

INTRODUCING THE ALL-NEW GMC® TOPKICK.™ ENGINEERED BEYOND EXPECTATIONS.

Every day, you're challenged to do more — better, faster. Now there's a truck that can more than keep up. The all-new GMC TopKick. Engineered to perform beyond the call of medium duty. If you're in need of a truck that is heavy on attitude and backed by superior engineering, the GMC TopKick will surely exceed your expectations.

The all-new GMC TopKick offers the kind of best-in-class features and engineering innovations only a company with more than 100 years of truck experience could deliver. Like a choice of diesel and gas powertrains, as well as an impressive range of GVWRs — from 16,000 to 61,000 lbs.* Equally important, the GMC TopKick surrounds your drivers in a quiet, highly functional environment so they can focus on what the road has in store. And they'll be well equipped to handle any situation with increased visibility and maneuverability. Clearly, this incredibly powerful truck has what it takes to get the job done. On time. On budget.

The all-new GMC TopKick. It's what happens when professional engineering is driven by heavy duty attitude.



GMC | **TOPKICK**

* When properly equipped; includes weight of vehicle, passengers, cargo, and body equipment.

**THE ALL-NEW GMC TOPKICK.
THE RIGHT TRUCK FOR YOU.**

Professional grade engineering is the foundation on which every GMC truck is built. And the all-new GMC TopKick continues that tradition by delivering what you want and need in a medium duty truck: strength, reliability, durability, and versatility. With frames ranging from 50,000–110,000 psi, there is a GMC TopKick for every use. And with its straight frame from front to rear with no protrusions, the GMC TopKick makes upfitting easy. So no matter what the job calls for, you can call on the GMC TopKick. Discover how the GMC TopKick can fit your business needs now and in the future.



Fast, easy, and safe deliveries are a real advantage in the real world, where tight alleys and cramped loading docks are often the norm. Added maneuverability minimizes hazards and increases efficiency.

**GMC TOPKICK C4500
Regular Cab—36.8'**

Nearest Competitor*—52'



A couple of degrees might not seem like much, but every driver knows—especially when backing up—that those degrees can be the difference between hitting or missing that badly placed dumpster.



For the inevitable tight squeezes, both driver and passenger sides feature cowl-mounted mirrors (for less vibration) that fold inward 90 degrees in either direction to be flush with the body of the truck.

A driver can't avoid what can't be seen. The TopKick's dramatically sloped hood helps increase forward visibility—and margins of safety.



* Based on comparison of 2003 GMC TopKick C4500/C5500 60" CA to 2003 Ford F-450/F-550 60" CA. Excludes other GM® vehicles.

F-450/F-550: 26'

GMC TopKick C4500/C5500: 13'

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Vehicles throughout this brochure shown with optional equipment. See dealer for details.

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People & companies

Bayer Environmental Science has hired **Sam Snyder**



Snyder

as Field Sales Representative in northern Ohio and **Ben Cicora** as Field Sales Representative in southern Ohio.

RedMax, Komatsu Zenoah America, Inc. recognized

William Vick, Territory Manager for RedMax Distributing, for surpassing \$1 million in sales.

The **Western Nursery & Landscape Association** named **Nicholas Hand** President.

Chapel Valley Landscape Company named **Sterns Lott** Virginia Commercial Sales Manager.

Skinner Nurseries has hired **Roger Claybaugh** and **Mike Vleck** as sales representatives.

Bozzuto Landscaping promoted **Christopher Green** to branch manager and **Marc Schmidt** to area manager. Green joined Bozzuto, Laurel, MD, in 1998 and Schmidt in 2001.

The **Iowa Nursery & Landscape Association** elected **Les Gehrels** President.

Stihl Inc. appointed **Günther Stoll** to Product Manager of chain saws.

Gowan Company named **Martin Petersen** Managing Director.



BioSafe Systems named **Melissa Gugliotti** Sales Director for the aquatics market.

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statistics

INDUSTRY TRENDS BY THE NUMBERS

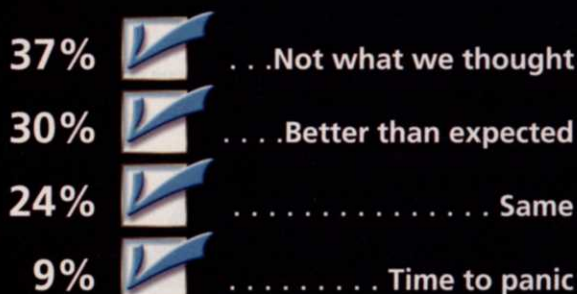
POWER LAWN & GARDEN EQUIPMENT SHIPMENTS (MILLION DOLLARS)

	1997	2002	2007
Lawn & garden equipment shipments	7615	8500	9900
Lawnmowers	3105	3370	3925
Turf & grounds equipment	965	1510	1965
Garden tractors & rotary tillers	810	760	870
Trimmers & edgers	660	635	770
Snow throwers	470	415	280
Blowers, vacuums & sweepers	235	300	360
Chipper/shredders & other	330	380	450
Parts & accessories	1040	1130	1280

SOURCE: THE FREEDONIA GROUP, INC.

Survey says...

Q How's your year going? Are you heading for a record season, or do you wish you could start all over again? To find out, we posted a survey on our Web site, and you responded. Here are the results.



Percentages based on 46 responses

Log onto www.landscapemanagement.net and answer our online survey. We publish the results here monthly.

CANADA GEESE BY THE NUMBERS



► Protected under federal protection through the Migratory Bird Treaty Act of 1918

► Scientific name: *branta canadensis maxima*

► Avg. wt.: 15-17 lbs.

► Life span: 7-25 years

► Normally a goose will eat up to 3 lbs. of grass a day and leave behind 2 lbs. of droppings

► Reproduction begins at 2-3 years of age

► Eggs are laid in March or early April. A group of eggs are called a clutch

► Avg. clutch size is 2-5 eggs. Incubation period is 25-30 days

► Egg addling is endorsed by the Humane Society

► Adult geese lose their flight feathers (molting) about 8 weeks after their young are hatched. Molting birds are unable to fly

► Pairs of geese mate for life

► Geese usually return to where they nested or learned to fly

SOURCE: FLIGHTCONTROL

U.S. ECONOMIC OUTLOOK: APRIL 2003

U.S. economy (annual growth rate)	2001	2002	2003
Real GDP	0.3	2.4	2.4
Inflation (CPI)	2.8	1.6	2.6
Unemployment rate	4.8%	5.8%	5.9%
Fed funds rate	3.9%	1.7%	1.3%
30-year fixed mortgage rate	7.0%	6.5%	6.1%
1-year ARM	5.8%	4.6%	4.1%
Existing single-family sales	5,296	5,566	5,531
New single-family sales	908	974	928
Housing starts	1,603	1,705	1,683

SOURCE: NATIONAL ASSOCIATION OF REALTORS



Turns out there actually are enough hours in the day.

Introducing the Toro® Groundsmaster® 4100-D. It's designed from the ground up to get more done. The entire 10.5' cutting deck is in front for easy maneuvering. And fast mowing. Muscle? It has the most net horsepower and torque in its class. For Toro Financing™ options, call 1-800-803-8676 or visit toro.com.

Circle No. 112



Count on it.

Advantage: Certification

Set your business apart with professional credentials that demonstrate your commitment to quality and to your clients

BY MICHAEL RILEY

While professional certification is still relatively new to the Green Industry, those who have earned their credentials are enjoying a competitive advantage. How much? That's hard to judge. But it's real. Certification brings increased knowledge and self-worth to the employee, credibility and respect to the business owner, and a sense of reassurance to customers that they're hiring the best in the business.

It's not just a piece of paper to hang on a wall. Educated clients know the value of professionally trained and certified contractors and crew members, and many are willing to pay a little more for it.

"To the extent that you can convey to prospects and clients the benefits of using certified people, you can get their endorsements and have a greater marketing advantage — and charge premium prices," says David Frank, owner of David Frank Landscape Construction, Georgetown, WI. "There are so many credentials that are for sale these days — this isn't



one of them. It means something to the Green Industry, and to those who don't know, you have to educate them."

Raising the bar

Frank is one of only a handful of contractors to be designated as a Charter Certified Landscape Professional (CCLP) — a distinction that comes from having passed a challenging battery of exams during the charter year of the Associated Landscape Contractors of America's CLP certification program.



David Frank

ALCA offers three certifications: Certified Landscape Professional (CLP), Certified Landscape Technician - Exterior (CLT-E), and Certified Landscape Technician - Interior (CLT-I). Anyone working in the industry is eligible to take the tests, although ALCA members receive a discount (tiered pricing is standard practice with all of the associations listed in this article).

"This isn't an easy test," says Frank. "Most people have to work at it two, three, even four times to pass. It's tough, but it's worth it. It improves the morale and self-esteem of our staff of roughly 300, and I've found it to be very beneficial in promoting our firm's professional image through our brochures, business cards and all of our marketing material."

Certification is the accredited acknowledgement by an organization or society that verifies a person's

tested knowledge of professional standards. Its roots can be traced back to medieval times when doctors were first certified after schooling. The concept of professional credentials eventually spread to encompass blue collar industries, and, by the late-1970s (the time when the Green Industry began forming its own programs), there were over 300 industry certification programs in place throughout the United States.

Beyond providing a well-rounded education to those who become certified, the concept of standardization establishes a baseline of competence for an entire industry. By raising the bar, people who achieve certification benefit by having a greater sense of pride and reinforced confidence. They feel good about themselves and their abilities, and produce a better product — which translates into more success for the

companies they work for, as well as increased customer satisfaction and esteem for the service provider.

Association involvement

As a key component in professional development and an overall package of member benefits, most Green Industry associations today have certification programs in place (see chart, p. 28, for a list of national ones).

A well-rounded education often involves certification in more than one area of the Green Industry. For example, the Irrigation Association (IA) and ALCA formed an alliance in 2001 to provide a "certification track" for contractors and employees who work in both landscape and irrigation.

"It's a professional development and learning experience designed to help the individual stay on the cutting edge of

PROFESSIONAL DEVELOPMENT

CERTIFICATION PROGRAMS BY ASSOCIATION

Association	Certification(s) offered	Contact	Phone	Web address
Associated Landscape Contractors of America (ALCA)	Certified Landscape Technician – Exterior (CLT-E) Certified Landscape Technician – Interior (CLT-I) Certified Landscape Professional (CLP)	Marcia Higgins, BCA Professional Standards Mgr.	800/395-ALCA	www.alca.org
Professional Grounds Management Society (PGMS)	Certified Grounds Technician (CGT) Certified Grounds Manager (CGM)	Tom Shaner Executive Dir.	800/609-PGMS	www.pgms.org
Professional Lawn Care Association of America (PLCAA)	Certified Turfgrass Professional (CTP) Certified Ornamental Landscape Professional (COLP) Certified Cool Season Turfgrass Professional (in cooperation with the Lawn Care Association of Pennsylvania)	Thomas Delaney VP of Government Affairs	800/458-3466	www.plcaa.org
Sports Turf Managers Association (STMA)	Certified Sports Field Manager (CSFM)	Suz Trusty Communications Dir.	800/323-3875	www.sportsturfmanager.com
Irrigation Association (IA)	Certified Irrigation Designer (CID) Certified Irrigation Contractor (CIC)	Kelly Benedetti Certification Mgr.	703/536-7080	www.irrigation.org
Snow & Ice Management Association (SIMA)	Certified Snow Professional (CSP)	Tammy Higham Executive Dir.	814/835-3577	www.sima.org
California Landscape Contractors Association (CLCA)	(Same as ALCA)	Tara Stout Events Mgr.	916/830-2780	www.clca.org

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Circle 113

changes in the industry," says IA Certification Manager Kelly Benedetti said of the program. "It's brought a new level of cooperation and visibility to both associations."

The Professional Grounds Management Society (PGMS) is another association that works to promote certification through partnership, coordinating with the Association for Higher Education Facility Officers (APPA) and the American Public Works Association (APWA). PGMS was also the first Green Industry association to offer certification (1980).



Van Haasteren

"One of the most important things that you can do to improve your career is to continue your professional development," says George Van Haasteren, CGM (Certified Grounds

Manager). Van Haasteren is Director of Grounds for Dwight-Englewood School in Englewood, NJ, and chairs the PGMS certification committee. "Sure it's hard work; anything worth having is. But it's worth it."

Industry certification
now includes
cooperative efforts
with universities.

Industry certification has expanded to include cooperative efforts with universities as well. The Professional Lawn Care Association of America (PLCAA) teams up with the University of Georgia to administer its Certified Turfgrass Professional (CTP) and Certified Ornamental Landscape Professional (COLP) programs. PLCAA also recently added a third certification for cool-season turfgrass profession-

als, offered through Penn State University in cooperation with the Lawn Care Association of Pennsylvania.

But you don't need a college background

to qualify for a Green Industry certification program. Each association has a complete listing of requirements based on experience and education, and offers study materials

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Circle 114

and frequent testing to all candidates. Most programs also require re-certification every few years in order to remain current with technology and industry changes.

All of this might seem like a lot of work. So why do it? "Certification shows that you're not only competent, but that you've taken the extra step to work through the process and affirm your professionalism," says Suz Trusty, Communications Director for the Sports Turf Managers Association.



John Gachina

It also earns respect from customers who can relate. "Property and facility managers have their own certification programs, which I think creates a greater respect for landscape companies that have certified employees," says John Gachina, CLT, CLP, of John Gachina Landscape Management, Menlo Park, CA. "Certification demonstrates a unique level of professionalism to customers and instills pride in the work force."

All of this might seem like a lot of work. So why do it? Because it shows you've taken an extra step.

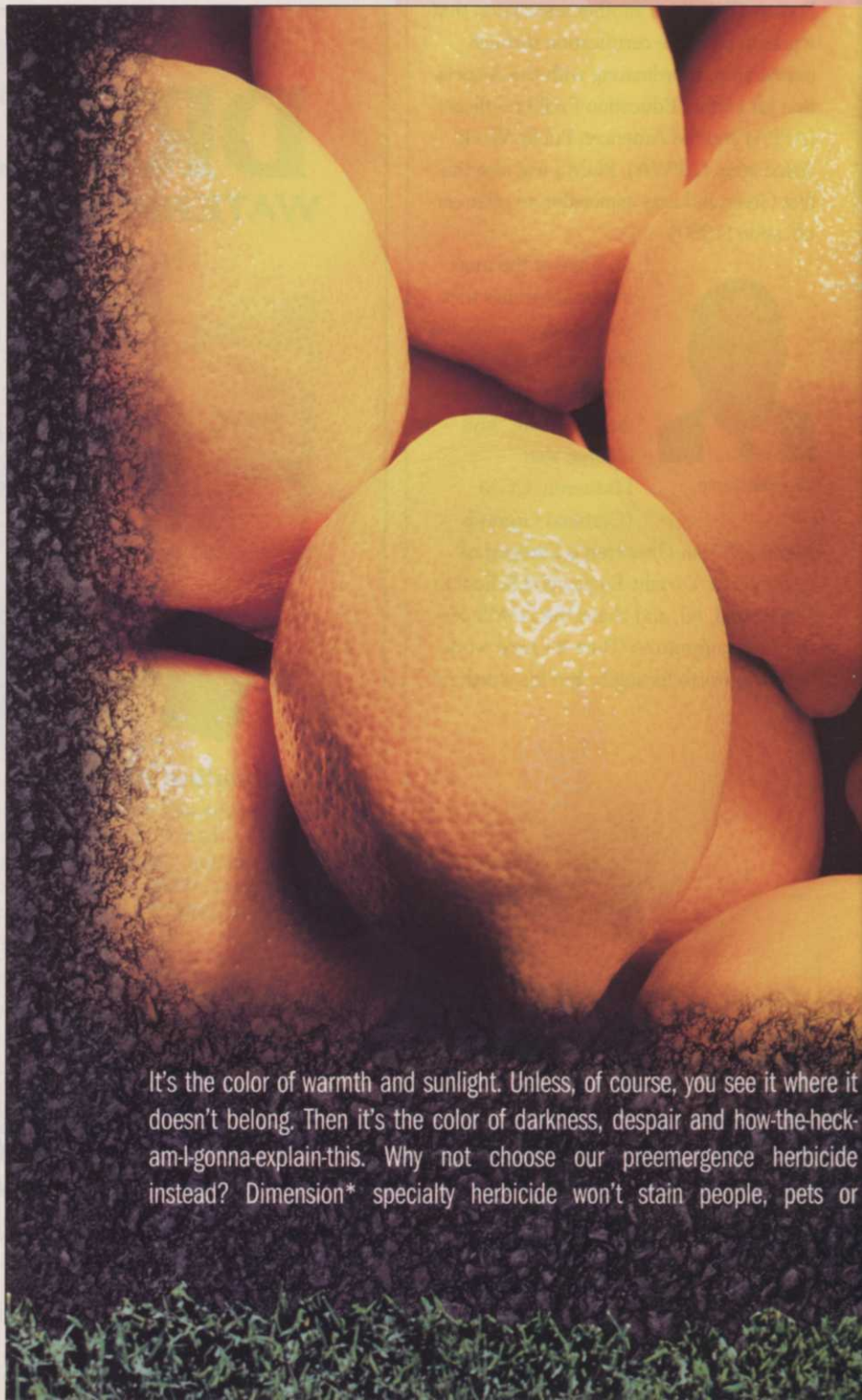
Coming of age

"The level of sophistication of the industry has progressed to where you can no longer view it as something that 'just anybody' can do," says Klaus Kumme, CLT, CLIA, of KL Landscaping, Castaic, CA. "Contractors now recognize that they aren't only in competition with each other but with

other industries that have well-developed certification programs.

"Customers have come to expect credentials from their professional service providers. Think of 'Mr. Goodwrench.'"

Are you more comfortable taking your car to a certified mechanic? It's not only the image but the substance of what certification means to the customer and to the person who's certified."



It's the color of warmth and sunlight. Unless, of course, you see it where it doesn't belong. Then it's the color of darkness, despair and how-the-heck-am-I-gonna-explain-this. Why not choose our preemergence herbicide instead? Dimension* specialty herbicide won't stain people, pets or