

Stop mites in all life stages.

New
4-hour
REI

Now registered
in California

**UNIROYAL
CHEMICAL**
a Chemagro business

www.uniroyalchemical.com

Floramite is a registered trademark of Uniroyal Chemical Company, Inc.
©2001 Uniroyal Chemical. Always read and follow label directions.

Circle No. 118 on Reader Inquiry Card

**Wipe out mites
for up to 28 days**
with a single applica-
tion of Floramite® miticide.

Floramite gives you quick knockdown and unparalleled control of a variety of destructive mites in all life stages - including tough two-spotted spider mites. And because Floramite features a unique mode of action and highly selective activity, it's easy on predacious mites and beneficial insects. Economical and user friendly, Floramite is safe on all kinds of ornamental plants. Get control no other miticide can match - up to 28 days/all life stages - with Floramite.

Floramite®
ORNAMENTAL MITICIDE IN WATER SOLUBLE BAGS

Marketing 101

Use "new" marketing to drive your business

BY MARC BOWERS

Marketing used to be a partnership between a business and its customers or potential customers that was relationship and sales driven. Today, with marketing more competitive than ever, each relationship needs to translate into better profitability. Here are suggestions about how to more effectively market your organization.

First, identify your sources of profitability. Make determining where tomorrow's dollars will come from your number one objective.

Second, do the following things to make more money:

- ▶ Cultivate an image
- ▶ "Own" a specialty
- ▶ Always ask for the order
- ▶ Set clear expectations

Cultivate an image

What image do you want to cultivate? You can start with the image you and your employees give on the job, and that often starts with professional looking clothes. How much do collared golf shirts cost relative to t-shirts? Require your employees to conform to a professional dress code.

Own a specialty

You need to be known for a specialty that sets you above your peers. Start by collecting reference letters from your highest profile and happiest customers. Show them not just to new clients but also to your peers. If you have differentiated your services enough for a particular area, even peer referrals and collaborative projects are a possibility.

Ask for the order

Your best source of new business is from client referrals. Many landscape managers fail to realize the cardinal rule of marketing: You won't get the job until you ask the customer for the order.

Another key idea in the "ask for the order" department is that it's more profitable to sell incremental products and services to existing customers than spend time and money to solicit new customers. Have you recently considered up-selling your existing clients? A flyer listing your services or current projects can generate new business from existing clients.

If you aren't comfortable with asking for referrals, let your customers know you're available to a select group of their friends.

Set clear expectations

Clear expectations have two benefits. By making sure customer expectations are well-articulated and agreed upon by you and the client, and that they're finalized in person and in writing, you take control of a customer relationship early and can under-promise if necessary. Then, you're set up to over-deliver.

The other benefit of setting expectations is to help you manage unforeseen developments. When a project hits a hurdle that threatens your ability to deliver on time, the hardest thing to do is to tell the customer.

Some of the most positive customer feedback comes from jobs that went awry but were dealt with swiftly and professionally. "Awry" doesn't mean you'll reap rewards should you



Collared shirts as part of a mandatory dress code can help you cultivate a professional image.

run a backhoe into a septic system. It does mean people will often forgive those who accept responsibility when something goes wrong.

The most effective way to deal with a problem is by "problem/solution" presenting. Nobody wants to hear what you did wrong — they just want to hear how you will make it better.

Professionalism is key

Every landscape operation projects an image through which it's identified. If you're a landscape contractor, lawn care operator or in-house grounds manager, you are the business to the public. Projecting an image is a never-ending responsibility. Take it seriously and be consistent in your actions.

— Marc Bowers is a marketing manager with 10 years experience in consumer marketing. He earned an MBA from Columbia University in New York City.

PHOTO COURTESY: VISCOM

***How do you get
more power to
the root of your
weed problem?***

 **Roundup**
PRO
Herbicide



The proof is in the leaf.¹

Monsanto scientists used scanning-electron microscopy to photograph the effects of weeds sprayed with Roundup Pro and an imitator. Taken just one hour after application, these images clearly show more formulation in the leaf sprayed with Roundup Pro.

Get Roundup Pro[®] herbicide with patented PROformance[™] technology.

In the first two hours, it delivers three times more power to the roots than Glypro Plus[™] herbicide.

The proof is in the roots.²

Scientists also used autoradiography to photograph and measure the amount of herbicide in the roots two hours after application. Time after time, at least three times more herbicide showed up in the weeds sprayed with Roundup Pro. With the imitator, barely any herbicide has moved to the roots.





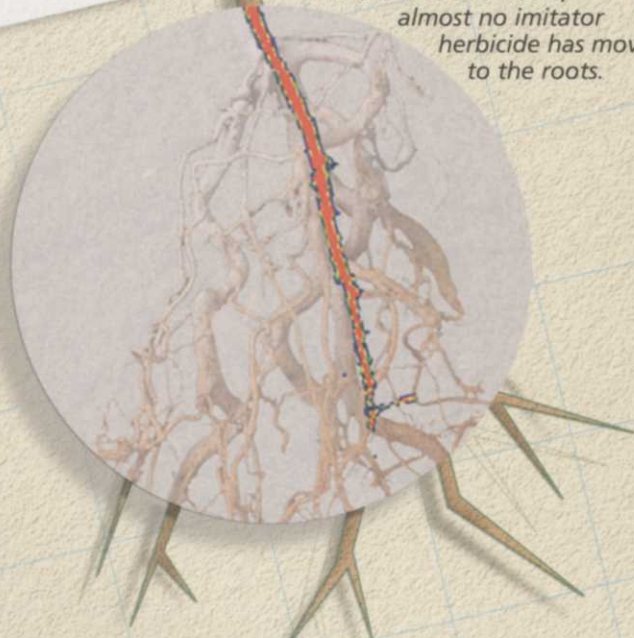
This is a cross-section of a weed leaf magnified 1000x. The yellow droplets mean Roundup Pro is already at work inside.



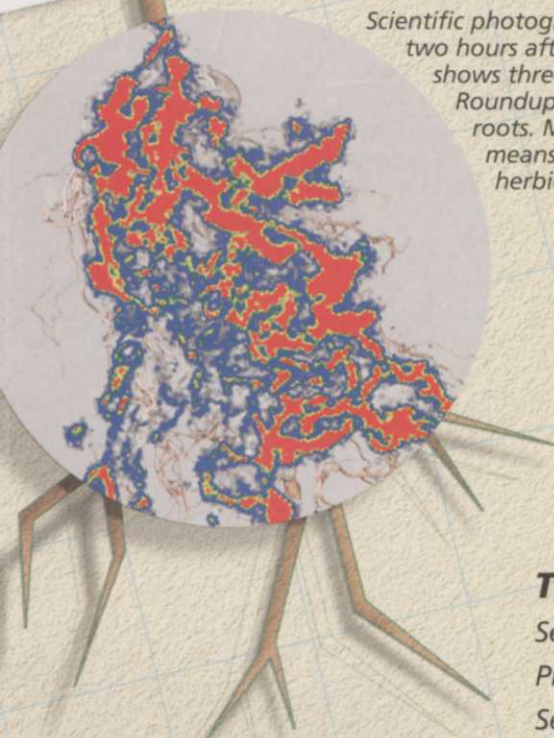
This weed, sprayed with the imitator, has almost no droplets in the leaf.

Glypro Plus

In the first two hours, almost no imitator herbicide has moved to the roots.



Scientific photography taken two hours after application shows three times more Roundup Pro in the roots. More color means more herbicide.



The proof is in your control.

See for yourself the difference Roundup Pro with patented PROformance technology can make in your weed management. See your dealer or call 1-800-ROUNDUP for more information.

Free video shows science in action.

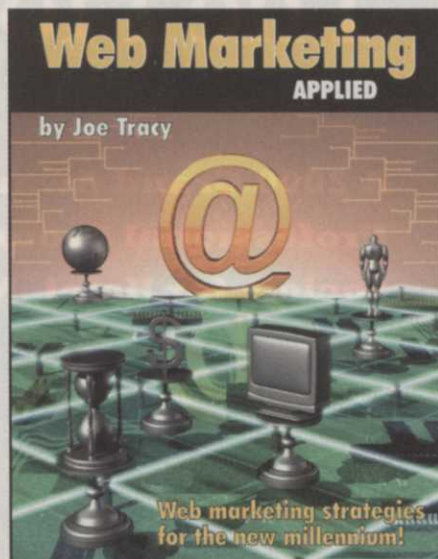
See PROformance technology at work in a free, five-minute video. Scientists Dr. Tracey Reynolds, Ph.D., and Dr. Jimmy Liu, Ph.D. demonstrate the autoradiography and cryo-SEM techniques used to compare Roundup Pro with Glypro Plus on two identical weeds.

Call 1-800-ROUNDUP and ask for your free Roundup Pro video today!



Always read and follow label directions. Test conducted with MON 77360, EPA Reg #524-475 with comparison to Dow product carrying EPA Reg. # 62719-322. 1. Test methodology: In scanning-electron microscopy Monsanto scientists identified penetrated formulations of both Roundup Pro and Glypro Plus in the mesophyll cell layer. These micrographs support the evidence that formulations containing Monsanto's patented PROformance technology rapidly penetrate the leaf surface. 2. Test methodology: Radiolabeled formulations were applied at equal acid-equivalent rates. Radioactivity was visualized by autoradiography following a simulated rain event two hours after application. Monsanto laboratory tests, 2000. Glypro Plus is a trademark of Dow AgroSciences LLC. Roundup[®], Roundup Pro[®] and PROformance[™] are trademarks of Monsanto Company. [10613 jct. 1/01]
©2001 Monsanto Company, RUPRO-10613

You're *Open* for **Business** on the Web



\$31⁹⁵

Item#DMGB100

Over 300 Pages

Soft Cover

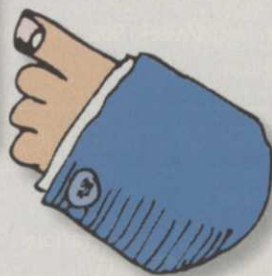
Written by internet specialist and leading author, Joe Tracy

...What's Your Next Move?

Web Marketing Applied, Web

Marketing Strategies for the New Millennium, is the must-have book for Webmasters, Web marketers, Web developers...or anyone involved in the marketing or promotion of a Website. Every chapter is filled with powerful ideas to help you drive traffic to your site. Excellent for any industry, business or profession.

Read This Book!



Web Marketing Applied:

- Teaches you how to properly market your Website, step-by-step, to achieve maximum results in a short period of time.
- Shows you how to master hundreds of Web marketing strategies, secrets, techniques, and powerful tips to drive traffic to your site and identify new marketing opportunities.
- Helps you create customer loyalty for repeat business.
- Teaches you how to develop a winning marketing plan specifically for your Website. Worksheets included.
- Provides you with FREE access to a password secure area online where you can gain more valuable techniques and share ideas with other Webmasters.
- Reveals strategic offline marketing techniques to drive traffic to your Website.
- Explains how public relations plays a vital role in marketing and outlines powerful public relations techniques for achieving visitor loyalty and maximum marketing results.
- Illustrates how to brand your Website and grow your business.

Master Your Next Move with Success!

Call 1-800-598-6008

Fax: 218-723-9146 • Outside the U.S. call 218-723-9180

Please mention code 950934LM-D when ordering

Visit our Website and order online at www.advanstarbooks.com/webmarketing/

Property at a glance

Location: The Homestead, Hot Springs, VA

Staff: Homestead Grounds and Landscaping

Category: Hotel, Motel or Resort

Year site built: 1766

Acres of turf: 85

Acres of woody ornamentals: 15

Acres of display beds: 15,000 sq. ft.

Total paved area: 30 acres

Total man-hours/week: 900 in-season, 600 off-season

Maintenance challenges

- ▶ Steep slopes
- ▶ Climate/seasonal considerations
- ▶ Intensity of maintained landscape

Project checklist

- ▶ Spa Gardens
- ▶ Cottage Row and children's playground
- ▶ West Wing

On the job

12 full-time staff, 10 seasonal employees, 3 licensed pesticide applicators

The Homestead

A 2000 Grand Award Winner of the Professional Grounds Management Society for Hotel, Motel or Resort

Who would have thought that, in 1766, a hot spring-fed pool resort for 15 guests started on a 300-acre land grant in the Virginia mountains would grow to a 3,300-acre, top-notch American resort spa? Well, time will do wonders, and no doubt the Homestead Grounds and Landscaping staff wishes they had more time for their numerous jobs.

A few of those jobs include maintaining 100 miles of trails that wind through resort property, pulling up all annuals by hand before the first hard frost in this Zone 5 mountain setting and stringing up 75,000 outdoor lights for a Christmas display. Since guests come here to relax, mowing starts after 9 a.m., and the crew may be asked to work around an afternoon nap or social function.

Because The Homestead is a mountain resort, crew members have to contend with steep slopes when caring for the gardens. All mulch is hand-carried, and weeding requires sure footing and

care to avoid damaging plants. The shallow, rocky soil must be amended to bring out superior results.



PGMS
Landscape
MANAGEMENT

Editors' note: *Landscape Management* is the exclusive sponsor of the Green Star Professional Grounds Management Awards for outstanding management of residential, commercial and institutional landscapes. The 2001 winners will be named at the annual meeting of the Professional Grounds Management Society in November. For more information on the 2000 Awards, contact PGMS at:

720 Light St. • Baltimore, MD 21230 • Phone: 410/223-2861. Web-site: www.pgms.org



The classic architecture of the Grand Tower of the Homestead Hotel inspired the landscape for the hotel campus.



A staircase connects the hotel first floor lobby to the Casino level. Barrier-free walks traverse either side of the staircase, and a pergola and putting green sit at the bottom.



Well-proportioned plant beds with a variety of colors, sizes and textures sculpt the hillside on the walk from the Casino building to the hotel.

HOW TO BE A WINNER

Follow in American and Richmond Universities' footsteps and you might win a Green Star Professional Grounds Management award, too

You want to enter the Green Star Professional Grounds Management Awards this year, and more than that, you want to win. What can you do? Forget enlisting the help of magic lawn fairies to turn all your turf emerald green and make all your annuals and perennials stand at attention — they don't exist. It's best to heed the advice of two reigning Grand award winners, Mark Feist of American University and Stephen Glass of the University of Richmond.

A picture's worth...

Feist, assistant director of grounds and vehicle maintenance at American University, says it seems all he and his crew members ever do is pick up those annoying nightclub flyers out of the school's 60,000 sq. ft. of seasonal flower beds and 400,000 sq. ft. of planting beds. You can bet none of those flyers made it into the photos he took of the campus for last year's PGMS contest. He took the photos himself because he had a good eye for good landscape shots. Whether you take the photos yourself, he recommends you think before you shoot.

"Make sure the photos accurately reflect the aesthetics

Contest winning tips

- Provide quality photographs
- Summarize your job responsibilities well
- Follow application directions closely

of what you're trying to do," Feist says. "If the quality of the landscape isn't there to begin with, however, you're in trouble."

Details like how his crew mulches 50% of the planting beds twice a year or how they've had to work around an on-going irrigation installation would've been lost had Feist not remembered to mention them as part of his list of special maintenance challenges.

"Do a good job of telling a story and summarizing what it is you do on the job," Feist says.

Start early

Stephen Glass knows a thing or two about winning awards. As assistant director of University Facilities, Landscape Services for the University of Richmond, he's seen the campus take an Honor award in '94, a Grand award for its sta-

dium in '97 and another Grand in 2000. Part of his success, he says, is participation.

"I attend the PGMS conference, watch the awards ceremony closely and network with other professionals," Glass says.

He also starts preparing for the contest about a year ahead of time. To get the right photos, he says, start thinking about what you want ahead of time.

"You have to start at least a year early to capture all four seasons," he says. "I carried a camera with me all the time and was mindful of the contest's photo categories."

It also pays to make the written part clear and concise. "I get anyone willing to proof-read the script to do so," Glass adds.



Green Star Professional Grounds Management Awards 2001

**We're searching for the country's
best-maintained landscapes —
29th Annual Green Star Professional
Grounds Management Awards**

You are invited to enter the Green Star Professional Grounds Management Awards, co-sponsored by *Landscape Management* magazine and the Professional Grounds Management Society.

This annual program recognizes excellence in landscape management and complements other national programs for landscape design and construction. Grand and Honor Awards are offered in 13 categories of private, public, commercial and industrial landscapes. To qualify, a landscape must be at least four years old and under continuous maintenance for at least two years. See page 38 for details.

The awards will be presented during the Professional Grounds Management Society Annual Meeting, Nov. 10-14 in Tampa, FL. Several winners will be featured in *Landscape Management* and PGMS Forum.

Entry Categories

1. Small site (budget under \$80,000)
2. Residential landscape
3. Public works sites (includes

- parkways & inter-sections)
4. Shopping area
5. Hospital or institution
6. Government building or complex
7. Cemetery or memorial park
8. Industrial or office park
9. Park, recreation area or athletic field OR — multiple sites under same management
10. School or university grounds OR urban universities
11. Condominium, apartment complex or planned community
12. Hotel, motel or resort
13. Amusement/theme park.

Judging

A distinguished panel of judges selected by PGMS and *Landscape Management* determines the winners.

This program aims to:

- Bring national recognition to grounds care.
- Recognize individual efforts leading to high landscape maintenance standards.
- Challenge landscapers to achieve a level of excellence.

Eligibility

An entrant must be professionally engaged in, and responsible for, the maintenance of grounds described in ENTRY CATEGORIES. Projects for which an entry was submitted in a design or construction award competi-

tion are eligible in the Green Star program, even if the project won an award, because maintenance is the criterion upon which an entry is judged.

Grand Award winning projects cannot re-enter this program for two years (2000 Grand Award winning projects are ineligible until 2002).

Any landscape for which the entrant has the main responsibility for maintenance and beautification may be entered. The size of the landscape operating budget is not a criterion for judging. Rather, the judges will consider the quality, challenge and performance in maintenance of the grounds for a period of at least two years.

How to Enter

All entries must include:

1. Fifteen (15) color 35mm slides — ten (10) showing the beauty of the total landscape project and five (5) showing the crew at work. **DO NOT USE 'POSED' SHOTS.** Put a descriptive caption on each slide.
2. Ten (10) 5- by 7-in. color prints — five (5) showing the beauty of the landscape and five (5) showing crew members working in areas that are difficult to maintain. **DO NOT USE 'POSED' SHOTS.** Label each with a descriptive caption.

Note: Put your best scenes on the slides, which are critical

to judging and awards display.

3. One recent photograph of yourself, as the person in charge, working in the landscape.

4. **INDIVIDUALLY LABEL** all slides and photographs with the name of the entrant and the site. **DO NOT USE TAPE** to mount — put in plastic or metal mounts.

5. Include a brief description of the site.

6. All entries must contain a **COVER LETTER** releasing the material for publication at the discretion of *Landscape Management* magazine. All entries become the property of the sponsors and may be published in *Landscape Management* magazine or used for other purposes the magazine deems appropriate. **NO MATERIALS WILL BE RETURNED.**

7. Enclose a check for the **ENTRY FEE:** \$125 for members of PGMS or \$180 for nonmembers. To qualify, all elements of the entry must be **COMPLETE** in one mailing envelope, including entry fee.

Deadline

The deadline for entries is Aug. 4, 2001. All entries must be submitted to the Green Star Professional Grounds Management Awards, c/o Professional Grounds Management Society, 720 Light St., Baltimore, MD 21230.

Green Star Professional Grounds Management Awards 2001 Official Entry Form and Fact Sheet



Please **PRINT CLEARLY** or type the information requested below. Check for accuracy. This information will be used for publicity purposes and awards.

Each entry must include this completed form and entry fee:

- * PGMS members — \$125
- * Combination PGMS membership and entry fee — \$250
- * Non-members — \$180

Make checks payable to the Professional Grounds Management Society.

SEND COMPLETE ENTRY AND FEE TO:

Professional Grounds Management Awards
c/o Professional Grounds Management Society
720 Light St.
Baltimore, MD 21230
Call 410/752-3318 with any questions.

NAME OF SITE: _____

State: _____ Entry Category #: _____

Name of company or agency owning this landscape: _____

Address: _____

City: _____ State: _____ Zip: _____

SIGNATURE OF THE COMPANY OR AGENCY OFFICIAL

CONSENTING TO THIS ENTRY AND A RELEASE FOR PUBLICITY:

Signature: _____

Title: _____

WHO IS RESPONSIBLE FOR MAINTAINING THIS LANDSCAPE?

In-house staff Outside contractor

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone (____) _____

(IMPORTANT) Year site was built: _____

Years I have maintained this site: _____

Total acres maintained: _____

Acres of turf: _____

Acres of woody ornamentals: _____

Acres (or sq. ft.) of display beds: _____

Total paved area: _____

NUMBER OF EMPLOYEES: _____

Full time (year round): _____ Seasonal: _____

Other (please specify): _____

Licensed pesticide applicators: _____

Total man-hours per week: _____

ANNUAL EXPENDITURES:

Total budget for this site: (Including salaries) _____ \$

Equipment: _____ \$

Chemicals and fertilizers: _____ \$

Seed and plant material: _____ \$

SPECIAL MAINTENANCE CHALLENGES:

1. _____
2. _____
3. _____

SPECIAL PROJECTS COMPLETED IN THE LAST 2 YEARS:

1. _____
2. _____
3. _____

If selected a winner, I request the name on the award to be

(check one or both):

Name of entrant (name which will appear on plaque):
(please print) _____

Name of organization or agency:
(please print) _____

IMPORTANT: Please provide the name of the person who will accept the award at the banquet:

(please print) _____

I certify that all information provided on this form and in the accompanying entry is accurate to the best of my knowledge. I understand that no materials will be returned and that all material may be used for publication in *Landscape Management* magazine or for other purposes deemed appropriate.

Signature of entrant _____

Date _____

ENTRIES MUST BE RECEIVED BY AUGUST 4, 2001



This is one tough little princess.

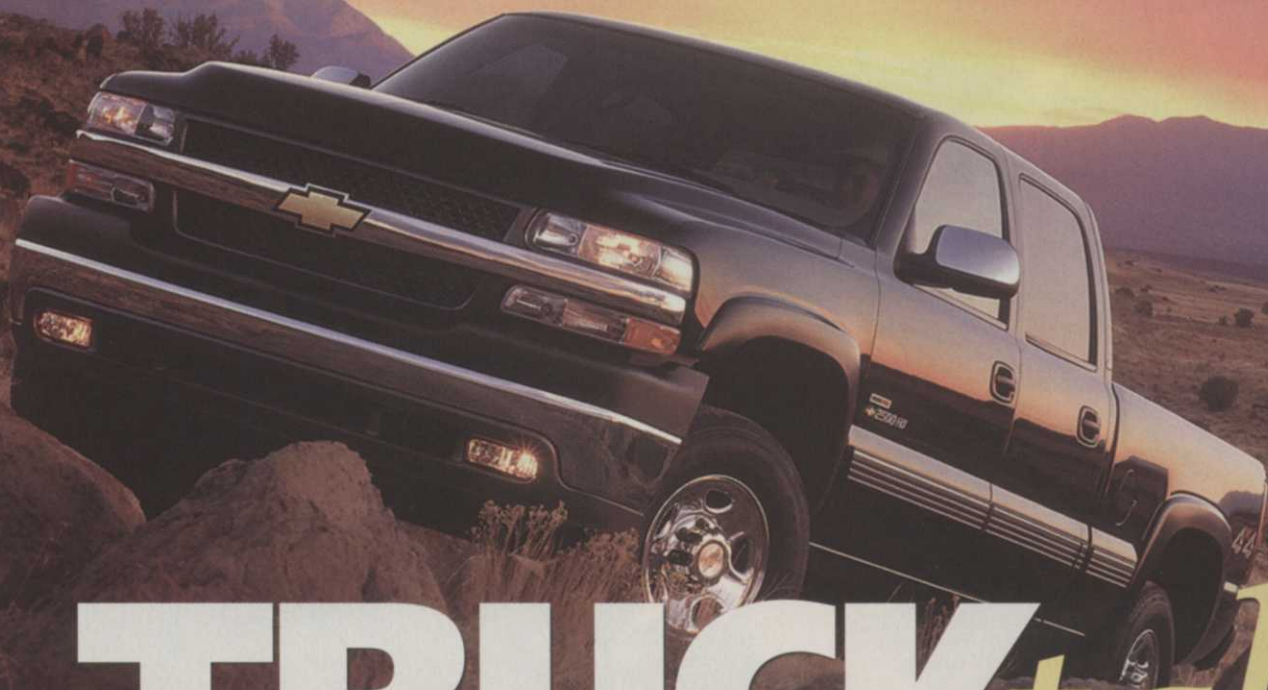


Oh sure, it's short. Manageable at 3/16 inch (5cm) to be exact. But this is one tough turf. Princess•77 is the first and only true certified hybrid seeded Bermuda. It's more drought tolerant and provides better spring density than the most commonly planted vegetative type. And for convenience, it can be delivered in a bucket that's equivalent to a truckload of vegetative Bermuda. To learn more about lovely but tough Princess•77, call Pennington Seed for the distributor nearest you.



1-800-286-6100, Ext. 281 • sportturf@penningtonseed.com • www.penningtonseed.com

Circle No. 119 on Reader Inquiry Card



TRUCK *talk*

BY VICKY POULSEN

Three landscape company managers talk about what they expect from a good truck

Landscape professionals want tough, dependable and low maintenance trucks. And they're doing everything they can to get a good return on their investment by staying with proven brands, sticking to a stringent preventive maintenance plan and using quality mechanics.

Landscape pros also want trucks that get the job done in the shortest amount of time while adjusting to the handling styles of many operators.

Depending on its reliability, a truck can be a landscape pro's best friend or worst enemy. But once you've owned a great truck, it's hard to forget it. We asked three landscape managers to talk trucks with us, and here's what they had to say:

▲ PHOTO COURTESY CHEVROLET

LARGE CONTRACTOR

Name: Preston Leyshon

Title: Equipment Manager

Company: Chapel Valley Landscape Co.

Location: Headquartered in Woodbine, MD, with a branch office in Dulles, VA, and satellite offices in Bethesda, MD and Crystal City, VA. Target markets include Baltimore, Washington, DC metropolitan areas and northern Virginia.

2000 revenues: \$21 million

Business mix: Mostly commercial

Employees: 300-plus total employees/130 year-round

Company profile: Founded in 1968 by J. Landon Reeve, IV, the company provides commercial and residential landscape services, including consultation, design/build, installation,

continued on page 42