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Landscape MANAGEMENT

April 2001

This card is void after June 15, 2001

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LANDSCAPE MANAGEMENT free each month:

Yes No

NAME (please print) _____

TITLE _____

FIRM _____

ADDRESS* _____

CITY _____ STATE _____ ZIP _____

*Is this your home address? Yes No

PHONE (____) _____ FAX (____) _____

E-MAIL ADDRESS _____

Signature: _____ Date: _____

1. My primary business at this location is: (fill in ONE only)

CONTRACTORS/SERVICE COMPANIES

- 02 255 Landscape Contractors (Installation & Maintenance)
- 03 260 Lawn Care Service Companies & Custom Chemical Applicators (ground & air)
- 04 285 Irrigation Contractors & Consultants
 - Other Contractors/Service Companies (please specify) _____

LANDSCAPING/GROUNDS CARE FACILITIES

- 05 290 Sports Complexes
- 06 295 Parks
- 07 305 Schools, Colleges & Universities
 - Other Grounds Care Facilities (specify) _____

SUPPLIERS AND CONSULTANTS

- 08 355 Extension Agents/Consultants for Horticulture
- 09 360 Sod Growers, Turf Seed Growers & Nurseries
- 10 365 Dealers, Distributors, Formulators & Brokers
- 11 370 Manufacturers
 - Other (please specify) _____

2. Which of the following best describes your title? (fill in ONE only)

- 12 10 Executive/Administrator - President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
- 13 20 Manager/Supervisor - Arborist, Architect, Landscape/Grounds Manager, Superintendent, Foreman, Supervisor
- 14 30 Government Official - Government Commissioner, Agent, Other Government Official
- 15 40 Specialist - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 16 50 Other Titled and Non-Titled Personnel (please specify) _____

3. SERVICES PERFORMED (fill in ALL that apply)

- | | | |
|--|---|--|
| 17 <input type="radio"/> A Mowing | 22 <input type="radio"/> F Turf Fertilization | 27 <input type="radio"/> K Paving, Deck & Patio Installation |
| 18 <input type="radio"/> B Turf Insect Control | 23 <input type="radio"/> G Turf Disease Control | 28 <input type="radio"/> L Pond/Lake Care |
| 19 <input type="radio"/> C Tree Care | 24 <input type="radio"/> H Ornamental Care | 29 <input type="radio"/> M Landscape Installation |
| 20 <input type="radio"/> D Turf Aeration | 25 <input type="radio"/> I Landscape Design | 30 <input type="radio"/> N Snow Removal |
| 21 <input type="radio"/> E Irrigation Services | 26 <input type="radio"/> J Turf Weed Control | 31 <input type="radio"/> O Other (please specify) _____ |

4a. Do you specify, purchase or influence the selection of landscape products?

58 Yes 59 No

4b. If yes, indicate which products you buy or specify: (fill in ALL that apply)

- | | | |
|--|--|--|
| 32 <input type="radio"/> 1 Aerators | 39 <input type="radio"/> 8 Herbicides | 46 <input type="radio"/> 15 Sweepers |
| 33 <input type="radio"/> 2 Blowers | 40 <input type="radio"/> 9 Insecticides | 47 <input type="radio"/> 16 Tractors |
| 34 <input type="radio"/> 3 Chain Saws | 41 <input type="radio"/> 10 Line Trimmers | 48 <input type="radio"/> 17 Truck Trailers/Attachments |
| 35 <input type="radio"/> 4 Chipper-Shredders | 42 <input type="radio"/> 11 Mowers | 49 <input type="radio"/> 18 Trucks |
| 36 <input type="radio"/> 5 De-icers | 43 <input type="radio"/> 12 Snow Removal Equipment | 50 <input type="radio"/> 19 Turfseed |
| 37 <input type="radio"/> 6 Fertilizers | 44 <input type="radio"/> 13 Sprayers | 51 <input type="radio"/> 20 Utility Vehicles |
| 38 <input type="radio"/> 7 Fungicides | 45 <input type="radio"/> 14 Spreaders | |

5. Do you have internet access? 52 A Yes 53 B No

5A. If so, how often do you use it?

54 A Daily 55 B Weekly 56 C Monthly 57 D Occasionally

101	113	125	137	149	161	173	185	197	209	221	233	245	257	269	281	293	305
102	114	126	138	150	162	174	186	198	210	222	234	246	258	270	282	294	306
103	115	127	139	151	163	175	187	199	211	223	235	247	259	271	283	295	307
104	116	128	140	152	164	176	188	200	212	224	236	248	260	272	284	296	308
105	117	129	141	153	165	177	189	201	213	225	237	249	261	273	285	297	309
106	118	130	142	154	166	178	190	202	214	226	238	250	262	274	286	298	310
107	119	131	143	155	167	179	191	203	215	227	239	251	263	275	287	299	311
108	120	132	144	156	168	180	192	204	216	228	240	252	264	276	288	300	312
109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
110	122	134	146	158	170	182	194	206	218	230	242	254	266	278	290	302	314
111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
112	124	136	148	160	172	184	196	208	220	232	244	256	268	280	292	304	316

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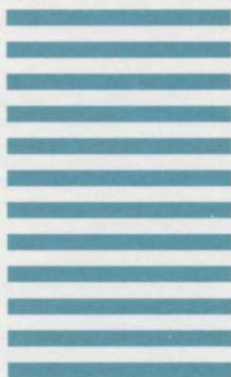


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- 15 40 **Specialist** - Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- 16 50 **Other Titled and Non-Titled Personnel** (please specify) _____

NAME (please print) _____
 TITLE _____
 FIRM _____
 ADDRESS* _____
 CITY _____ STATE _____ ZIP _____
 *Is this your home address? Yes No
 PHONE (____) _____ FAX (____) _____
 E-MAIL ADDRESS _____
 Signature: _____ Date: _____

3. SERVICES PERFORMED (fill in ALL that apply)

- 17 A Mowing
- 18 B Turf Insect Control
- 19 C Tree Care
- 20 D Turf Aeration
- 21 E Irrigation Services
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- 23 G Turf Disease Control
- 24 H Ornamental Care
- 25 I Landscape Design
- 26 J Turf Weed Control
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- 28 L Pond/Lake Care
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- 30 N Snow Removal
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- 36 5 De-icers
- 37 6 Fertilizers
- 38 7 Fungicides
- 39 8 Herbicides
- 40 9 Insecticides
- 41 10 Line Trimmers
- 42 11 Mowers
- 43 12 Snow Removal Equipment
- 44 13 Sprayers
- 45 14 Spreaders
- 46 15 Sweepers
- 47 16 Tractors
- 48 17 Truck Trailers/Attachments
- 49 18 Trucks
- 50 19 TurfSeed
- 51 20 Utility Vehicles

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109	121	133	145	157	169	181	193	205	217	229	241	253	265	277	289	301	313
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111	123	135	147	159	171	183	195	207	219	231	243	255	267	279	291	303	315
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Circle 145 on Reader Service Card

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Landscape Manager, Southeast Florida location. Must have 5 years experience with high-end commercial work. **Fax resume to: 561-495-0996.** 4/01

JOB POSTING- RICHLAND COLLEGE TEACHING ADMINISTRATOR-HORTICULTURE. (Position #080102018) \$41,916 Minimum Annual Salary. Responsible for overall coordination of Horticulture Program. Instructional and administrative responsibilities include: teaching, class schedule and curriculum development, oversight of facilities, hiring adjunct faculty, collaboration with advisory committee members and local, state and national organizations relating to the horticulture industry. Bachelor's degree required with formal education in fields such as business, interiorscape, florist, horticulturist, ornamental landscape, turf management, landscape design and management. Computer skills required. At least five years related work experience in the horticulture industry required including demonstrated teaching experience. Official transcripts will be required. **FOR INFORMATION CALL: RICHLAND COLLEGE- 972-238-6240. Deadline for all applications (electronic / non-electronic) is 5:00 P.M. 04/30/01. EOE-AAE.** 4/01

SUPERINTENDENT OF LANDSCAPE SERVICES AND DIRECTOR OF THE UNIVERSITY OF MISSOURI BOTANIC GARDEN. The University of Missouri-Columbia department of Landscape Services is seeking candidates for the position of Superintendent of Landscape Services and Director of the University of Missouri's Botanic Garden. This individual will be responsible for the University's landscape architecture, landscape construction and maintenance services. This position exercises management and fiscal oversight of 51 FTEs and a \$2.2 million budget. Additional responsibilities include planning, directing and fund raising for the University's 300-acre, campus-wide **Botanic Garden**. Minimum qualifications include a bachelor's degree in Landscape Architecture, Horticulture or closely related field, or an equivalent combination of education and experience; significant administrative experience in the public or non-profit sector; 5-7 years management experience in landscape construction and maintenance in a university or public botanic garden is desirable. The successful candidate will be self-motivated, organized, creative and visionary. Salary commensurate with experience and an excellent benefits package and the opportunity to work with a professional team. **Please call Sean Siebert for additional information at: 573-882-2601. Send resume to University of Missouri-Columbia, Human Resource Services, 130 Heinkel Building, Columbia, MO 65211. AA/EOE.** 4/01

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THIS AND THAT

Watch out, Disney World?

Have you ever seen something and said, "Now I've seen it all." Well, you haven't seen everything just yet, at least not until you plant your eyes on a new theme park of trees (yes, trees) called Bonfante Gardens in Gilroy, CA. Michael Bonfante, former president of a chain of supermarkets with sales of \$375 million in 1997, sold the chain and financed the park, fulfilling his passion for trees and horticulture. One of the things visitors can see at Bonfante's park is a collection of 25 trees salvaged from the "Tree Circus" seen in Ripley's Believe It Or Not in the 1940s and '50s. These aren't just any trees — the trunks are shaped like hearts, lightning bolts, basket weaves and rings thanks to a grafting technique mastered by "Tree Circus" creator Axel Erlandson. But don't worry, if you're really not enraptured at the prospect of looking at trees all day, there's also 40 rides and other attractions to choose from. Who knows, maybe Bonfante will give Walt Disney a run for his money.



Visitors can check out other attractions like these go-karts at Bonfante Gardens.



Pictured below is the famous basket tree seen in Ripley's Believe It Or Not.

Family matters...

There's no better example of family working together than the one Mike Hugg, Director of Landscape Services for MetroNational, described last month for our monthly *Landscape Management* golf shirt giveaway.

In 1980, Hugg was hired at MetroNational, a property development/investment management corporation in Houston, TX, to create an in-house landscape department. His first three employees were Mexican cousins with the last name of Razo loaned to him from the company's con-

struction division. Soon, he added five more employees, all named Razo from the same village of Salamanca in Guanajato. Today, out of a staff of 80 employees, 38 are Razo relations — fathers, sons, brothers, cousins and in-laws from three or four villages around Salamanca. There's also a husband and wife team by the name of Belmonte from another part of Mexico on the staff, as well as Mrs. Belmonte's sister and Mr. Belmonte's brother. "For over twenty years, this working family has been the heart and soul of our organization," Hugg says. Apparently, it's paid off — according to Hugg, his department has won over 20 awards at the local, state and national level.

Your pickiest customer?

Another *Landscape Management* "designer" golf shirt's up for grabs if you can tell us (in 200 words or less) the best story about the most demanding customer you ever had. We'll pick the best story, and you might even see it in print if you win.

Entries are due by May 15, 2001.

Send your submissions via e-mail to jstahl@advanstar.com or snail mail to: Landscape Management, 7500 Old Oak Blvd., Middleburg Heights, OH 44130.

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