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\*Based on field trials conducted during 2001 at Clemson University, Texas A&M University, University of Arkansas, N.C. State University,  
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WHAT'S COMING UP IN JANUARY

## ■ Cover story: Editors' picks for '03

Ron Hall and Jason Stahl review some neat labor-saving equipment

## ■ Army of aerators

Curt Harler explores the world of aerators

## ■ Irrigation

The innovative new products we discovered at the Irrigation Show

## ■ Preparing sports fields for spring

CSFM Boyd Montgomery goes over the basics of spring sports field prep

## ■ Insect control

Adult Japanese beetle management: Fiction and fact

## ■ Long-term contracts

The benefits of long-term landscape maintenance contracts, especially on commercial properties

## ■ Mower Guide

A story on what's new with zero-turn mowers, ride-ons, walk-behinds, complete with product roundup

## ■ Telemarketing

Lawn care pros speak on whether telemarketing is still a useful tool, plus reports on the latest telemarketing legislation

■ **Plus:** The latest news in Industry Almanac, "Ask the Expert," and "Best Practices."

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WHAT'S NEW ON-LINE

- Take part in our monthly poll
- Look up stories from past issues
- Sign up for our newsletter, LM Week in Review
- The complete State of the Industry report at your fingertips
- The latest Green Industry news
- Soon — 2003 Green Book

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BY RON HALL / EDITOR-IN-CHIEF

# Don't ignore this revolution

**B**uckle up folks, we're in the front-end of a communication revolution that will change the world as we know it. As they say — "You ain't seen nothin' yet."

Friends, there's no overstating the impact that ever-more-incredible advances in communication technology are making in our society, our personal lives and in the way we operate our businesses.

Email. Cellular phones. Instant messaging. Hand-held computers. These are today's best production and sales tools. Learn to use them. We don't have a choice. Either ride the crest of the tidal surge of this revolution or be tumbled along in its froth.

### Everyone's got one now

The cell phone, a curiosity just a few years ago, is now considered a business necessity. It allows owners and managers to talk to or trade information with their employees, clients, vendors and . . . "Yes, dear I'll pick up some milk on the way home."

That's just the start. The newest generation of electronics are literally portable offices that have more utility than yesterday's room full of phones, faxes and file cabinets — all in a package that you attach to a clip on your belt. Amazingly, they allow you to access the Internet, communicate, schedule your week's activities and even take and send images.

This causes me to recall an interview in 1985 with a California lawn care business owner who saw the direction service delivery industries had to go. I remember the meeting well because I was so impressed with his "state-of-the-art" system.

This owner equipped his fleet of 22 service trucks — white pickup trucks, as I recall — with mobile radios he had purchased from the '84 Los Angeles

Olympics. Each time a technician made a service call, he called in the client's address, the time of the stop, the nature of the treatment, the type and amount of product he used, any payment he received and other data I've since forgotten.

A young woman in company headquarters received the information over her two-way radio and immediately inputted the data. Meanwhile, sales people in an adjacent room made cold calls to properties in the immediate vicinity of the technician, offering one-time specials and drumming up additional sales opportunities.

Did his technicians feel uncomfortable about calling in every stop, every treatment, every correspondence with a client? Not at all, he said. They loved the system because it allowed them to be more responsive to clients, treat more properties and, ultimately, earn better wages than technicians at competing companies.

Today's ongoing (and accelerating) communication revolution provides us with incredible access to other people, including our employees and our clients.

Let's learn to use these new tools to offer more responsive service. We owe it to ourselves, our employees and our customers.

Contact Ron at 440/891-2636

or e-mail at

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Today's communication tools give us instant access to clients, employees, each other.



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TRIMMING AND CHAINSAWING.**



\*Depending on model. \*\*Not available in Calif., Maine, and Mass. †When properly equipped. Remember to properly secure all cargo.



**January 2003**

5-7 **Western Nursery & Landscape Show**  
Kansas City, MO; 816/233-1481; [www.wnla.org](http://www.wnla.org)

6 **The Maxwell Turf & Landscape Conference and Trade Show**  
Melville, NY; 631/643-8873

6-8 **Great Lakes Trade Exposition**  
Lansing, MI; 800/879-6652; [www.mnla.org](http://www.mnla.org)

6-8 **Midwest Turf Expo**  
Indianapolis, IN; 765/494-8039; [www.mrtf.org](http://www.mrtf.org)

6-8 **Nebraska Turfgrass Conference**  
Omaha, NE; 402/463-5418; [www.nebraskaturfgrass.org](http://www.nebraskaturfgrass.org)

6-11 **Cornell Turfgrass Management Short Course**  
Ithaca, NY; 607/255-1792;  
[www.nysta.org/events/events](http://www.nysta.org/events/events)

7-9 **Eastern PA Turf Conference & Trade Show**  
King of Prussia, PA; 814/355-8010;  
[www.paturf.org](http://www.paturf.org)

7-9 **Kentucky Landscape Industries Winter Conference & Trade Show**  
Louisville, KY; 502/848-0055

8-10 **Mid-Atlantic Nursery Trade Show**  
Baltimore, MD; 800/431-0066

8-10 **Minnesota Green Expo**  
Minneapolis, MN; 888/886-6652

8-11 **Professional Landscape and Nursery Trade Show**  
Indianapolis, IN; 800/443-7336

10-11 **Winter Convention**  
Seattle, WA; Sponsored by the Washington State Nursery & Landscape Association; 800/672-7711

13-17 **Cornell University Short Course – An Organic Approach to Turf Management**  
Western, NY; 607/255-1792;  
[www.nysta.org/events/events](http://www.nysta.org/events/events)

14-15 **Connecticut Nurseryman's Association Winter Meeting**  
Hartford, CT; 203/445-0110

14-16 **Virginia Turfgrass Council's 43rd Annual Conference**  
Richmond, VA; 540/942-8873;  
[www.thevtc.org/events](http://www.thevtc.org/events)

15 **Landscape Industry Show**  
Sacramento, CA; 530/458-3189

15-16 **Morris Arboretum of the University of Pennsylvania's 13th Annual Symposium**  
Philadelphia, PA; 215/247-5777 ext. 125 or 156

15-17 **Mid-America Horticultural Trade Show**  
Chicago, IL; 847/526-2010; [www.midam.org](http://www.midam.org)

15-17 **Canada's International Horticultural Trade Show & Conference**  
Toronto, Canada; 905/875-1805; [www.locongress.com](http://www.locongress.com)

15-18 **Green 'N Growin' Show**  
Winston-Salem, NC; Sponsored by North Carolina Association of Nurserymen; 919/816-9119

15-19 **STMA 14th Annual Conference & Exhibition**  
San Antonio, TX; 800/323-3875;  
[www.sportsturfmanager.com](http://www.sportsturfmanager.com)

16-18 **Tropical Plant Industry Exhibition**  
Ft. Lauderdale, FL; 800/375-3642

17 **Illinois Landscape Contractors Association Certification Training**  
Navy Pier, IL; 630/472-2851

20-22 **Mid-Atlantic Horticulture Short Course**  
Virginia Beach, VA; 757/787-9451

20-22 **Central Environmental Nursery Trade Show**  
Columbus, OH; 800/860-1713;  
[www.onla.org](http://www.onla.org)

20-22 **Ohio State University Nursery Short Course**  
Columbus, OH; 800/825-5062

20-23 **North Carolina Turfgrass Conference & Trade Show**  
Charlotte, NC; 888/695-1333;  
[www.ncturfgrass.org](http://www.ncturfgrass.org)

20-23 **Michigan Turfgrass Conference**  
Lansing, MI; 517/321-1660; [www.michiganturfgrass.org](http://www.michiganturfgrass.org)

21-22 **Maryland Turfgrass 2003 Conference & Trade Show**  
Baltimore, MD; 301/345-4199

21-23 **Mid-America Green Industry Convention**  
Kansas City, MO; 816/561-5323

22-24 **Illinois Landscape Contractors Association Design Seminar**  
Hoffman Estates, IL; 630/472-2851; [www.ilca.net/education](http://www.ilca.net/education)

22-24 **Idaho Horticulture Show**  
Boise, ID; 800/462-4769; [www.inagrow.org](http://www.inagrow.org)

23-25 **WinterGreen 2003**  
Athens, GA; Sponsored by the Georgia Green Industry Association; 706/632-0100

24-25 **Washington Association of Landscape Professionals and Oregon Landscape Contractors Association Leadership Conference**  
Salishan, OR; 503/253-9091

26-28 **Nebraska Nursery & Landscape Association Winter Conference**  
Omaha, NE; 816/233-1481

26-28 **North Dakota Nursery and Greenhouse Association Annual Convention and Trade Show**  
Fargo, ND; 701/886-7673

27-29 **69th Iowa Turfgrass Conference & Trade Show**  
Des Moines, IA; 800/605-0420

28-30 **Green Industry Professional Seminar**  
Annandale, VA; Sponsored by PGMS DC Branch and NVNLA; 703/250-1368

29-31 **Iowa Nursery & Landscape Association Convention & Trade Show**  
Des Moines, IA; 816/233-1481

30 **Northeastern PA Turf School & Trade Show**  
Wilkes-Barre, PA; 814/863-3475;  
[www.paturf.org/calendar](http://www.paturf.org/calendar)

30-1 **The Gulf States Horticultural Expo**  
Mobile, AL; 334/502-7777

30-Feb. 2 **ANLA Management Clinic**  
Louisville, KY; 202/789-2900; [www.anla.org/events/ManagementClinic2003/MngClinic](http://www.anla.org/events/ManagementClinic2003/MngClinic)

31-Feb. 1 **Mountain Empire Landscape Professional Association Trade Show**  
Kingsport, TN; 423/477-8920

**February**

3-4 **AMTOP 2003 Conference**  
Helena, MT; Sponsored by the Association of Montana Turf & Ornamental Professionals; 866/442-6867;  
[www.amtop.org](http://www.amtop.org)

3-4 **Illinois Landscape Contractors Association Foremanship Training**  
Willowbrook, IL; 630/472-2851; [www.ilca.net/education](http://www.ilca.net/education)

4 **NYSTA Turfgrass Advocacy-Lobby Day 2003**  
Albany, NY; 800/873-8873;  
[www.nysta.org/events/events](http://www.nysta.org/events/events)

4-7 **ISA Conference**  
Springfield, MO; Sponsored by the International Society of Arboriculture; 417/865-1600; [www2.champaign.isa-arbor.com](http://www2.champaign.isa-arbor.com)

4-9 **NAA Winter Management Conference**  
Rio Grande, Puerto Rico; Sponsored by the National Arborists Association; 800/733-2622;  
[www.natlarb.com](http://www.natlarb.com)

6-8 **New England Grows Trade Show**  
Boston, MA; 508/653-3009

9-13 **Conservation Expo**  
Orlando, FL; 202/547-6223

10-15 **GCSAA Conference & Trade Show**  
Atlanta, GA; 800/472-7878;  
[www.golfcourseshow.com/2003confer](http://www.golfcourseshow.com/2003confer)

11 **Nevada Landscape Association Trade Show & Conference**  
Reno, NV; 775/673-0404

12-14 **Middle Atlantic Hardscaping Trade Show**  
Pennsauken, NJ; 610/544-5775

12-May 7 **10th Arborists' & Tree Workers' Certification Preparation Course**  
Brea, CA; 949/454-2409

13-16 **ALCA Executive Forum**  
Ft. Myers, FL; 800/395-2522; [www.alca.org](http://www.alca.org)

13-17 **PLCAA 8th Annual Management Conference**  
Cozumel, Mexico; 800/458-3466;  
[www.plcaa.org](http://www.plcaa.org)

18-19 **Illinois Landscape Contractors Association Winter Seminar**  
Lisle, IL; 630/472-2851;  
[www.ilca.net/education](http://www.ilca.net/education)

18-22 **Cornell University Short Course – An Organic Approach to Turf Management**  
Long Island, NY; 607/255-1792;  
[www.nysta.org/events/events](http://www.nysta.org/events/events)

19-20 **WinterGreen Expo & Conference**  
Warrensville Heights, OH; Sponsored by the Ohio Landscape Association; 800/335-6521

19-21 **LCA Winter Workshop**  
Bethesda, MD; 301/948-0810; [www.lcamddcva.org](http://www.lcamddcva.org)

22-2 **Southern Spring Show**  
Charlotte, NC; 704/376-6594

24 **Southeast Regional Conference**  
Suffern, NY; Sponsored by the New York State Turfgrass Association; 800/873-8873;  
[www.nysta.org/events/events](http://www.nysta.org/events/events)

24-28 **Indiana-Illinois Turfgrass Short Course**  
Willowbrook, IL; 765/494-8039

25-26 **Connecticut Groundskeepers Association Conference & Trade Show**  
Hartford, CT; 203/699-9912

25-27 **Western PA Turf Conference & Trade Show**  
Monroeville, PA; 814/863-3475;  
[www.paturf.org/calendar](http://www.paturf.org/calendar)

25-28 **TPI Midwinter Conference**  
Birmingham, England; 800/405-8873;  
[www.turfgrassod.org/events](http://www.turfgrassod.org/events)

26 **New Jersey Landscape 2003**  
Secaucus, NJ; Sponsored by the New Jersey Landscape Contractors Association; 201/664-6310

26 **Connecticut Turf & Landscape Conference**  
Hartford, CT; 203/699-9912

28 **Illinois Landscape Contractors Association Excellence in Landscape Awards Program**  
Oak Brook, IL; 630/472-285;  
[www.ilca.net/education](http://www.ilca.net/education)

**March**

3-5 NTEA Work Truck Show Atlanta, GA; 800/444-6832; [www.ntea.com/Expo](http://www.ntea.com/Expo)

4-5 Spring Training Conference Aurora, CO; Sponsored by the Colorado Association of Lawn Care Professionals; 303/850-7587

5-6 MDLA Trade Show and Convention Novi, MI; Sponsored by the Metropolitan Detroit Landscape Association; 800/354-6352

5-9 Wichita Lawn, Flower and Garden Show Wichita, KS; 316/721-8740

8-16 Chicago Flower & Garden Show Chicago, IL; 312/321-5086; [www.chicagoflower.com](http://www.chicagoflower.com)

10 Western Regional Conference Buffalo, NY; Sponsored by the New York State Turfgrass Association; 800/873-8873; [www.nysta.org/events/events](http://www.nysta.org/events/events)

11-13 Trees & Utilities National Conference Nebraska City, NE; 402/474-5655

13-16 ALCA Student Career Days Raymond, MS; 800/395-2522; [www.alca.org](http://www.alca.org)

15 Western PA Gardening and Landscape Symposium University Park, PA; 412/473-2540

18-20 New England Regional Turfgrass Conference and Show Providence, RI; 401/848-0004

27-30 Capital District Garden & Flower Show Troy, NY; 518/356-6410; [www.gardenandflowershow.com](http://www.gardenandflowershow.com)

**April**

6-8 Equipment & Engine Training Council Annual Conference Appleton, WI; [www.eetc.org](http://www.eetc.org)

26-28 TOCA Annual Meeting Charleston, SC; 952/758-6340; [www.toca.org](http://www.toca.org)

27-30 North American Snow Conference Quebec, Canada; 816/472-6100; [www.apwa.net](http://www.apwa.net)

**May**

3-6 ASIC Annual Conference Asheville, NC; Sponsored by the American Society of Irrigation Consultants; 312/372-7090; [www.asic.org/calendar.asp](http://www.asic.org/calendar.asp)

**June**

17 Cornell University Field Day Ithaca, NY; 800/873-8873; [www.nysta.org/events/calendar](http://www.nysta.org/events/calendar)

**July**

12-14 SIMA Snow and Ice Symposium Buffalo, NY; 814/835-3577; [www.sima.org](http://www.sima.org)

14-15 PLCAA's Legislative Day on the Hill & Arlington Renewal Project Washington, DC; 800/458-3466; [www.plcaa.org](http://www.plcaa.org)

15-20 ANLA Convention & Executive Learning Retreat Boston, MA; 202/789-2900; [www.anla.org](http://www.anla.org)

23-25 TPI Summer Convention & Field Days Dayton, OH; 800/405-8873; [www.turfgrassod.org/events](http://www.turfgrassod.org/events)

26-30 Soil and Water Conservation Society Annual Conference Spokane, WA; 515/289-2331; [www.swcs.org](http://www.swcs.org)

29-31 Penn Allied Nursery Trade Show Fort Washington, PA; 610/544-5775; [www.pantshow.com](http://www.pantshow.com)

**August**

6 Illinois Landscape Contractors Association Summer Field Day West Chicago, IL; 630/472-2851; [www.ilca.net/education](http://www.ilca.net/education)

16 Illinois Landscape Contractors Association Certified Landscape Technician Exam Joliet, IL; 630/472-2851; [www.ilca.net/education](http://www.ilca.net/education)

**September**

18-19 Southwest Horticultural Trade Show & Conference Phoenix, AZ; 480/966-1610

23-24 Virginia Turf Council Field Day Blacksburg, VA; 540/942-8873; [www.thetvc.org](http://www.thetvc.org)

29-1 Building With Trees National Conference Nebraska City, NE; 402/474-5655

**October**

8-9 Turfgrass, Landscape and Equipment Expo Pomona, CA; Sponsored by the Southern California Turfgrass Council; 800/500-7282; [www.turf council.org/NewSite/events](http://www.turf council.org/NewSite/events)

17-18 Xeriscape Conference 2003 Albuquerque, NM; 505/341-5743; [www.xeriscapenm.com](http://www.xeriscapenm.com)

18-20 International Lawn, Garden & Power Equipment Expo Louisville, KY; 800/558-8767; <http://expo.mow.org>

30-3 ASLA Annual Meeting and Expo New Orleans, LA; 202/898-2444; [www.asla.org](http://www.asla.org)

**November**

4-6 Turf and Grounds Exposition Rochester, NY; Sponsored by the New York State Turfgrass Association; 800/873-8873; [www.nysta.org/events/calendar](http://www.nysta.org/events/calendar)

5-8 Green Industry Expo St. Louis, MO; 800/395-2522; [www.gie.org](http://www.gie.org)

13-15 Tree Care Industry Expo Baltimore, MD; 603/314-5380

18-20 International Irrigation Show San Diego, CA; 703/536-7080; [www.irrigation.org](http://www.irrigation.org)

**December**

8-11 Ohio Turfgrass Conference and Show Columbus, OH; [www.ohioturfgrass.org](http://www.ohioturfgrass.org)

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## American Nursery & Landscape Association

1000 Vermont Avenue NW, Suite 300  
Washington, DC 20005-3922  
202/789-2900  
Fax: 202/789-1893  
<http://www.anla.org>

President: R. Wayne Mezitt  
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Region II Director: Charles H. Parkerson  
Region III Director: Peter Orum  
Region V Director: B. Berry  
Region VI Director: Buzz Bertolero

### Key Events:

Jan. 30-Feb. 2 Management Clinic, Louisville, KY  
July 15-20 ANLA Convention & Executive Learning Retreat, Boston, MA

## American Society of Irrigation Consultants

111 E. Wacker, 18th Floor  
Chicago, IL 60601  
312/372-7090  
Fax: 312/372-6160  
E-mail: [chad.ritterbusch2publicis-usa.com](mailto:chad.ritterbusch2publicis-usa.com)  
[www.asic.org](http://www.asic.org)

President: James Barrett  
Vice President: Dan Benner  
Secretary: David D. Davis  
Treasurer: Bob Scott

### Key Events:

May 3-6 20th ASIC Conference, Asheville, NC

## Turfgrass Producers International

1855-A Hicks Road, Suite A  
Rolling Meadows, IL 60008  
800/405-TURF or 847/705-9898  
Fax: 847/705-8347  
E-mail: [info@turfgrassod.org](mailto:info@turfgrassod.org)  
[www.turfgrassod.org](http://www.turfgrassod.org)

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Secretary-Treasurer: Art Campbell  
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### Key Events:

Feb. 25-28 Midwinter Conference & Expo, Birmingham, England  
July 23-25 Summer Convention and Field Days, Dayton, OH

## Associated Landscape Contractors of America

150 Eldon Street, Suite 270  
Herndon, VA 20170  
800/395-ALCA  
Fax: 703/736-9668  
E-mail: [debraholder@alca.org](mailto:debraholder@alca.org)  
<http://www.alca.org>

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Gaumer, Richard Underwood, Peter Howe, Dan Foley, Mike Senneff, Maria Threadgill

### Key events:

Feb. 13-16 ALCA Executive Forum, Fort Myers, FL  
Mar. 13-16 ALCA Student Career Days at Hinds Community College, Raymond, MS  
Nov. 5-8 Green Industry Expo, St. Louis, MO

## Professional Grounds Management Society

720 Light Street  
Baltimore, MD 21230  
410/752-3318, 800-609-PGMS  
Fax: 410/752-8295  
E-mail: [pgms@assnhqtrs.com](mailto:pgms@assnhqtrs.com)  
[www.PGMS.org](http://www.PGMS.org)

President: Dusty Hallman, CGM  
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Executive Director: Thomas Shaner, CAE

### Correspondence Courses:

Certified Grounds Manager Program  
CS Learning Systems Landscaping Systems through Harcourt Learning

### Key Events:

Nov. 5-8 Green Industry Expo, St. Louis, MO

## Professional Lawn Care Association of America

1000 Johnson Ferry Road NE, Suite C-135  
Marietta, GA 30068  
800/458-3466  
Fax: 770/578-6071  
E-mail: [plcaa@admin.org](mailto:plcaa@admin.org)  
<http://www.plcaa.org>

President: Jon Cundiff  
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### Correspondence Courses:

Principals of Turfgrass Management  
Principals of Landscape, Tree & Shrub Maintenance

### Key Events:

Feb. 13-17 2003 Management Forum Cruise, Tampa, FL, to Cozumel, Mexico  
July 14-15 Day on the Hill, Washington DC  
Nov. 5-8 Green Industry Expo, St. Louis, MO

## Irrigation Association

6540 Arlington Blvd.  
Falls Church, VA 22042-6638  
703/536-7080  
Fax: 703/536-7019  
E-mail: [info@irrigation.org](mailto:info@irrigation.org)  
[www.irrigation.org](http://www.irrigation.org)

President: Rex Dixon  
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President Elect: Adam Skolnik

Treasurer: David Zoldoske

Executive Director: Thomas H. Kimmell, CLIA  
Board of Directors: Michael E. Bousquet, Ken Mills, Tom Engel, John Roberts, John W. Ossa, Susan S. Thayer, Andrew Crouch, Robert Rider, Jr., David Werning, Brian Wright

### Key Event:

Nov. 18-20 International IA Show, San Diego, CA

## Sports Turf Managers Association

1027 S. 3rd St.  
Council Bluffs, IA 51503  
800/323-3875, 712/322-7838  
Fax: 800/366-0391  
Email: [sportsTmgr@aol.com](mailto:sportsTmgr@aol.com)  
<http://www.aip.com/stma>

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President Elect: Bob Campbell  
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Executive Director: Steve Trusty  
Secretary: Mike Trigg  
Treasurer: Tim Moore  
Directors-at-Large: Mike Andresen, Rich Moffitt, Dave Rullis, Dr. Tony Koski, Mark Razum, Vicki Wallace, Boyd Montgomery

### Key Events:

Jan. 15-19 STMA Conference & Exhibition, San Antonio, TX

## National Arborist Association

3 Perimeter Road, Unit 1  
Manchester, NH 03103  
800/733-2622  
Fax: 603/314-5386  
E-mail: [naa@natlarb.com](mailto:naa@natlarb.com)  
<http://www.natlarb.com>

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### Correspondence Courses:

Home Study Courses in Arboriculture  
Electrical Hazard Awareness Program

### Key Events:

Feb. 4-9 Winter Management Conference, Rio Grande, PR  
Nov. 13-15 TCI Expo, Baltimore, MD

## American Society of Landscape Architects

636 Eye Street, NW  
Washington, DC 20001-3736  
202/898-2444  
Fax: 202/898-1185  
[www.asla.org](http://www.asla.org)

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VP/Information: Don Brigham  
VP/Finance: C. Edward Curtin  
VP/Membership: Sadik Artunc  
VP/Public Affairs: Amy Schneckenburger

### Key Events:

Oct. 30-Nov. 3 ASLA Meeting/Expo, New Orleans, LA