suite C-135
Marietta, GA 30068-2112
770/977-5222
www.plcaa.org



Responsible Industry for a Sound Environment
1156 15th St. NW, Suite 400
Washington, DC 20005
202/872-3860
www.acpa.org/rise



Sports Turf Managers Association
1375 Rolling Hills Loop
Council Bluffs, IA 51503-8552
712/366-2669; 800/323-3875
www.aip.com/stma



Turf and Ornamental Communicators Association
P.O. Box 156
New Prague, MN 56071
612/758-5811

Start your own success story.





The U.S. Lawns Franchise

Over the past decade, U.S. Lawns has been helping entrepreneurs realize success in the landscape industry. With a nationally recognized name and a proven operating system, our owners have instant advantages over their competitors. Maybe that's why U.S. Lawns is one of the fastest growing landscape management franchise companies in America. So give us a ring at 1-800-US-LAWNS when you're ready to start the best success story of them all. Yours.

You own the business. We help you run it. Here's how:

- **Superior Financial Management** - Our experts will teach you how to streamline your business with a time-tested financial operating system. We'll cover everything from estimates to invoices.
- **Advanced Sales & Marketing** - As a U.S. Lawns franchise owner, you'll learn how to grow your business using sales techniques that made us the industry leader. You'll also have access to MarketShare, our team of telemarketing professionals who will work directly with you to generate business for your franchise.
- **Purchasing Power** - Backed by the purchasing strength of Environmental Industries, Inc., our 450-million-dollar parent company, you'll realize substantial savings on everything from trucks to mowers.
- **Continuous Support** - A U.S. Lawns owner is never alone. Need advice? Have a question? You'll always have an experienced team of landscape professionals in your corner.

1-800-US-LAWNS



www.uslawns.com

Yes, I'd like more information about a U.S. Lawns franchise.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Ext. _____ Fax _____

E-mail address _____ Best time to contact you _____

Please complete and mail to:

U.S. Lawns
4777 Old Winter Garden Rd.
Orlando, Florida 32811



Buying a franchise is no guarantee of success. Results may vary from person to person.

Circle No. 106 on Reader Inquiry Card