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Locked-in disease control for both
lawns and landscape ornamentals
at the lowest rates ever.

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Brown Patch, Leaf Spot,
Gray Leaf Spot, Red Thread,
Rust, and more.

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ornamental diseases, such as Apple Scab on crabapple and flowering cherry trees.

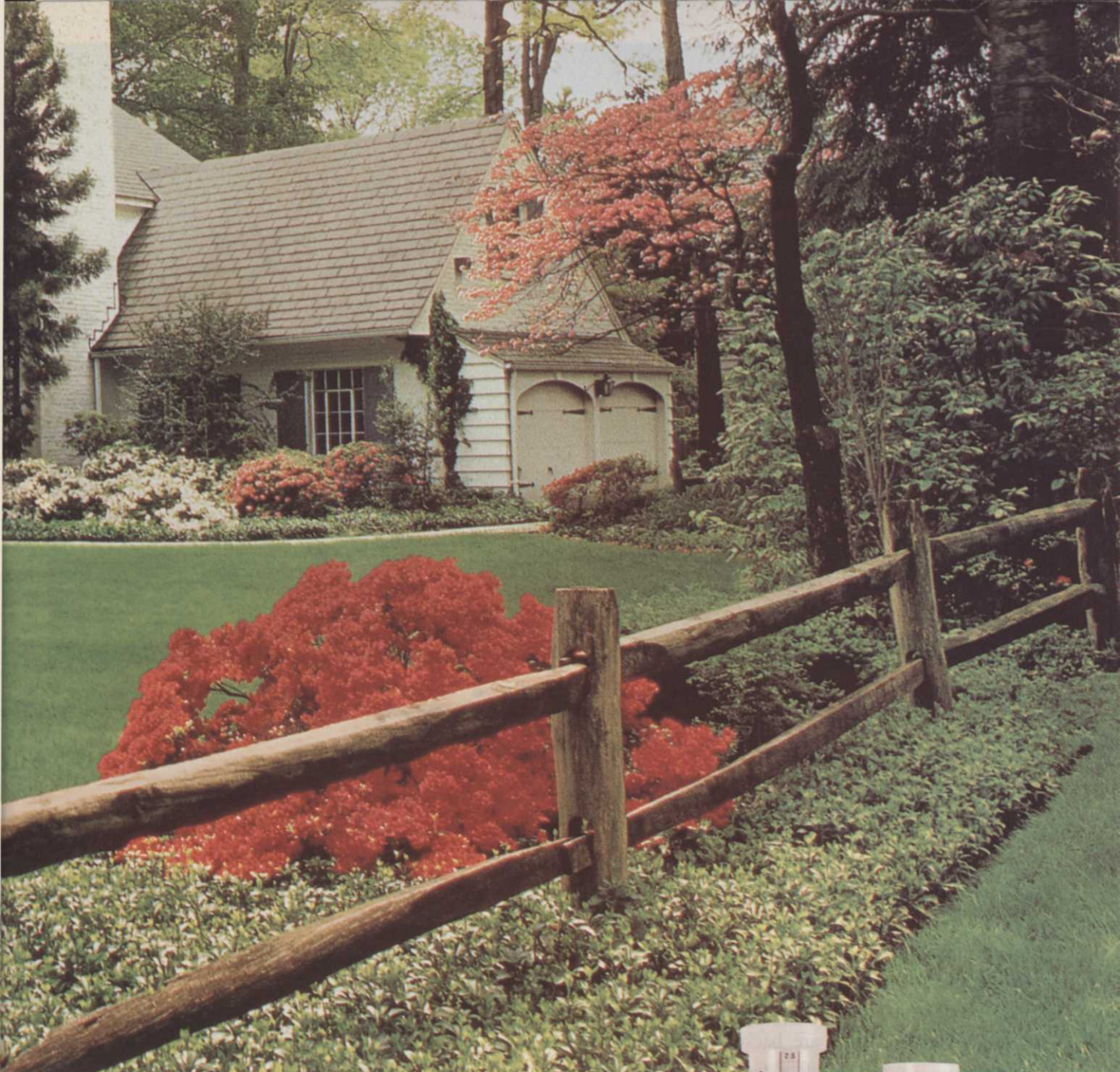
Compass gives you preventive
and curative options.

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New technology,
yet competitively priced.

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Compass has been classified as reduced-risk. So you can use it with confidence.

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Compass securely locks into



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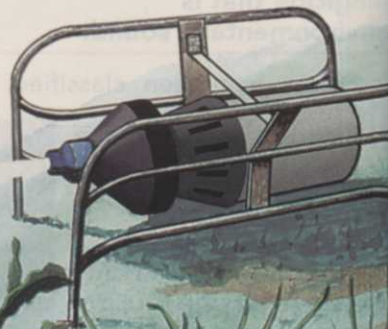
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Landscape MANAGEMENT

MAY 2000 / #5 / VOLUME 39

features

cover story

28. Market under the Microscope: DC Corridor

Washington/Baltimore area landscape professionals are feeling the pinch from consolidation, but still have more work than they can handle

BY LM'S STAFF

LABOR CRUNCH

36. Make your training work

Can't find the time to train? Make it easy and quick and it will become a regular habit

BY: PHIL FOGARTY

design/build center

39. Hendrikus Schraven: The Natural

Seattle 'scaper Hendrikus Schraven's organic approaches now turn heads — and garner awards

BY: MIKE PERRAULT

47. Product focus: All decked out

A deck builder is only as good as his deck supplies. The right choices could make or break your future

grounds management center

48. Award-winning landscape management

The Breakers: PGMS Grand award winner

52. Taking care of a county

More than 419 square miles of territory and a length of 36 miles make Maryland's Anne Arundel County one big maintenance challenge

BY JASON STAHL



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departments

columns, news & more

7. On the record

I'd buy time if I could

BY: SUE GIBSON

10. Events

Who, what and when

13. Green Side up

Offering a cultural bridge to Hispanics

BY: RON HALL

14. My Way

Education: We keep at it

BY: DANIEL WEISS

16. Let's Hear It

Higher wages, employee loyalty

21. Industry Almanac

High fuel costs, Day on the Hill, Maryland Turf's new digs ▲

tech center

54. Inside-out disease control

You'll get the best results when you use the right fungicide, and the new products give you even more options

BY: MICHAEL L. AGNEW, PH.D.

62. Jobtalk: Planting for better profits

Hillenmeyer Nurseries' secret to being efficient

BY: RON HALL

64. LM Reports: Lighting ▶

Light up your bottom line

BY: CURT HARLER/

CONTRIBUTING EDITOR

71. Ask the Expert

Annual grassy weeds, lilac borer, scale insects

BY: BAL RAO, PH.D.

72. New Products

ending notes

88. Cleanup crew



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BY SUE GIBSON / EXECUTIVE EDITOR

I'd buy time if I could

Have you ever felt like this? I have 10 new projects on my desk, plus the usual day-to-day assignments, all of them needing my attention, and now I'm not complaining, but if I knew more about juggling I'd feel better.

You must feel the same when the Spring rush comes. Those urgent telephone inquiries, scheduling and estimating challenges, employee training demands and fast-growing landscapes all need your attention, and they need it now. Whew! No wonder you're feeling pressured.

I'm amazed at how much more work an ordinary person can accomplish when they are challenged. The experts tell us people are just as productive when they work for four long days rather than five regular ones, or when they have incredible pressures to meet a schedule. Who hasn't accomplished twice as much as usual on the day before a vacation?

Those who have devised effective time management systems know exactly what it takes to be efficient, and most of us discover it on our own when time is short: it's planning for your priorities.

In May, the priority is production. Get the work done, get the new employees assimilated, get the schedule tweaked, get those phones answered, get out and make new estimates. Get it all done and don't even think about slacking off — there's no time.

Right now, you're probably as focused as you're going to be for the rest of the year. But what is "effective" when you have enough to keep yourself busy 18 hours a day? That's where the planning comes in. Be realistic and know you won't get everything done. That will give you insight into your real priorities. If you spend this month working hard on just your top

priorities, you'll have one heck of an effective time. Guaranteed.

D.C. in a nutshell: low-balling

Several D.C.-area contractors recently told me some large area firms continue to "buy business" by low-balling maintenance contract bids (read more about this in our cover story: "Market under the Microscope," starting on page 28). This brings two conflicting thoughts to mind:

There's nothing wrong with providing "economy" service at "economy" prices. Sure, most of you want prices to climb for everyone in the industry because this sets a higher value on your services and makes it easier to be profitable in a highly competitive business. For some, it might be the first time you truly are profitable.

But if I believed all that I'd be naive. That's business and customers get what they pay for. They can pay more if they want higher levels of service.

Low-balling doesn't always work that way, however. When your customers are used to high quality service (and those extras you provide for free), and they switch because of an irresistibly low bid, they may be disappointed with the new contractor and even the industry as a whole.

No wonder so many go back to their old providers. It proves that relationships often do mean more than money.

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**Contact Sue at 440/891-2729
or e-mail at sgibson@advanstar.com**

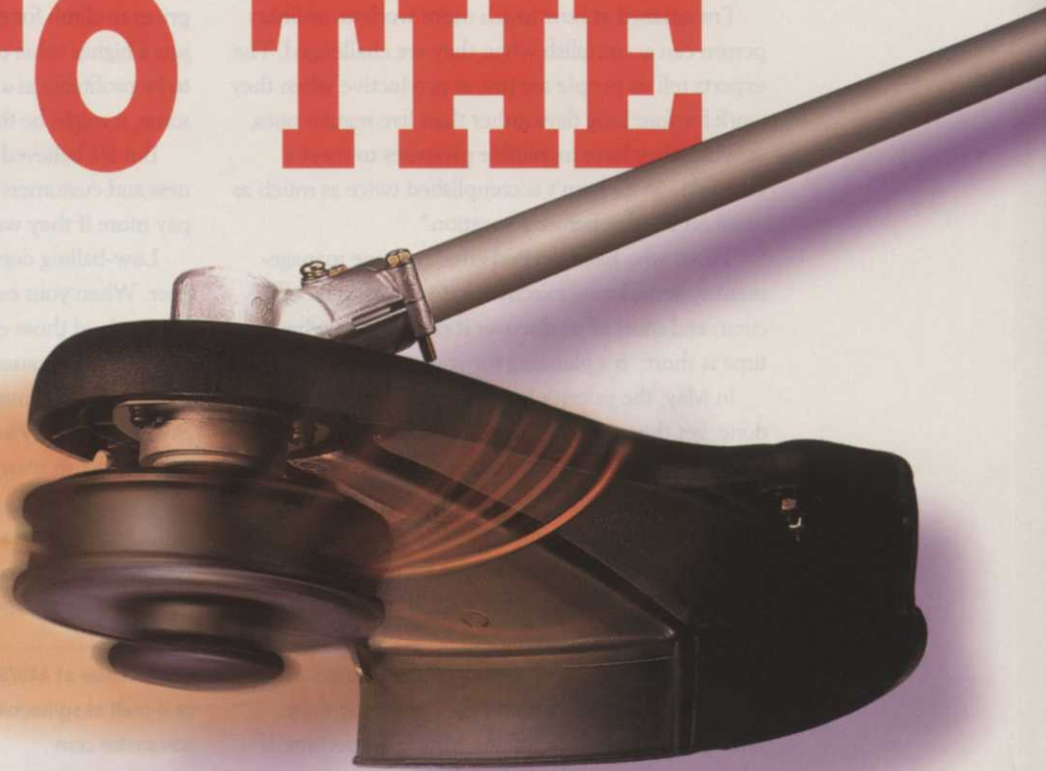
Those who have developed time management systems know exactly what it takes to be effective:
it's planning for your priorities.



HALL

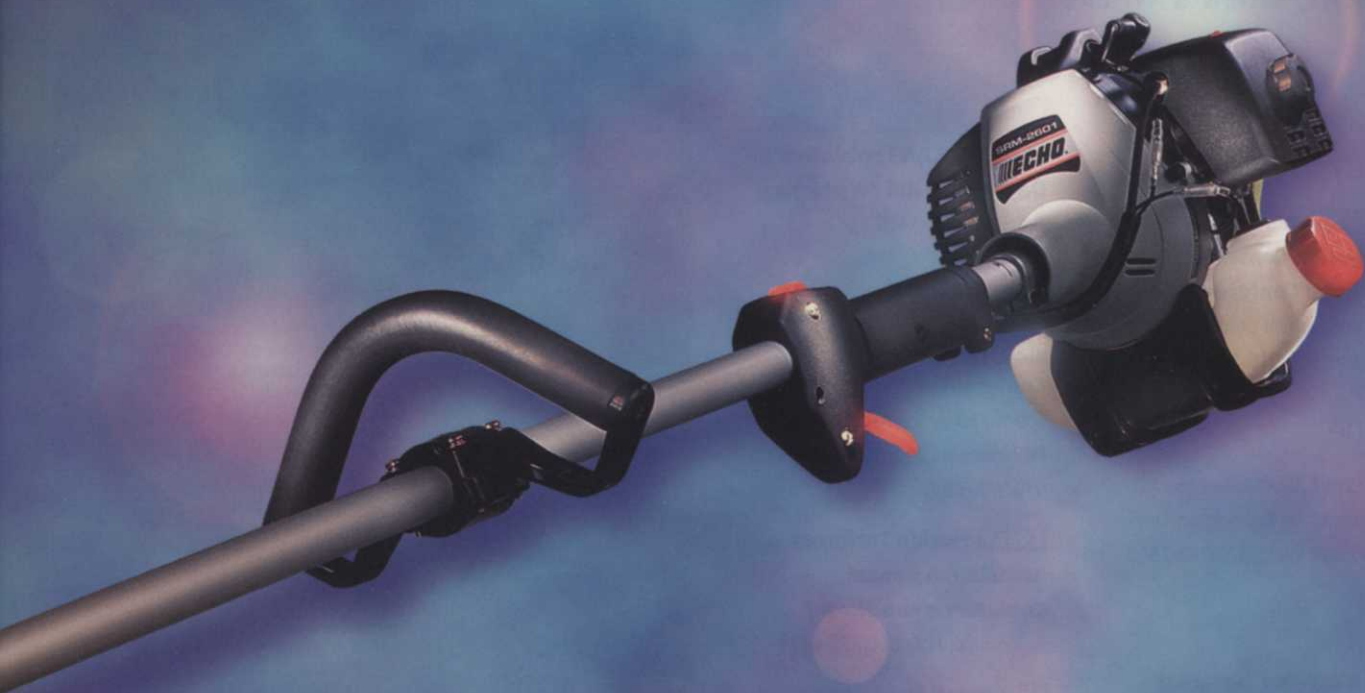
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events

WHAT, WHEN & WHERE

May

20-24 American Society of Irrigation Consultants' National Conference

Victoria, British Columbia, Canada; 925/516-1124

June

16 Turf 2000 / Phoenix, AZ; Sponsored by Pennington Seed and Seeds West; 520/783-2050

July

12 Maryland Turfgrass Research Field Day & Open House / Paint Branch Turfgrass

Research Facility; John M. Krouse; 301/403-4234.

13-15 International Irrigation Expo / Leon

Guanajuato, Mexico; (461) 60427,25977,25985

13-16 ANLA Convention and Executive Learning

Retreat / Vancouver, BC; 202/789-2900

13-16 ALCA Summer Leadership Meeting / San

Diego, CA; 800/395-2522

15-18 Texas Turfgrass Association Conference and Show / Galveston, TX; 409/690-2201

19-21 Turfgrass Producers International Summer

Conference and Field Days / Spokane, WA; 800/405-TURF

22-24 International Lawn, Garden and Power

Equipment Expo / Louisville, KY; 800/558-8767

24-25 PLCAA Legislative

Day On The Hill / Washington, D.C.; 800/458-3466

August

8-12 APLD Summer

Conference / Toronto, Ontario; Sponsored by the Association of Professional Landscape Designers; 630/579-3268

14-18 Florida Turfgrass Association Annual

Conference and Show / Gainesville, FLA; 800/882-6721

15 Cornell Field Day / Ithaca, NY; 607/255-1792

September

7-8 Southwest Horticultural Trade Show / Phoenix, AZ;

480/966-1610

19-21 Turf and Landscape Field Days / Blacksburg, VA;

540/231-5897

25-27 Trees, People and the Law National

Conference / Nebraska City, NE; 402/474-5655

28-30 Tree City USA National Conference /

Nebraska City, NE; 402/474-5655

October

1-4 Society of Municipal Arborist (SMA) Year 2000

Conference / Lansing, MI; 517/482-5530

4-5 Turfgrass Landscape and Equipment Expo / Costa

Mesa, CA; 818/764-5016

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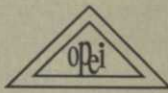
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