

**Trade Up
TO
KAWASAKI.**
and get
\$50 for
your
Trade-In!

* Trade-in offer is 50 dollars toward purchase of new Kawasaki string trimmers only, from Feb. 1 to May 31, 2000

Want to cruise through your workday? Get a grip on a powerful KAWASAKI STRING TRIMMER and go! Our 23, 26 and 34 cc models use 2-cycle technology to boost power. In addition, the compact engine, plastic shroud and hollow, splined shaft minimize weight for a more comfortable and efficient work day. A glass-wool muffler lining keeps them super quiet, and a large mounting damper and special grip keep vibration lower than other brands. Handling is well balanced.



You've never strapped on a BACKPACK BLOWER like this before. We put our world-class Kawasaki engineering to work and "raised the bar" for the entire industry, creating a machine that blows away the competition. Don't be fooled by its light weight and compact size. This rugged, high-output blower delivers the power you need to get the big jobs done. And it's loaded with perfectly engineered comfort features, including a wide shoulder harness, padded backrest and convenient controls.



Low Noise!

Lifetime warranty on ignition module

FEEL THE POWER.

Lifetime warranty on shaft and ignition module

The controls are conveniently positioned. Operator safety features are state-of-the-art. Durable, reliable Kawasaki string trimmers. Take one for a test drive at your nearest Kawasaki Power Products dealer.

Lifetime warranty on ignition module



Rubber-mounted engines lower vibration on motorcycles... and KAWASAKI HEDGE TRIMMERS.

Our sharp 24" double-sided and 30" single-sided models feature powerful, easy-starting Kawasaki engines, rubber-mounted for low vibes. They also use high-speed blades, heat treated with a chamfered tip and tight blade fit, delivering top-notch cutting performance, plus outstanding durability and reliability. As for safety, unlike some competitive trimmers that leave the blade exposed, our trimmers feature an aluminum blade guard for an extra measure of safety. Just what you'd expect on a Power Product from Kawasaki.

Low vibration!

All The Right Power! Every day, more and more professionals demand Kawasaki engines for their new equipment and their repower projects. Kawasaki powerplants are built to work hard, run quiet and last a long time, with all the features professionals look for in quality power.



The Right Power For Lawn Care.

Among the many Kawasaki engines used in the lawn care industry, the FH Series powerplants set a new precedent. They range in size from a 15 HP model designed for small to mid-sized walk-behind mowers to a 23 HP model that's perfect for large walk-behinds and riding equipment.



The Driving Force In Light Industry.

Kawasaki engines power everything from generators to scissor lifts, trenchers to cable pullers, trash pumps to utility vehicles. They are, in fact, "The Driving Force" behind literally hundreds of pieces of equipment used in the construction industry...and with good reason.



The FD Series, for example, has gained a reputation as one of the most serious professional powerplants on the market. They are compact, high-torque engines perfectly matched to meet a wide range of horizontal-shaft and vertical-shaft installations. Kawasaki is a leading manufacturer in the advanced technology of liquid-cooled V-twin in its 16 to 26 HP engines.

Durability, reliability, easy starts, easy maintenance. You get it all when you insist on Kawasaki engines.

Pour In Kawasaki 4-Cycle Oil And Double The Warranty!

When you pour Kawasaki 4-cycle oil into your Kawasaki-powered equipment, not only do you get high quality oil, you get double the engine warranty. You read that right! At Kawasaki, we believe that our 4-cycle oil is so effective in extending engine life, we double the internal engine warranty. Remember, not all oils are created equal. And with twice the warranty, there's no reason to use anything less than Kawasaki oil for Kawasaki 4-cycle engines, generators and pumps.



KAWASAKI TO THE CORE

From street bikes to string trimmers, dirt bikes to backpack blowers, at the core of everything we build is advanced Kawasaki engineering. **Powerful. Reliable. World class.** Kawasaki engines are designed to deliver unmatched durability and performance. Plus features that add an extra measure of convenience and safety.

10 DAY MONEY BACK Guarantee

DAVID MICHELENI
Lead Groundskeeper, Brookfield Zoo
Brookfield, IL

"Our staff is very impressed with them. They are a lot lighter and less fatiguing. They hold up well, and if it can stand up to our seasonal staff that means it must be a good product."

JAY HUSER
Owner
Landscape Construction Services
Anderson, IN

"The weight difference is unbelievable. And when you carry one around all day that's a big advantage. We liked working with the Kawasaki trimmers so much we started selling them too."

FRED DREWRY
Manager, The Davey Tree Expert Company
Pontiac, MI
"Best engine known to man."

CHUCK KISONIS
Vehicle & Equipment Maintenance
Waukegan Park District, Waukegan, IL
"Kawasaki trimmers are so lightweight and better balanced, our guys don't want to use the other stuff."



- If not fully satisfied, return to place of purchase within 10 days for a full refund.
- Original sales receipt must accompany return.
- Offer good on all Kawasaki hand-held products including our string trimmers, hedge trimmers and backpack blowers.

**Call Toll Free
1-877-KAW-POWR**

Kawasaki
ENGINES / POWER PRODUCTS

KAWASAKI TO THE CORE



Let's Talk Trash. We're not about to bad-mouth the competition. Let's just say nobody builds harder working TRASH PUMPS, SEMI-TRASH PUMPS AND WATER PUMPS than Kawasaki. We build them the way they should be built, with world-class engineering. You'll find the fuel gauge and all main controls in one location for easy, safe operation. And extra features like pressure-lubed engines and an engine-balance system on some models. You can depend on these rugged 4-cycle Kawasaki engines for all water and trash removal jobs. Kawasaki pumps. They just work harder.

Low Noise!

visit our website at
www.kawpowr.com

\$50 Trade-in Program is available only at participating dealers.

Plug It In, Plug It In.

Day in and day out, around the clock and around the world, Kawasaki GENERATORS are on the job. Delivering reliable power as backup assistance during power outages, and for construction, agriculture and recreation. There are six rugged Kawasaki models to choose from. All are self-excited, double-pole, single-phase generators, featuring Kawasaki engines, the undisputed leader for reliability and durability. A two-stage air cleaner, plus low oil warning/shutdown and automatic idle control on select models, are just a few of the "must-haves" you'll find on their long list of standard features.



Warning: Special precautions must be taken to avoid shock, injury and/or property damage when using a generator as an alternate power source in any building. Always check with the power utility and refer to the operator's manual before attempting any such applications.

Kawasaki

ENGINES/POWER PRODUCTS

**Call Toll Free 1-877-KAW-POWR
for Your Local Kawasaki Dealer.**

plane' and fly somewhere a little farther away. These trips are educational and fun, and build a sense of company identity.

► **Job rotation:** Like most landscape companies, our people tend to become specialists over time. But we are willing to shake things up. If someone expresses an interest in something new, we really try to figure out a way to let them do that on the job. Employees appreciate this opportunity, which helps foster a sense of team work.

► **Excellent tools and equipment:** Never underestimate the thrill people get when you allow them to work with well thought-out, well-maintained systems and tools. This should be a no-brainer for you. Think about how much you like laptop computers, cell phones and new trucks. What makes you think your employees are any different? A major element of their job satisfaction is having good systems and tools (for example, our trucks have cell phones in them so we can communicate all the time).

► **Great compensation:** Yes, we offer our people a much better compensation package than is typical in our industry. Our hourly scale of \$10 to \$15 per hour is pretty good pay in our part of the country. Full-time employees get time and a half over 40 hours, and since we work 50 to 60 hours a week in season, that overtime really adds up.

All four of our workers have a complete company-paid health care program; a pension plan to which we

contribute 10% of their salary annually; and a profit sharing plan equalling up to 15% of salary. In a good year, the pension and profit sharing plans add 25% to their income. We also offer a lot of small but important perks, like company caps, shirts, and jackets.

Can you afford it?

I can already hear you asking: "Dwight, how can you afford that level of compensation?" The answer is productivity and profitability. By investing in systems — and people — that allow us to do more with less, we generate over \$100,000 a year in revenue per employee. With financial numbers like those, we can afford to provide better compensation packages, better tools and paid field trips. Get the picture?

One more thing: not only is hiring an integral part of our "System for Success," but it has effectively solved the turnover problem. In 22 years, we've had three foremen. The first two went on to start their own businesses, and the third is still with us. Laborers have stayed with us for an average of six years, and some of those who left did so to start companies of their own. (That's always a bittersweet experience after the investment we've made in them, but I'm also proud of their achievements. And since our plate is full, it's not as if they've stolen any business from us.)

In this day and age, we think that a turnover rate of once every six or seven years is nothing short of amazing. Especially since it's part of our overall success!

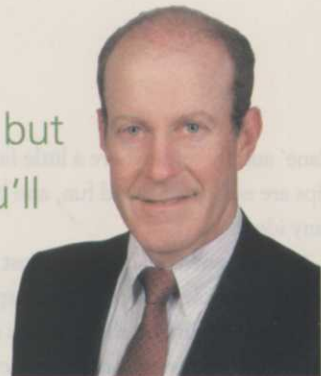
— *The author is president of Dwight Hughes Nursery in Cedar Rapids, IA, which is recognized throughout the industry for innovation. Dwight is a board member of the American Nursery and Landscape Association's Horticultural Research Institute, and has attracted national attention for his work in developing robotic equipment for use in the green industry. His book and videotape, "Systems for Success," detail his methods (Published by Dwight Hughes Systems, Inc., Cedar Rapids, IA, 1996; 319-396-7038; fax 319-396-9139).*

Dwight's labor tips

- Give employees their own personal space
- Take them on field trips
- Give them a variety of tasks
- Give them excellent tools and equipment
- Compensate them greatly

BY BOB BAIRD / GUEST COLUMNIST

Using time-tested principles puts the odds in your favor, but it doesn't make it easy. The biggest problem you'll have is separating the investment wheat from the chaff



It's your money: Get good help

Have you seen those investment flyers promising triple-digit returns if you'll buy some secret guaranteed to bring investment riches? Truth be told, I've bought more of those than I care to remember.

On the other hand, don't try to do all of your investment research by yourself. As usual, prudence is somewhere in between. Just because the next decade will involve gadgets that think and talk back to you, don't think that the principles of investing will change because your accessories will. They won't. Stocks go up because they are from good businesses or represent perceived value, not because of some secret theory.

K.I.S.S.

If you are new to investments, start out with a long-term horizon. We've experienced four exceptional years in a row. The odds do not favor another four years of this, so you should probably lower your expectations a bit. Using time-tested principles puts the odds in your favor, but it doesn't make it easy. The biggest problem you'll have is separating the investment wheat from the chaff. Keep it simple and don't forget your common sense. Unfortunately, that is easier said than done.

Let's start with some basics:

▶ Other than for an IRA or pension plan, before you even think of investing in earnest, pay off your credit card bills. That's a guaranteed return equal to the rate of interest on your card.

▶ Become informed. Use libraries or the Internet (it has so much information it can almost be too much).

▶ A good place to start is the "Motley Fool" (www.fool.com/index.htm). Its "school" will walk you through a simple plan that you can use for the rest of your investing life. The site is funny and informative, and it puts things into proper perspective.

Work your money

Now comes the hard part: deciding on a plan that is best for you and staying with it through the inevitable ups and downs of the market. In principal, it might seem easy. Statistically, however, many investors who try to do their own thing end up needing help.

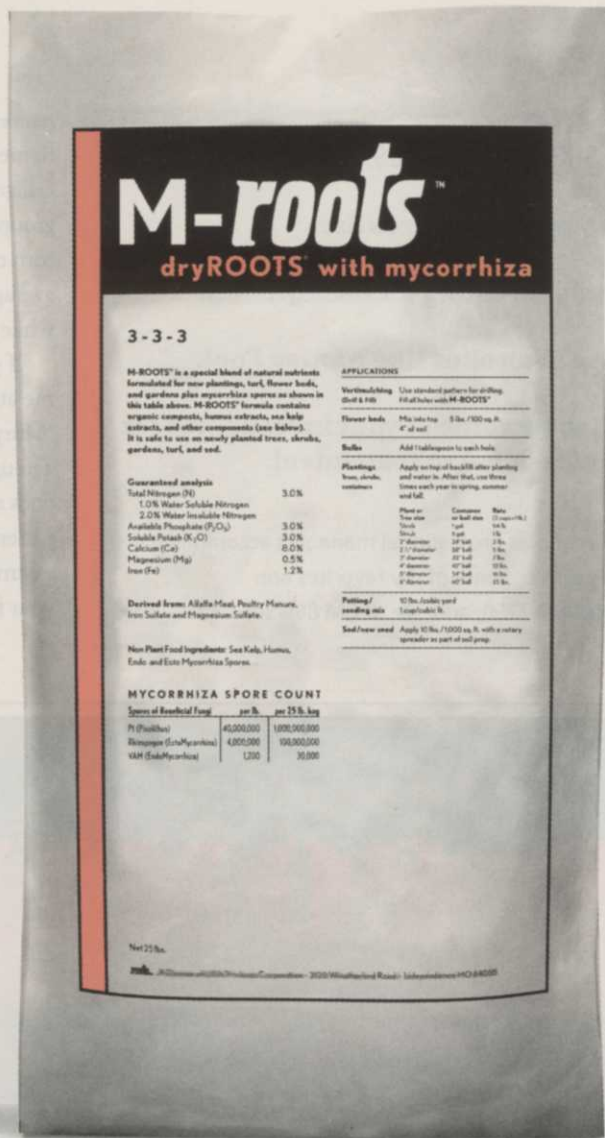
My favorite study was by Morningstar, a well known investment information firm. From 1984 to 1994, a random sampling of mutual funds produced an average return of just under 13%. In 10 years, they were up roughly 300%. Things could be worse. Those investors who tried to move in and out with the market's ups and downs or changed to whatever fund was hot at the moment averaged less than 3%.

If you are new to investing, remember this and hold it close to your heart: Human emotion and reaction work against you. This is why I always recommend you take some portion of your investment money and have it managed professionally. Take it out of your hands.

If it was easy to make consistent 20% returns, everyone would do it. This is why I recommend an active, conservative money manager for someone starting out. Most investors are not suited to last through the harrowing times of a bear market. They exit at the wrong time.

continued on page 26

Affordable Mycorrhiza



MYCORRHIZA: fungi that colonizes plant roots and extends the root system into the surrounding soil, providing the plant with improved nutrient uptake, disease resistance, and superior survival and growth.

AFFORDABLE: least expensive mycorrhiza available today in one package.

M-ROOTS™: the name of the product with twelve species of *affordable mycorrhiza*, creating an inexpensive way to get your valuable plantings over the stress of poor soil, dry weather, and other harsh conditions.



ARTVILLE

Bob's key strategies:

- ▶ **Pay off credit cards first.**
- ▶ **Study investing for background.**
- ▶ **Visit Web sites like Motley Fool.**
- ▶ **Allocate some of your investments for professional management.**

Like so many other things in life, sometimes professional managers accomplish investment growth, sometimes they don't. Some of my favorites are:

- ▶ Schield 800/275-2382; ▶ PSM 800/433-7750; and ▶ KFCM 888/345-5326.

continued from page 24

Some professional managers, however, specialize in staying invested in the hottest groups and then get out of them when they turn cold. The idea is to keep pace with an average growth fund, but have less risk while doing it.

If you want to discuss it, you can e-mail me at rkbaird@home.com. And keep "Murphy's Law" in the back of your mind. Though the market is not out to get you, it does seem that way sometimes. If you are patient and your plan is based on good investment logic, you will put the odds in your favor. Most people don't.

IT'S COMING!

Blazing new trails. Leading the pack. Pushing the limits.
It's Irritrol Systems' hottest promotion ever! Get ready for your chance to be in the driver's seat. The adventure begins April 2000.

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Walker completes the job **fast** using a balance of consistent ground speed, quick maneuvering, and trimming ability. In many applications, Walker wins the job time race, even in comparison to larger mowers with faster ground speed (it is job time that counts).

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Walker takes care of the operator with comfortable seating, good visibility, and easy-to-operate, responsive controls providing full productivity and best use of labor.

■ BEAUTIFUL

While "mow and blow" may be an acceptable standard for some mowing jobs, Walker offers beautiful mowing, vacuuming, mulching, and manicuring for discriminating customers. Some of the most beautiful grounds in the world are mowed by Walker.

We invite you to see a demonstration of Walker's "Fast, Easy, Beautiful" mowing on your property.

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NEWS YOU CAN USE

Becker Underwood acquires Rejex-it

AMES, IA — Becker Underwood Inc., Ames, IA, recently acquired the Rejex-it® Wildlife Management Products division from PMC Specialties. This acquisition comes on the heels of others Becker Underwood has made involving Lan Colorant Products, Sequestrene and Sprint chelated iron products from Novartis, Turf Health Care and NutraSol. Rejex-it products are EPA-registered animal aversion products which modify or deter animal encroachment problems.

Netafim USA and Motorola unite

FRESNO, CA — Netafim USA's open field controls will be brought together with Motorola's advanced wireless irrigation remote technology now that the two companies have formed an alliance.

Netafim USA, the largest and fastest growing business unit of the Netafim International Group, the inventor of advanced micro-irrigation technology, views Motorola's new technology advancements as completing its offering in open field controls, open field fertigation, greenhouse applications and phytomonitoring.

Riverdale, DuPont sign deal

GLENWOOD, IL — Riverdale Chemical Co. signed a letter of intent with the DuPont Company to market formulations of two chemical active ingredients to professional turf managers in the United States.

[CLIPPINGS]

AgriBioTech files for bankruptcy

LAS VEGAS, NV - AgriBioTech Inc. and its operating subsidiaries filed for Chapter 11 bankruptcy last month in order to implement an operational restructuring and financial reorganization.

Chairman and Chief Executive Officer Richard Budd offered six reasons as to why AgriBioTech has suffered significant losses and a lack of current liquidity:

- ▶ Oversupply of seed with a downturn in industry pricing;
- ▶ Difficulties with integrating the operations, culture and accounting systems of 34 companies into single operational units;
- ▶ Delays in bringing seed to market;
- ▶ Reduced revenues;
- ▶ Higher-than-expected expenses;
- ▶ Slow cash collections from a weak agricultural economy.

STOCK PRICE SLUMP

According to a story from *cnetnews.com*, a record trading volume of 6.3 million

shares of AgriBioTech's stock were traded on the basis of some negative comments about the company posted on a Yahoo! message board. After trading at around \$9.25 a share in February 1999, the stock fell to as low as \$1.40 per share in January. Trading was halted at \$2.25 per share on Jan. 24, 2000 by Nasdaq, pending the announcement of the company's intention to file for bankruptcy.

BUSINESS AS USUAL

AgriBioTech intends to conduct business as usual during the restructuring. To ensure that it has the short-term working capital needed to operate, the company is negotiating for debtor-in-possession financing from its current lending group, led by Bank of America N.A. The company intends to pay employee salary, wages and benefits throughout the reorganization process.

New 2, 4-D study refutes original's findings concerning cancer in dogs

SWANSBORO, NC - A study published in 1991 by the Journal of the National Cancer Institute showed an association between cancer in dogs and use of the herbicide 2, 4-D, but a recent re-analysis of that study does not support the conclusions found in that original study.

The new study, conducted by John B. Kaneene, D.V.M., M.P.H., Ph.D.; and RoseAnn Miller, B.S.; of Michigan State University's College of Veterinary Medicine, did not find a dose-response relationship between numbers of 2, 4-D applications and canine malignant lymphoma (CML). That finding contradicted the original study findings that owners of dogs with CML were twice as likely to treat their lawns with 2, 4-D four times a year or more than owners of dogs without cancer.

The National Cancer Institute and antipesticide activists cite the original study as a reason why 2, 4-D should be banned, and some veterinarians advise that dog owners not use 2, 4-D. The 2, 4-D Task Force has sought a response to the original study ever since discovering there was no evidence in the toxicology of 2, 4-D that suggested it caused cancer in laboratory animals.

E*Garden launches Web site for Green Industry

RALEIGH, NC - An auction for surplus and rare merchandise and an upcoming wholesale store are just two of the many features of E*Garden (www.egarden.com), a new business-to-business e-commerce Web site focused on the lawn and garden industry.

E*Garden also features news, information and resources for companies in the lawn and garden trade. Longer-term plans call for the Web site to offer a full range of procurement, payment and distribution services for lawn and garden companies.

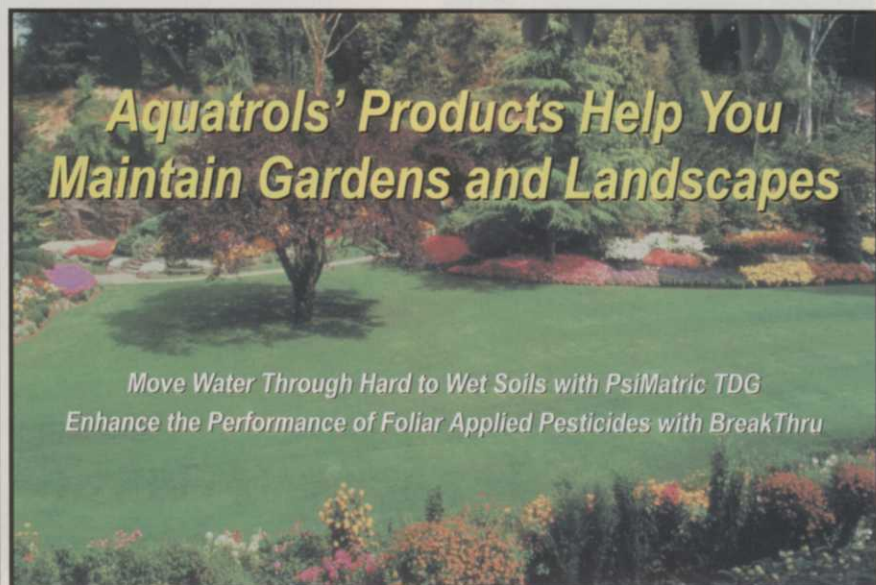
"Through E*Garden, manufacturers and distributors of lawn and garden merchandise can more efficiently and profitably sell their products," says Linda Watson, president of E*Garden, Inc. "Independent retailers and lawn and garden professionals can use E*Garden to buy all of their lawn and garden merchandise from a wide range of suppliers at competitive prices."

The auction allows sellers to post items in the Auction Service, where buyers can place bids on the items and e-mail questions to the seller. Sellers can see the best current bids at any time. When the auction period is over, E*Garden notifies the seller and winning bidder(s) via e-mail and puts them in touch with one another.

E*Garden is working to create financing and shipping partnerships, which will allow the transaction to be done through the site.

"Internet analysts expect business-to-business transactions on the Internet to grow to approximately \$1.3 trillion by 2003 — dwarfing what consumers will

spend online — and E*Garden is positioned to lead the lawn and garden industry's move into e-commerce."



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Will the real number please stand up...

We did everything right in describing the Cushman Turf Truckster in our LM Product Review (September 1999) — except give you the correct phone number to call for more information.

That number is 888/922-TURF. We apologize for the error.

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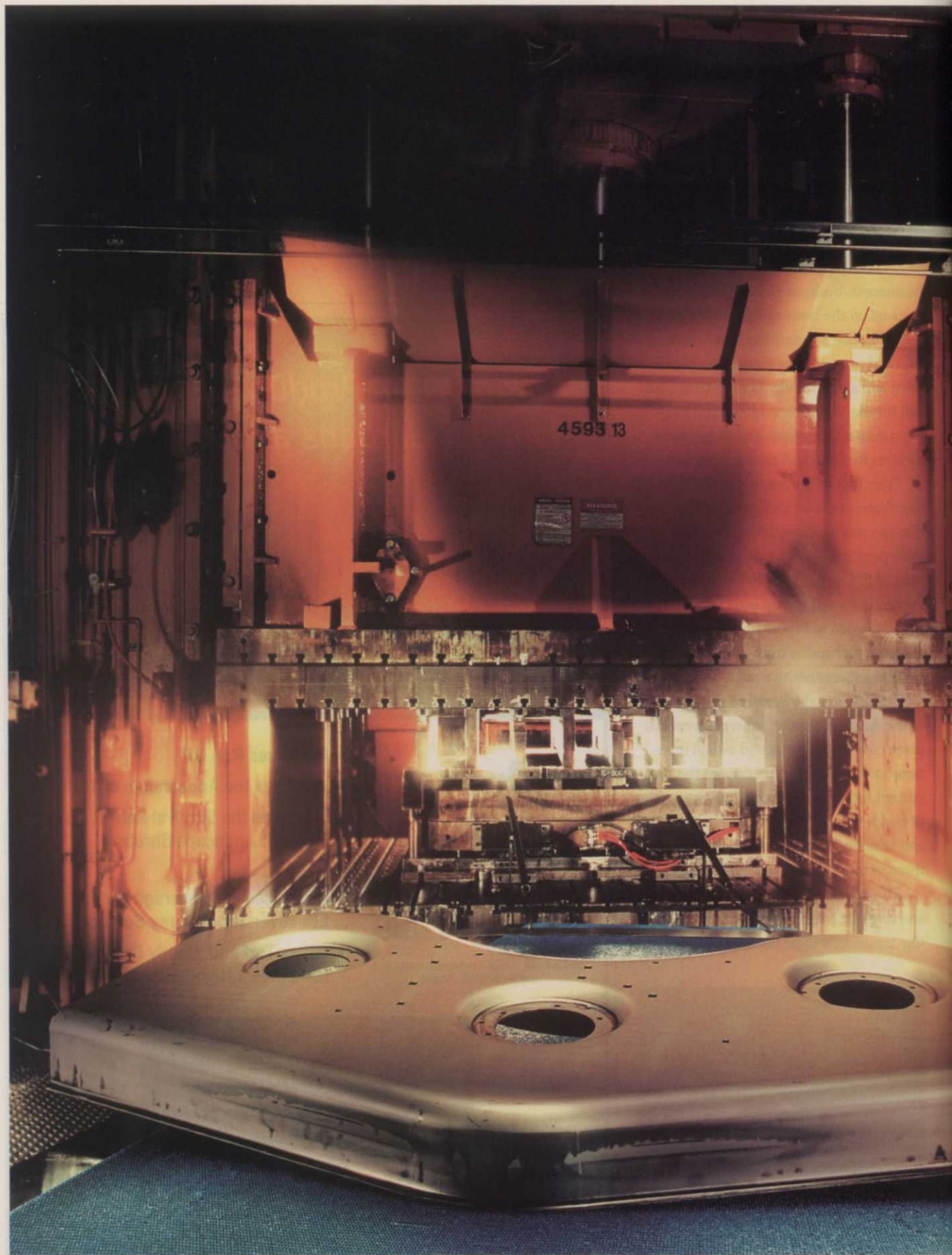
InfilTrx
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