

Room With A View!



Easy-to-remove top window (for cleaning).

Dome light

Optional cab heater is super-efficient for all-weather operation. Air conditioning is available for some loader models.

Optional deluxe instrumentation package. (See operational features, diagnostics and monitoring functions below.)

Real time clock.

Optional enclosed cab features a new wiper/washer system.

Job clock can be reset each time you start.

Great view of the tires for working close to walls and foundations.

Password-protected keyless start system.

Optional Advanced Hand Controls put precise control in the palm of your hand.

Large front door with 49% more glass area offers high visibility and allows easy entry and exit.

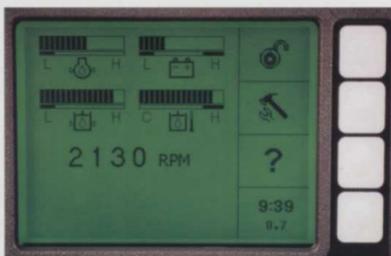
Easy-to-remove side windows (for cleaning).

Auxiliary control switches built right into steering handles.

Rear pivot seat bar accommodates larger operators with ease and doubles as a secondary restraint and a convenient armrest.

Photo shows other than standard factory equipment.

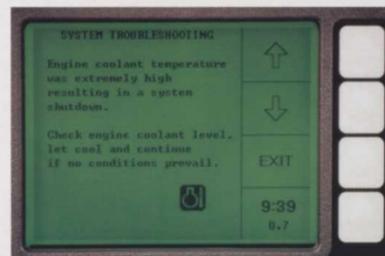
The NEW G-Series state-of-the-art instrumentation provides dozens of operational features, diagnostics and monitoring functions.



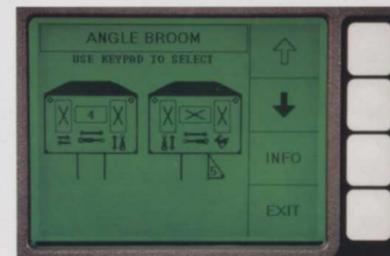
The easy-to-read deluxe display panel shows all system setup, monitoring, troubleshooting and error condition data.



For example, this screen appears if the engine coolant temperature is excessively high. Push the "question mark" icon for further information.



A system troubleshooting screen appears, suggesting ways to solve the problem.



The deluxe panel provides a wealth of loader information. Including a list of attachment information. Follow the on-screen instructions for the listed attachment.



And that's not all!

Revolutionary new G-Series design also gives you:

INSTRUMENT AUXILIARY HYDRAULICS

MAXIMUM
FLOW ONLY

VARIABLE
FLOW

- Dual-mode auxiliary hydraulics switch on left side of instrument panel allows operator to choose between instant on-off (ie: shake spoil off an auger) or variable flow (ie: precise grapple control).



- Optional amenities include cab enclosure, dome light and power port for phone.

EXPERIENCE

The Bobcat Advantage



BOBCAT
INGERSOLL-RAND

Check out these New G-Series loaders:

751 G-Series Skid-Steer Loader



The Bobcat 751 is the ideal machine for working in confined areas. It's not only compact and easy to maneuver, it delivers plenty of power and lift capacity as well.

753 G-Series Skid-Steer Loader



The 753's large tilt cylinder and rollback power mean improved digging and loading capability, and its tight turning radius lets you handle big jobs in small areas.

763 G-Series Skid-Steer Loader



The long-wheelbase 763 loader is a smooth-riding machine with plenty of traction and breakout force for excavating and handling large loads.

773 G-Series Skid-Steer Loader



Low-profile lift arms give super visibility to the sides, front and rear corners of the loader when loading, dumping and turning in tight quarters.

863 G-Series Skid-Steer Loader



More power to dig, lift and push. The 863 handles every task with strength, speed and smoothness.

864 G-Series Compact Track Loader



Rugged rubber tracks deliver the extra traction you need to keep working on rough terrain, soft ground — even in muddy conditions!

873 G-Series Skid-Steer Loader



Lift more. Work faster. Ride smoother. Everything's easier with the Bobcat® 873 Skid-Steer loader!

963 G-Series Skid-Steer Loader



When you need big power, big performance and big productivity, bring on the biggest Bobcat loader — the 963.

For a FREE "Bobcat Advantage" video
and 40-page Buyer's Guide, call our
24-hour fax-back line:
1-800-662-1907 (ext. 702)

P.O. Box 6019 • Fargo, ND 58108-6019 • (701) 241-8700 • www.bobcat.com

Printed in U.S.A.

The NEW

G-Series Cab

Choosing fertilizers

continued from page 38

gen. Initially, about one-third of the N is released in the first 4 to 6 weeks of growing season, while the remainder is released over the next 36 to 52 weeks. What is not used in one season carries over and will be available the next. Leaching and runoff of nitrogen is practically nonexistent.

Since microbial activity is temperature dependent, release of N from ureaform will begin when soil temperatures rise above 55° F and slow down when they exceed 90° F. The advantage of using ureaform is that it contributes to increased microbial activity in any soil capable of supporting plant life. It is particularly well suited for direct application in the root zone of turf, trees and plants following core cultivation or by injection of a liquid suspension of powdered UF in the soil.

TABLE 4 U.S. MANUFACTURERS AND PRIMARY DISTRIBUTORS 1998 CONSUMPTION (DOLLARS)

Estimated wholesale of the U.S. CRF market by product type, 1998

Product	% share	\$ Dollars (Millions)
UF fertilizers	43	\$142.2
IBDU*	2	8.3
Sulfur coated & polymer coated	16	52.5
Polymer coated	22	74.4
Other slowly soluble products	5	16.4
Processes natural organic	12	40.6
Total	100	\$334.3

Inhibiting effect

Nitrification inhibitors effect N availability and are known to provide more controlled availability of soluble N to plants (N-Serv[®] by Dow AgroChemicals Inc. is one type that many professionals know). When the inhibitor reduces the population of nitrobacter and nitrosomonas bacteria, the conversion of ammoniac nitrogen to the nitrate form is greatly diminished. Ammoniac N does not move in the soil solution, and therefore will remain in place with only gradual conversion to nitrate.

Know your options

Managing for uniform growth will pay multiple dividends, not the least of which will be a more active root system. Stretching the budget to save on fertilizer is fruitless and wasteful if you have more mowing as a consequence. **LVI**

— The author is a technical consultant for NU-GRO Technologies Inc., Grand Rapids, MI

Third Annual New England Regional Turfgrass Conference & Show

March 7-9, 2000

R.I. Convention Center, Providence

A Combined Six States Show...
Building Together for Tomorrow

Show & Conference Pass Includes

- Opening Reception
- Admission to Trade Show
- Educational Sessions
- Keynote Speaker
- Show Reception
- Luncheon Voucher(s)

Over 350 Turf Related Booths Await You...

Meet professionals on the cutting edge of turf management. See the latest in equipment, products and supplies. Join fellow lawn, golf, sports, landscape, municipal & other turf industry professionals.

Certification Credits

Pesticide Applicators Recertification Credits have been requested for all New England states, NY and NJ.

GCSAA Seminars

Causes, Detection and Management of Localized Dry Spots and Managing Turfgrass Root Systems.

Informative Presentations

- Golf Course Mgt. • Lawn/Landscape Care • Sports Turf & Municipal Turf Management • Equipment Management

TRADE SHOW HOURS:

Tues., Mar. 7 • 6pm-8pm
Wed., Mar. 8 • 10am-2pm
• 4pm-6pm
Thurs., Mar. 9 • 9am-2pm

EDUCATIONAL SESSION HOURS:

Tues., Mar. 7 • 9am-5:45pm
USGA Seminar, General Session & Keynote Speaker
Wed. & Thurs., Mar. 8 & 9
• 8am-11am • 2pm-4pm

Presented by:
The New England Regional Turfgrass Foundation
in cooperation with the University of Rhode Island
and the University of Massachusetts



**Keynote Speaker
March 7th
Joe Theismann**

Co-Host of ESPN's NFL Countdown and Primetime and former quarterback for the Washington Redskins

Watch your mail for your registration form or call
(401)848-0004 • Visit us online at www.NERTF.org

The Labor Crunch:

Finding Good People

Finding and hiring people with potential might be Job 1, but it's easier said than done. This series will show you alternatives and ideas from many industry experts

Demographics are against you, and they won't improve anytime soon. The fact is, the United States birthrate has slowed enough to cause a real problem in the workforce. There are not, and will not be enough people to perform the work that economists project to be there in 2001, 2010 and beyond (some say for 30 years).

Add to that the difficulty of day-to-day landscape installation and maintenance work, the lowest unemployment rates in years, the high competition for employees across all industries and the lack of year-round positions in many landscape organizations — it's a recipe for disaster.

Immigrant labor has relieved some of the pressures and new government H2B regulations make it easier to get legal employees (even then, it's not cheap), but the fact remains that immigrant labor is only a partial solution. And most likely, the political pressures for the next few years will keep the United States from allowing huge masses of immigrants in to solve the problem.

As more 'baby boomers' opt for professional landscape services and as the economy continues to roll as predicted, your opportunities will grow. And as more people continue to retire early and job openings grow with the economic boom, your hiring opportunities will continue to shrink. You've got a problem.

Want ads won't do it anymore. Internet searches, industry recruiters and programs that bring professionalism to the industry help, but don't solve the problem. The answer lies in working long-term to find new sources of employees, hiring and keeping them, providing satisfying and challenging career paths and responding to their needs for benefits and possibly alternative systems to get the work done. These could include new work schedules, more company services or investment in additional labor-saving equipment.

Our series on labor solutions starts here and will continue in upcoming issues. This month, we look at the labor picture and give alternatives to traditional recruiting and hiring. We'll follow-up with more ideas on training, building alliances, retention and improving your organization.

50 Rx for the Service Industry

Face up to it — they don't want our jobs! / by BILL HOOPES

57 Don't ask why — just do it!

Want employees to find you? Be an ambassador / by PHIL FOGARTY

62 FFA seeks partners

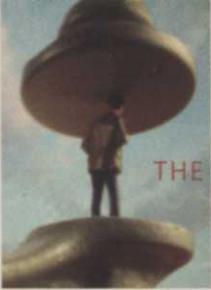
One organization has people to spare / by FRANK ANDORKA

66 You can find mechanics worth a pot of gold

A good mechanic is hard to find by CURT HARLER

72 Irrigation: Looking to fill the 'trenches'

Irrigation's labor shortages are just beginning to develop by BRUCE SHANK



THE LABOR CRUNCH

Rx for winning in the service industry



Does it seem more difficult to find “good” people? Good people are everywhere — they just don’t want to work for us. Here’s how to get your recruiting act together.

BY BILL HOOPES

Every day, experts analyze factors that impact success in our business and we develop business strategies with the same basic resource list. It doesn’t seem all that difficult until we encounter the most critical resource of all—the human resource.

Wanted: Effective people

No service business can realistically expect to reach objectives or maximize results without an effective people strategy. Service is demanded, designed and delivered by people. We see the failed efforts of good people again and again. And we are forced to conclude that, if the people plan flops, the business plan flops.

But are human resource problems that big of a deal? After all, everyone knows at least one manager who has survived some sort of horrific staff problem and gone on to succeed. Some do make it in spite of human resource problems but they never maximize results. In fact, a team cannot execute (or grow) nominally without a trained, effective staff.

So what’s the quick answer? (This is America, the information age — give it to me fast so I can get back to work!)

► Developing a core of effective team players doesn’t happen overnight.