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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.

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Get behind the leading edge.



Goosegrass



Oxalis



Spurge

PRE-M®
The Leading Edge.

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

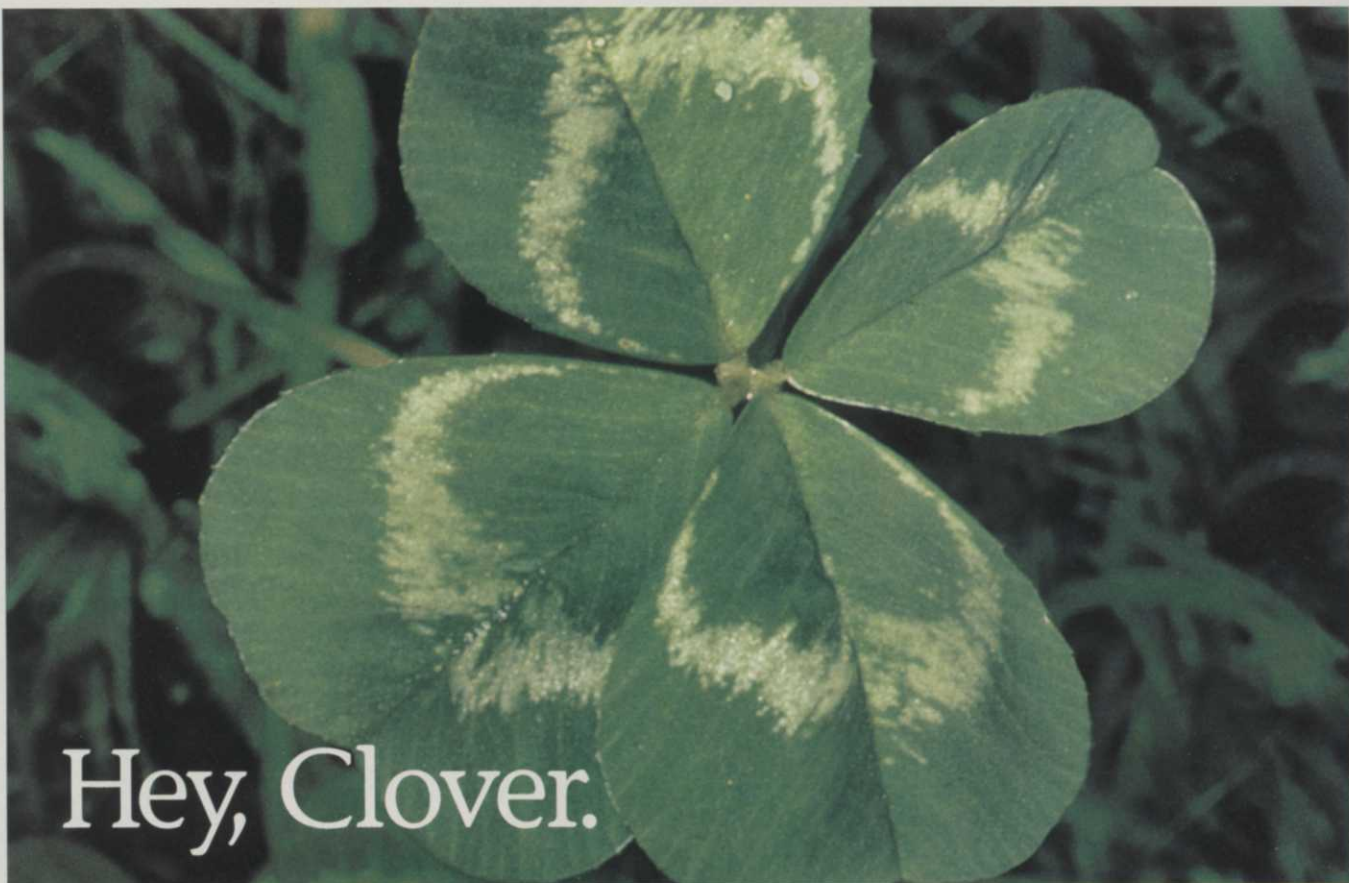
Always read and follow label directions.

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LESCO[®]

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Hey, Clover.

Your luck has just run out.

**That goes for all
of your broadleaf
buddies, as well.**



Finally, a new postemergent broadleaf herbicide that truly advances the science of weed control for ornamental lawns and turf grasses.

Millennium Ultra is uniquely formulated to provide the most effective, broad spectrum broadleaf weed control available. At the center of this leading edge chemistry is Clopyralid for superior control of clover and all legumes. It's joined with 2,4-D and Dicamba for rapid response and outstanding effectiveness against dandelions, spurge, oxalis and other woody species.

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Millennium Ultra's low volatility amine formulation makes it tank mix compatible with liquid fertilizers or liquid iron all summer long.

For ultimate performance, get Millennium Ultra.

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The Formulation Innovators

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MillenniumTM Ultra

contents

SEPTEMBER 1999 / #9 / VOLUME 38

features

cover story

24. LM 100

Are you on the list? Who are the industry's big money makers? The best small firms? The pioneer firms? We profile 100 of this year's more interesting people and landscape operations.

BY: LM'S STAFF

design/build center

43. Plant warranties made easy

Get your customers into the loop on installation and simple care routines and you might not even need warranties.

BY: DANIEL WEISS

maintenance center

OPERATIONS NOTEBOOK

49. Aphids create a sticky situation

BY: KRISTI EVANS

AWARD WINNING LANDSCAPE

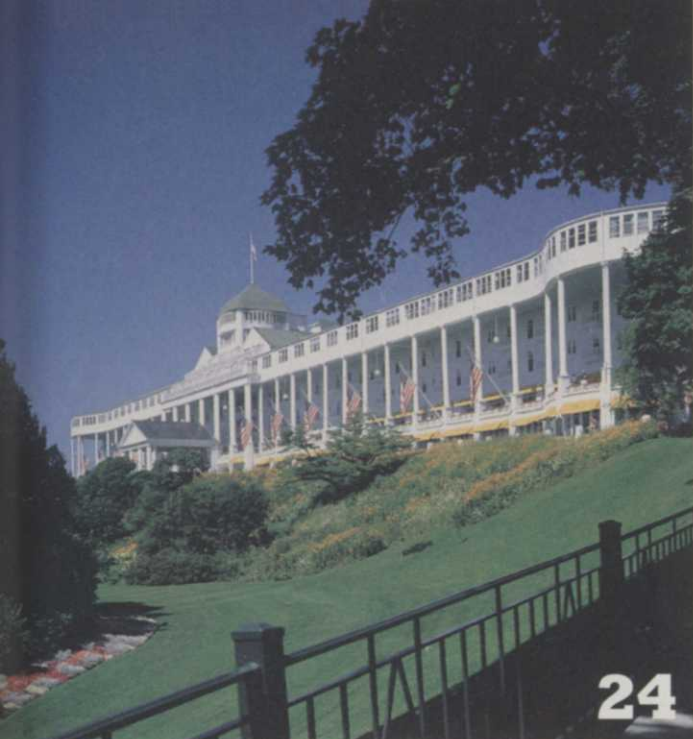
54. 411 East Wisconsin Center

MANAGE YOUR MAINTENANCE

58. Renovate 'tired' commercial landscapes

Office, commercial and industrial property owners need landscapes that enhance, not strain their images. Renovation may be the ideal answer.

BY: KARMA L. GROTELUESCHEN



24



43



49



54



THE NEW 260Z. SO WHAT'S IT TO YOU?

ABOUT \$4,000 A YEAR.

That's how much you'll save in maintenance costs annually on every 260Z*. All thanks to 260Z exclusives like our maintenance-free Gravely XL Spindles™ and Tungsten™ carbide coated blades.

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*Saves an estimated 100 hours of maintenance annually (\$40 an hour average labor rate).



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contents

departments

columns, news & more

9. On the Record

New Landscape at LM

10. Events

Who, what and when

12. My Way

Where are the 'good' people? Bill Hoopes says we'll find them when we fix our own image.

18. Hot Topics

Drought, CD-Rom, LA schools and more

67. Landscape Management's Corporate Capabilities Brochure

special insert

The 1999 Snow Guide

tech center

94. Job Talk

Reinventing stump grinding

96. LM Reports ▶

Score a zero, win at mowing

BY CURT HARLER

102. Ask the Expert

Maple in trouble, pest management basics, ornamental fungus

105. New Products

108. Supplier News

108. Info Center

Hose reel, calcium chloride, Web sites

ending notes

112. Grab bag



Keep the Joneses.

**Add the
Roberts**

**Add the
Browers**

**Add the
Nadlers**

**Add the
Fraiolis**

**Add the
Walters**



Add the
McIvers

Add the
Lanes

**Longer-lasting
Barricade® keeps
your current
customers satisfied
and helps you to
add new ones.**



To keep your current customers and build your business, you need a herbicide that performs year after year. Only Barricade provides the longest lasting, most consistent control of Crabgrass, Spurge, Knotweed, Purslane and 25 other weeds, virtually eliminating breakthroughs. Even in tough weather years. This longer-lasting residual also allows you to apply Barricade earlier in the Spring with complete confidence that your weed control will last all season long.

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No, this isn't a closeout sale. It's the Honda UMK Series, 4-stroke trimmer/brushcutters.

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Honda's UMK trimmers take advantage of their 4-stroke engine's combustion format to dramatically decrease noise. **Emissions Reduction**

4-stroke engines are well known for producing fewer emissions than comparably sized 2-stroke engines, making them very environmentally friendly. In fact, Honda's trimmers meet all EPA and CARB emission standards. **Maintenance Reduction**

Honda's trimmers use straight gasoline, eliminating the hassle of mixing gas and oil. And they can run two times longer than comparable 2-stroke engines on the same amount of fuel! **Effort Reduction**

The engines also suppress spark plug carbon buildup and carburetor clogging, maintaining like-new starting ease. **Price Reduction**

Starting under \$320, Honda's hard-working, durable string trimmers are some of the most efficient and cost-effective string trimmers available.

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New landscape at LM

I get bored doing the same old things day after day. If my work repeats itself, it gets old real fast. You're probably like that, too. Your operation is never the same any day, I imagine. If you design or install landscapes, it might be the only time you work on a property. If you do scheduled maintenance, changing weather conditions keep things interesting. If you do renovations, you probably thrive on change. So do we.

Mind you, we're not changing *Landscape Management* just for the sake of it, but to keep things fresh and to make it more helpful to you. Our new logo, cover, contents and column layout are just the start. Like landscapes that you install in phases, we'll be phasing in the completed look in the next few issues. We're focusing on operations and expanding coverage of:

- ▶ design/build business;
- ▶ smooth maintenance operations;
- ▶ the best in grounds management; and
- ▶ marketing chemical lawn care.

And we're expanding coverage of news, trends, technical subjects and innovative products.

It's LM100 time again

Since this issue marks our annual LM100 article, you may notice some changes there, too. It's fun to focus on the industry leaders, but there are so many other great companies getting overlooked when we concentrate only on big, bigger, biggest. After all, the average size firm in our industry probably makes less than \$500,000 in revenues per year.

This year's LM100 does list leaders in landscape contracting, lawn care and grounds management. But

we also go a step further and highlight some worthy pioneers, women-run operations and just plain neat smaller companies. They deserve recognition too, because it's companies like this that make up the backbone of the industry. Is your operation LM100 material? Contact us. We love to hear from you.

To highlight how wonderful and diverse the landscape management industry is, we've also included 10 high-profile landscapes visited by millions of people each year. Each is a showcase that calls attention to high quality work done in challenging circumstances, and each reflects well on your own profession.

Want to sound off? Here's your chance

Finally, we're introducing a new column this month, entitled "My Way" (page 12). Our first features Bill Hoopes, who talks about finding good employees. As director of training and development at Scotts Lawn Service, Bill works with all kinds of employees entering our industry, as well as their managers. Do you think we can't get good employees anymore? Bill thinks we can.

Each month, we'll have a practicing landscape professional share his or her insights, opinions or ideas. If you want to participate in "My Way," give me a call or email. Please let me know what you think of these changes and the others to come in the next few months. I need the feedback!

Sue Gibson
sgibson@advanstar.com

It's fun to focus on the industry leaders, but there are so many great companies getting overlooked when we concentrate only on big, bigger, biggest. —SG



events

WHAT, WHEN & WHERE

October

6-7 Ornamentals Plant Materials Conference

Oklahoma State University,
Stillwater, OK; 405/744-5405,
mas@okstate.edu

8-9 ALCA Masters in Management Seminar

Hartford, CT; 800/395-2622;
www.alca.org

16 Illinois Landscape Contractors Association's Certified Landscape Technician Retake Exam

Joliet, IL 630/472-2851.

20 Western Nursery & Garden Expo

Las Vegas.
202/789-5980, ext. 3006.

20-22 Southwest Turfgrass Conference & Show

Ruidoso, NM;
505/275-2576

November

3-5 Eastern Regional Nurserymen's Association Expo '99

Atlantic City, NJ,
800/376-2463

4-6 Tree Care Industry Expo

Indianapolis, IN; National
Arborist Association, 800/733-
2622; www.natlarb.com

7-9 International Irrigation Expo & Conference

Orlando, FL;
Irrigation Association, 703/573-
3551; www.irrigation.org

9-12 New York State Turfgrass Association Conference & Show

Syracuse, NY; 518/783-1229;
www.nysta.org

13 Illinois Landscape Contractors Association's Semi-Annual Landscape Equipment Auction, Powers Auction Service

Crystal Lake, IL. 630/472-2851.

13-16 Green Industry Expo (PGMS, ALCA, PLCAA)

Baltimore, MD; 770/973-2019;
www.plcaa.org

29-Dec. 2 North Central/Illinois Turfgrass Foundation Expo

St. Charles, IL; 312/201-0101;
www.turf.uiuc.edu

December

6-9 Ohio Turfgrass Foundation Conference & Show

Columbus, OH;
614/760-5442

7-9 New Jersey Turfgrass Expo

Atlantic City, NJ;
732/821-7134; www.njturf-
grass.org

January 2000

5 Great Lakes Trade Expo

Lansing, MI 202/789-5980, ext.
3006.

5 Minnesota Nursery & Landscape Association Convention and Show

Minneapolis. 202/789-5980, ext.
3006.

6 NYSTA Northeast Regional Conference

Albany, N.Y. 800/873-8873

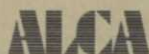
8 Western Nursery & Landscape Association Trade Show

Kansas City, MO; 202/789-5980.

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Washington, DC 20005
(202) 789-2900



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Novi, MI 48375
(248) 476-5457



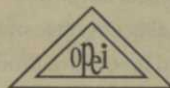
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8260 Willow Oaks Corporate Dr. Suite 120
Fairfax, VA 22031-4513
(703) 573-3551
www.irrigation.org



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



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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
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New Prague, MN 56071
(612) 758-5811