

# Hit more ringers.



## 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.

Ask your LESCO professional or call 1-800-321-5325 to learn how you can earn generous rebates for your PRE-M purchases.

Get behind the leading edge.



## Goosegrass



## Oxalis

**PRE-M®**  
The Leading Edge.



## Spurge

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

Always read and follow label directions.

©1999 PRE-M® and LESCO® are registered trademarks of LESCO, Inc.



**LESCO**<sup>®</sup>

Circle No. 101 on Reader Inquiry Card





# IF YOU DIDN'T BUY A SCAG, YOU PAID TOO MUCH.

When it comes to buying a commercial mower, some less experienced cutters may be tempted by a lower purchase price without realizing the higher operating costs down the road. After all, there are a lot of machines out there that look like a Scag, but none that perform like one.

That's why Scag owners and operators are so loyal to our brand. They know Scag doesn't cut corners in the design and construction of our commercial mowers. And, they know we stand behind every Scag mower with the industry's strongest warranty and the best-trained dealer organization in America. And that means more money on their bottom line.



Scag 3-year  
deck warranty.



Scag 2-year electric  
clutch warranty.



Scag 3-year  
spindle warranty.

For the Scag dealer nearest you, visit our web site at [www.scag.com](http://www.scag.com). Get the commercial mower that pays you back every time you use it . . . Scag.

## SCAG

*Simply the Best*



36



# Landscape MANAGEMENT

JANUARY 2001 / #1 / VOLUME 40

## features

### cover story

#### **30. How to get the right stuff**

Professionalize your organization

BY SUSAN GIBSON/EXECUTIVE EDITOR

#### **36. Water audits: Programmed savings**

Give your customers a chance to save their money

BY ROBERT REAVES

#### **58. Effective, efficient hydroseeding**

The right mix can be profitable

BY CURT HARLER/CONTRIBUTING EDITOR

### tools of the trade

#### **46. How I select mowers**

Large, medium and small-sized company managers talk about their key priorities for selecting mowers

BY VICKY POULSEN

#### **46. Making a better mower**

Manufacturers discuss their quest for the perfect mower design

BY VICKY POULSEN

#### **56. New mowers for 2001**

BY VICKY POULSEN

### grounds management center

#### **42. Award-winning landscape management**

Atlanta's beautiful Post Crest apartment community



42



56

COVER IMAGE: KERRI GIBBS, KEW GARDENS, NY



## Editorial staff

Associate Publisher / Executive Editor	SUE GIBSON / 440/891-2729 / <a href="mailto:sgibson@advanstar.com">sgibson@advanstar.com</a>
Senior Editor	RON HALL / 440/891-2636 / <a href="mailto:rhall@advanstar.com">rhall@advanstar.com</a>
Managing Editor	JASON STAHL / 440/891-2623 / <a href="mailto:jstahl@advanstar.com">jstahl@advanstar.com</a>
Senior Science Editor	KARL DANNEBERGER, PH.D. / <a href="mailto:danneberger1@osu.edu">danneberger1@osu.edu</a>
Group Editor	VERNON HENRY / 440/826-2829
Art Director	LISA LEHMAN / 440/891-2785
Sr. Graphic Designer	JEFFREY LANDIS / 440/891-2702 / <a href="mailto:jlandis@advanstar.com">jlandis@advanstar.com</a>

## Reader advisory panel

DEBBY COLE	Greater Texas Landscapes / Austin, TX
JOHN GACHINA	Gachina Landscape Management / Menlo Park, CA
JERRY GAETA	The Good Earth Inc. / Mt. Pleasant, SC
JUDSON GRIGGS	Smallwood Design Group / Smallwood Landscape / Naples, FL
BILL HOOPES	Scotts Lawn Service / Marysville, OH
DWIGHT HUGHES	Dwight Hughes Nursery / Cedar Rapids, IA
LARRY IORII	Down to Earth Landscaping / Wilmington, DE
SAMPURAN KHALSA	Nanak's Landscaping Inc. / Longwood, FL
RICK KIER	Pro Scapes / Jamesville, NY
LOU KOBUS, JR.	Village Turf Inc. / Mount Vernon, VA
JACK ROBERTSON	Jack Robertson Lawn Care / Springfield, IL
DAVID SNODGRASS	Dennis' 7 Dees Landscaping, Inc. / Portland, OR
GEORGE VAN HAASTEREN	Dwight-Englewood School / Englewood, NJ

## Business staff

Group Publisher	JOHN D. PAYNE / 440/891-2786 / <a href="mailto:jpayne@advanstar.com">jpayne@advanstar.com</a>
Admin. Coordinator	NICOLE CAPRARA / 440/891-2734
Production Manager	KAREN LENZEN / 218/723-9129
Production Director	ROSY BRADLEY / 218/723-9720
Circulation Manager	DARRYL ARQUITTE / 218/723-9422
Green Book Coordinator	MARY MOBLEY / 218/723-9127

## Advertising staff

Group Sales Director	TOM GALLIGAN / 262/653-9523 Fax: 262/653-9524 3901 52nd Ave., Kenosha, WI 53144-1830 <a href="mailto:tgalligan@advanstar.com">tgalligan@advanstar.com</a>
Cleveland Headquarters	7500 Old Oak Blvd., Cleveland, OH 44130-3369
Eastern Account Executive	HEATHER M. FOX / 440/891-3168 Fax: 440/891-2675 <a href="mailto:hfox@advanstar.com">hfox@advanstar.com</a>
Midwest Account Executive	KEVIN STOLTMAN / 440/891-2772 Fax: 440/891-2675 <a href="mailto:kstoltman@advanstar.com">kstoltman@advanstar.com</a>
Western Account Executive	GRETCHEN WAGNER / 760/837-3734 Fax: 760/837-3785 74563 Pepper Tree Dr., Palm Desert, CA 92260 <a href="mailto:gwagner@advanstar.com">gwagner@advanstar.com</a>
Account Executive	MICHAEL HARRIS / 440/891-3118 Fax: 440/826-2865 <a href="mailto:mharris@advanstar.com">mharris@advanstar.com</a>
Classified Showcase / Account Executive	LESLIE ZOLA / 440/891-2670; 800/225-4569 x670 <a href="mailto:lzola@advanstar.com">lzola@advanstar.com</a>
Directory Sales	MATT SIMONI / 440/891-3104

## Marketing services

MARCIE NAGY	Reprints (500 minimum) / 440/891-2744
TAMARA PHILLIPS	Circulation List Rental / 800/225-4569, ext. 773
ADVANSTAR MARKETING	Microfiche/film Copies 800/598-6008 Subscriber/Customer Service 218/723-9477/ 888/527-7008
TAMMY LILLO	International Licensing 218/723-9253 For current single copy, back issues, or film/fiche/ CD-Rom, call 800/598-6008; 218/723-9180



ROBERT L. KRAKOFF	Chairman and Chief Executive Officer
JAMES M. ALIC	Vice Chairman
DAVID W. MONTGOMERY	VP/Finance, CFO and Secretary
WILLIAM J. COOKE, ALEXANDER S. DEBARR MORRIS R. LEVITT DANIEL M. PHILLIPS	Executive Vice Presidents
ERIC I. LISMAN	Vice President & General Counsel
ADELE D. HARTWICK	Vice President-Controller & Treasurer

## departments

columns, news & more

### 6. Events

Who, what and when

### 9. On the Record

Time to raise the bar

BY SUE GIBSON

### 13. Green Side Up

Raise your prices for 2001

BY RON HALL

### 14. My Way

Share your success with employees

BY BOB SMART

### 16. Industry Almanac

Texas equipment regs, EPA nixes diazinon, Web-based education, Toro buys Goossen

tech center

### 64. LM Reports: A sprinkling of great products

Irrigation heads

BY CURT HARLER/CONTRIBUTING EDITOR

### 66. Ask the Expert

Spider mites, winter annual weed woes

BY BAL RAO, PH.D.

### 67. Jobtalk

Saving majestic royal palm trees in Florida

### 71. Product Focus: Making the grade

Ground preparation equipment

### 72. Products

ending notes

### 78. Cleanup Crew





On turf, on ornamentals, on edible fruit trees...

**EAGLE® is the only fungicide you need.**



EAGLE®; one of the best systemic fungicides available for turf and ornamentals, now is labeled for edible fruit trees.

EAGLE controls important turf diseases like Brown Patch and Spring Dead Spot, as well as ornamental diseases like Powdery Mildew, Scab, Rust and Leaf Spot.

EAGLE has been tested on popular landscape ornamental plants, and is labeled for use on over 100 species, including crabapples, dogwood, roses, apples, apricots, cherries, peaches, plums, and grapes. Now a single, cost-effective product controls disease on turf, ornamentals and backyard fruit trees.

EAGLE fungicide. The one and *only*.



Agricultural Chemicals Department  
100 Independence Mall West / Philadelphia, PA 19106  
1-800-987-0467 / [www.rohmhaas.com](http://www.rohmhaas.com)

© 1999 Rohm and Haas. ALWAYS READ AND FOLLOW LABEL DIRECTIONS. Eagle is a registered trademark of Rohm and Haas Company. T-O-312 12/99

Circle No. 105 on Reader Inquiry Card



# events

WHAT, WHEN & WHERE

## January 2001

**15-18 Michigan Turfgrass Conference** / Lansing, MI; 517/321-1660; [michiganturfgrass.org](http://michiganturfgrass.org)

**16-17 Connecticut Nurseryman's Association Winter Meeting** / Waterbury, CT; 203/445-0110

**17-19 Mid-America Horticultural Trade Show** / Chicago, IL; 847/526-2010; [www.midam.org](http://www.midam.org)

**17-19 Idaho Horticulture Show** / Boise, ID; 800/462-4769

**18-20 GrowerExpo 2001** / Chicago, IL; 630/208-9080

**18-20 Tropical Plant Industry Exhibition** / Ft. Lauderdale, FL; 800/375-3642

**22-24 Central Environmental Nursery Trade Show** / Columbus, OH; Sponsored by the Ohio Nursery & Landscape Association; 800/825-5062

**22-25 Grow and Mow Expo** / College Park, GA; 770/975-4123

**22-25 Professional Horticulture Conference of Virginia** / Virginia Beach, VA; 757/523-4734; [www.phvc.org](http://www.phvc.org)

**23-25 Mid-America Green Industry Convention** / Kansas, MO; 816/561-5323

**24-25 Maryland Turfgrass Conference & Trade Show** / 301/345-4199

**25 Northeastern PA Turf School & Trade Show** / Wilkes-Barre, PA; 814/863-1368

**25-27 Gulf States Hort Expo** / Mobile, AL; 202/789-5980 ext. 3010

**26 Western Tree Management Symposium** / Arcadia, CA; 714/991-1900

**29-30 Winter Conference** / Lansing, MI; Sponsored by the Michigan Forestry and Park Association; 517/482-5530

**31 Sacramento Landscape and Nursery Expo** / Sacramento, CA; 530/458-3189

**31-2 Iowa Nursery & Landscape** / Association Convention & Trade Show Des Moines, IA; 816/233-1481

## February

**1-4 PLCAA 6th Annual Management Conference** / Port Canaveral, FL; 800/458-3466

**1-4 ALCA Executive Forum** / Tucson, AZ; 703/736-9666

**1-4 ANLA Management Clinic** / Louisville, KY; 202/789-5980, ext. 3010

# Landscape MANAGEMENT

VISIT US ON THE WORLD WIDE WEB AT: [www.landscapegroup.com](http://www.landscapegroup.com)

Proud supporter of these green industry professional organizations:



**Associated Landscape Contractors of America**  
150 Elden Street, Suite 270  
Herndon, VA 20170  
703/736-9666  
[www.alca.org](http://www.alca.org)



**American Nursery & Landscape Association**  
1250 I St. NW, Suite 500,  
Washington, DC 20005  
202/789-2900



**Independent Turf and Ornamental Distributors Association**  
25250 Seeley Road  
Novi, MI 48375  
248/476-5457



**American Society of Irrigation Consultants**  
P.O. Box 426  
Byron, CA 94514-0426  
925/516-1124



**The Irrigation Association**  
8260 Willow Oaks Corporate Dr. Suite 120  
Fairfax, VA 22031-4513  
703/573-3551  
[www.irrigation.org](http://www.irrigation.org)



**National Arborist Association**  
The Meeting Place Mall,  
P.O. Box 1094  
Amherst, NH 03031-1094  
603/673-3311  
[www.natlarb.com](http://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](http://opei.mow.org)



**Professional Grounds Management Society**  
720 Light Street  
Baltimore, MD 21230  
410/752-3318



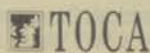
**Professional Lawn Care Association of America**  
1000 Johnson Ferry Rd., NE, Suite C-135  
Marietta, GA 30068-2112  
770/977-5222  
[www.plcaa.org](http://www.plcaa.org)



**Responsible Industry for a Sound Environment**  
1156 15th St. NW, Suite 400  
Washington, DC 20005  
202/872-3860  
[www.acpa.org/rise](http://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](http://www.aip.com/stma)



**Turf and Ornamental Communicators Association**  
P.O. Box 156  
New Prague, MN 56071  
612/758-5811



Ground Ivy 103  
50° F 85% H auto

450.587 yards  
WS: 2 mph NE

## EXTEND OPEN SEASON ON HARD-TO-KILL WEEDS.



For a cool-weather assault  
on hard-to-control weeds, arm

65785897  
acres treated

yourself with the powerful arsenal of Super Trimec or Turf Ester. You can stretch your weed-control season with extra applications in the fall or get an early jump on weeds in the spring. So if you have pesky dandelions, black medic, ground ivy or clover in your sights, take 'em out now with Super Trimec or Turf Ester. You can't get better cool-weather performance.

1-800-821-7925 FOR ANY WEED PROBLEM, TRIMEC® HAS THE SOLUTION. [weedalert.com](http://weedalert.com)

©2000 TRIMEC® is a registered trademark of PBI/Gordon Corporation. Always read and follow label directions. Circle No. 106 on Reader Inquiry Card





# Quality Product

## What do people have to do with a product?

At Walker, we believe they have everything to do with the product.

That was our idea when we brought Walker people together (distributors, dealers, customers, employees, and suppliers) to celebrate the production of the **50,000th Walker Mower** at the Walker Mowers Family Reunion in August 2000. For a small, family-owned manufacturing company in Colorado, it was a high moment. Our people made it happen—**our people made the difference!**

If you are looking for a proven, productive, high-quality riding mower, then it is time to contact your local Walker Mower Dealer. Get acquainted with the product and get to know the high-quality Walker people in your area.

Family Reunion



August  
11-12, 2000  
Fort Collins,  
Colorado

# Quality People

## Our People Make the Difference!

**WALKER MANUFACTURING CO.**

5925 E. HARMONY ROAD • DEPT. LM  
FORT COLLINS, CO 80528

(800) 279-8537 • [www.walkermowers.com](http://www.walkermowers.com)



Circle No. 107

Independent, Family Owned Company Designing and Producing  
Commercial Riding Mowers since 1980



## Time to raise the bar

**A**re you as successful as you want to be? If you're not getting the hourly rates you want, the clients you prefer or the good employees you need, you probably need to ask if your organization has a long-term future. Do you have a professional approach to business?

Let's define that first. I see a "professional" organization as one with two main elements:

- A solid business and operating foundation, and
- a desire to improve constantly.

These elements cover just about every piece in the organizational puzzle. But what is a "solid foundation?" Any successful company has:

- products or services that work,
- customers who want them,
- systems producing those products or services profitably and efficiently,
- people who work better together than they do individually,
- healthy (but probably not perfect) finances, sales and marketing and operations, and
- long-term prospects for success.

Whether you're Jack's Lawns with \$80,000 in revenues or General Electric with \$253 billion, these principles apply.

It's pretty obvious if you don't have a solid foundation, but what if you are just doing "OK?" What if you do things "pretty well," but not exceptionally well? Do you have a long-term future?

That depends on how you define a successful future. You might make enough for beer money or become rich beyond your dreams. If you want to be comfortable in retirement or pass the business along to your family, you need more than beer money now.

Are you interested in improving? The editors of *Landscape Management* think that building first-class organizations is a process needing benchmarks as measures of progress. We've assembled a Best Practices panel of experts from the industry to help us develop these measures. Those folks know their stuff and you can benefit from their experience. If you're managing an in-house grounds organization, these benchmarks also apply.

What do they mean? Benchmarks give you a goal to shoot for and compare against. They will help you insure long-term growth,

profitable and efficient operations, cultures that attract and keep good people and systems that deliver top quality services.

### That "kaizen" thing

Hand-in-hand with building a strong foundation is the focus on constant improvement. The Japanese call it "kaizen," and it is a culture in which everyone in an organization participates. Once you start looking for improvements, you'll have the resources to take your organization to the next level. But the first step is deciding to get serious about making your organization first-class.

We start our Benchmarks series this month on page 30, with coverage of how to improve your organization's public perception. We'd love to hear your own ideas.

Contact Sue at 440/891-2729 or e-mail at [sgibson@advanstar.com](mailto:sgibson@advanstar.com)

If you're not getting the hourly rates you want, the clients you prefer or the good employees you need, you probably need to ask if your organization has a long-term future.





**ONE CUSTOMER  
SAID THE WAVE OF**

**TRUCKS**

**AND TRACTORS**



**COMMERCIAL  
LENDING  
SERVICES**

