NEW HOLLAND



THE LANDSCAPER'S CHOICE

New Holland skid steer and compact track loaders boost landscaping productivity and your bottom line.

Super Boom® Skid Steers—Super Boom® lift linkage delivers maximu forward reach at maximum lift height. The long wheelbase and low center of gravity yield rock-solid stability and exceptional lift capacity. Seven models with operating capacities from 1,250 to 2,800 lbs.

Compact Track Loaders—superior flotation and stability delivered by ground-hugging tracks with the reach and lift capacity of our patented Super Boom®. The compact track loader conquers challenging terrain with ease to keep you working at full speed. Choose 2,500 or 2,900 lb. operating capacity.

For more information on these powerful landscaping tools and available attachments, see your New Holland dealer or visit our website at www.newholland.com





















Contents

JANUARY 2007 / ISSUE #1 / VOLUME 46



Business

OPERATIONS ► MANAGEMENT ► MARKETING

11 On the Record

Everybody wants nicer outdoor living spaces, and that includes my wife who wants a stone patio and fireplace.

BY RON HALL

12 Best Practices

Many companies find it advantageous to switch to a workweek consisting of four 10-hour days.

BY BRUCE WILSON

CE WILSON

12:30-6

16 Training Room

One negative person on our team can be as destructive to your plan as a hand grenade with the pin out.

BY BILL HOOPES

18 In the Know New column! Legally Speaking, pg. 22

Fireplaces are hot in '07; new rules on peticide labels; Target Specialty Products cheers up Marines; Guelph Turf Research's future is up in the air; Legally Speaking; PLANET prepares for its Day on the Hill; memories of Lambeau Field

26 Sky-scaping

Green roofs move into the mainstream of landscape contracting; are you ready?

BY ROBERT KRAVITZ & STEVEN COHAN

Technology

RESEARCH ► EQUIPMENT ► CHEMICALS

36 Innovations

Ford F-650 and F-750 Super Duty Chassis Cabs, Tiger Truck's Champ 4500, Wise Industries' BedRug lifestyle performance liner, John Deer and Isuzu's truck/equpment package

38 From the Shop

Most small engine manufacturers get nervous when there is more than 10% ethanol in the fuel. BY HARRY SMITH

COVER PHOTO COURTESY: GREENROOFS.ORG AND ECO HOUSING CORP.

«Contents

Technology (continued)

40 InfoTech

You've got a lot on your mind planning out the coming season, so include yourself a little bit with these nifty toys.

BY TYLER WHITAKER

42 Propane, a promising alternative

Fuel delivery system improvements and an in-place supply infrastructure give commercial cutters another fuel option.

BY RON HALL



48 Formulation — it matters

Without an effective, safe and easy to use formulation, no pesticide product will deliver satisfactory results.

BY RON HALL

52 LM Reports: Professional pond products

See the latest offerings on the market.



62 Get a Grip

Buying equipment from big box stores, newspaper want ads or eBay is not a good idea. BY ALLEN SPENCE



Design/Build

PROJECTS ► PROCESS ► CONSTRUCTION

64 Steer clear of trouble

Skid steer attachments boost productivity and minimize site damage.

68 Project Portfolio

Scapes LLC, Atlanta, installs a home office with pool and hot tub on a private wooded lot.

70 Landscape of the Month

Todd's Enviroscapes redesigns the First Ladies National Historic Site courtyard. BY DANIEL G. JACOBS

Resources

PRODUCTS ► EVENTS ► FYI

- 74 Products
- 86 FYI: Ad & Editorial Index

88 Winners: Russo Lawn and Landscape

Treat your people well, and they'll treat your business well.

BY DANIEL G. JACOBS

DI DANIEL G. JACC

1 MACHINE. 4 HOURS.

Maximize your time by minimizing hours of manual labor. Take on an enormous job while sitting in a cool, air-conditioned cab. With Bobcat® equipment, you'll roll on to the next job in record time.

One Tough Animal.





www.landscapemanagement.net

LANDSCAPE MANAGEMENT CONTINUES ONLINE / January 2007



Coming up roses

Check online for the story on how Rain Bird created its 'Natural Beauties' float for the annual Tournament of Roses Parade. The float was 32 feet tall and 55 feet long, carried more than 13,000 lbs. of water and featured a 15 foot waterfall, all highlighting Rain Bird's commitment to water conservation and nature.

»Special issue

Landscape Management's
Green Industry search



engine Green-Seeker.com provides you with a listing of suppliers, distributors, associations and more online. Visit www.green-seeker.com for the most comprehensive compilation of Green Industry resources

»Readers respond

When you run a business, you never stop learning. So we asked our readers, "What's been your most valuable source for business insight?"

Here's what you said:

51st Mentors & experienced veterans

Books & magazines

21[%] School of hard knocks

9[%] Trade shows & association meetings

2[%] In a business class at a college

Want to weigh in? Our survey question changes every month and we publish the results here. Visit <u>www.landscapemanagement.net</u> to voice your opinion.

»Overheard

"Seed catalogs have resulted in more unfulfilled fantasies than Enron and Playboy combined."

- Michael Perry, author of "Big Rigs, Elvis & Grand Dragon Wayne"

>> ONLINE RESOURCES

Industry news and events

Read the latest news headlines before the print issue comes out, and plan your travel with our complete events schedule.

E-newsletters

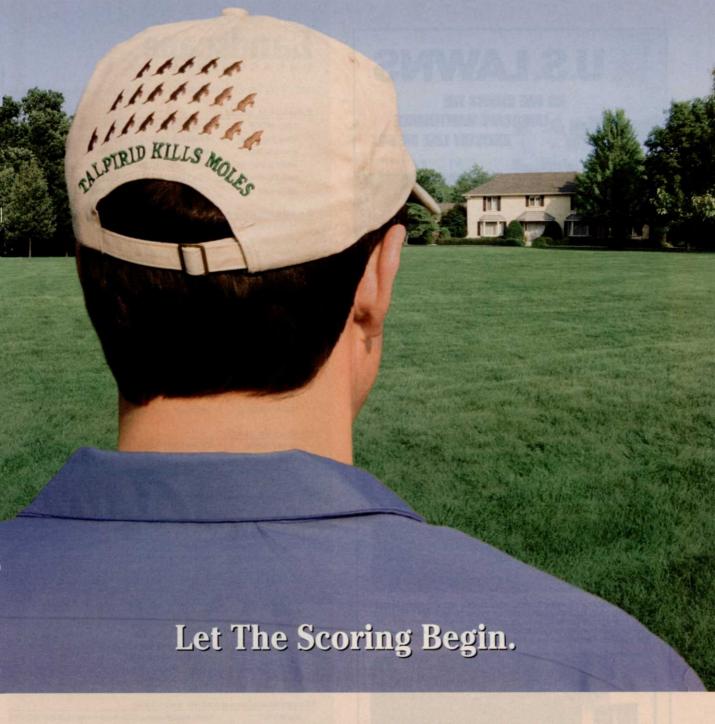
Sign up to receive LMdirect! delivered to your inbox. Or link to our affiliated sites for news and e-newsletters on golf course management, landscape design/build, athletic turf maintenance and pest control.

Archives

Browse the two current issues from our home page or search our complete archives for business articles, subject-specific technical articles and product information. Don't miss the archives of special issues like the Business Planner, LM 100 and Outlook.

Contact us

Stay in touch via direct phone numbers and e-mail addresses for our editorial and advertising departments.



Rave reviews. Proven results. Steady profits.

Now that Talpirid has proven its success in the field, it's time to enhance your business.

"We finally have something we can depend on for mole control that is simple and easy to use making our job easier and our yards better.'

- Ryan McGrady, Pro Green Inc.

"Talpirid had provided us with an additional revenue generating service while solving mole problems for our customers."

- Jeff Cooper, Lawn Connection, Inc.

MADISON, WISCONSIN I www.talpirid.com

"We did an analysis of cost and Talpirid is extremely profitable

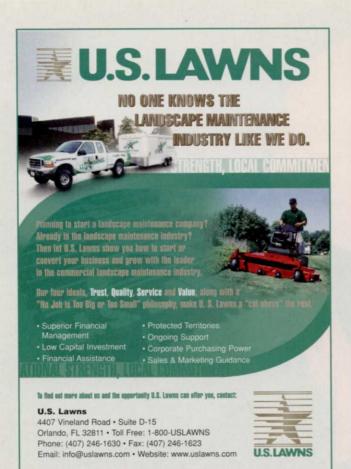
- Bill Johnson, All Green Corp.

This is a great opportunity to generate incremental revenues with an effective and profitable new service. Contact your Bell distributor or representative to best determine how to begin your own success story.



TALPIRI **KILLS MOLES**

Circle 114



Circle 105



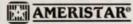
The new Montage® welded steel ornamental fence system blends advanced manufacturing and coating technology with innovative ideas from fence professionals to satisfy all requirements for considerably less than ornamental fences of the past. It is acclaimed as "the greatest innovation ever introduced in the fence industry"!





Fusion-welded for durability E-coated maintenance free finish Backed by 20-Year Warranty





1555 N. Mingo Road Phone 1-888-333-3422 www.montacefence.com Email:

Tulsa, OK 74116 Fax 1-918-835-0899

Circle 106

Landscape

VISIT US ON THE WORLD WIDE WEB AT: www.landscapemanagement.net

Editorial staff

Editor in Chief

Managing Editor

Associate Editor

Senior Science Editor

Corp. Creative Director

Art Director

RON HALL / 216/706-3739 / rhall@questex.com

MIKE SEUFFERT / 216/706-3754 / djacobs@questex.com

MIKE SEUFFERT / 216/706-3764 / mseuffert@questex.com

KARL DANNEBERGER, PH.D. / danneberger1@osu.edu

LISA LEHMAN / 216/706-3732 / llehman@questex.com

CARRIE PARKHILL / 216/706-3780 / cparkhill@questex.com

Reader advisory panel

DERRY COLE Greater Texas Landscapes / Austin, TX WAYNE VOLZ Wayne's Lawn Service, Inc. / Louisville, KY IOHN GACHINA Gachina Landscape Management / Menlo Park, CA WALTER BONVELL Xavier University / Cincinnati, OH Scotts Lawn Service / Marysville, OH BILL HOOPES **ROB SANTO** Garrick-Santo Landscape / Malden, MA FRED HASKETT US Lawns / St. Louis, MO LARRY IORII Down to Earth Landscaping / Wilmington, DE **TODD GRAUS** Green Turf Lawnscapes / Worland, WY GroGreen / Plano, TX **GARY LASCALEA** MILTON HALLMAN III Stewart Enterprises, Inc. / High Point, NC JACK ROBERTSON Jack Robertson Lawn Care / Springfield, IL DR. BARRY TROUTMAN ValleyCrest Companies / Sanford, FL GEORGE VAN HAASTEREN Dwight-Englewood School / Englewood, NJ BRIAN VINCHESI Irrigation Consulting / Pepperell, MA

Business staff

Group Publisher
Admin. Coordinator
Petra Turko / 216/706-3740 / kstoltman@questex.com
Production Manager
Production Director
Circulation Manager
Asst. Circulation Manager
LISA MILES / 218/279-8866 / Imiles@questex.com

Advertising staff

Cleveland Headquarters
Associate Publisher

Regional Sales Manager

National Account Manager

imongomerye-questex.com

Account Executive, Classifieds KELLI HARSANY / 216/706-3767 Fax: 216/706-3712 kharsany@questex.com

Marketing/magazine services

REPRINTS landscapemanagement@reprintbuyer.com / 800/290-5460 x100
ILENE SCHWARTZ Circulation List Rental / 216/371-1667
CUSTOMER Subscriber/Customer Service 866/344-1315/615/377-3322 (outside the U.S.)
PAUL SEMPLE International Licensing 714/513-8614 Fac 714/513-8845

For current single copy, back issues, or CD-Rom, call 866/344-1315; 615/377-3322

QUESTEX

KERRY C. GUMAS

TOM CARIDI

ROBERT S. INGRAHAM

ANTONY D'AVINO

DONALD ROSENBERG

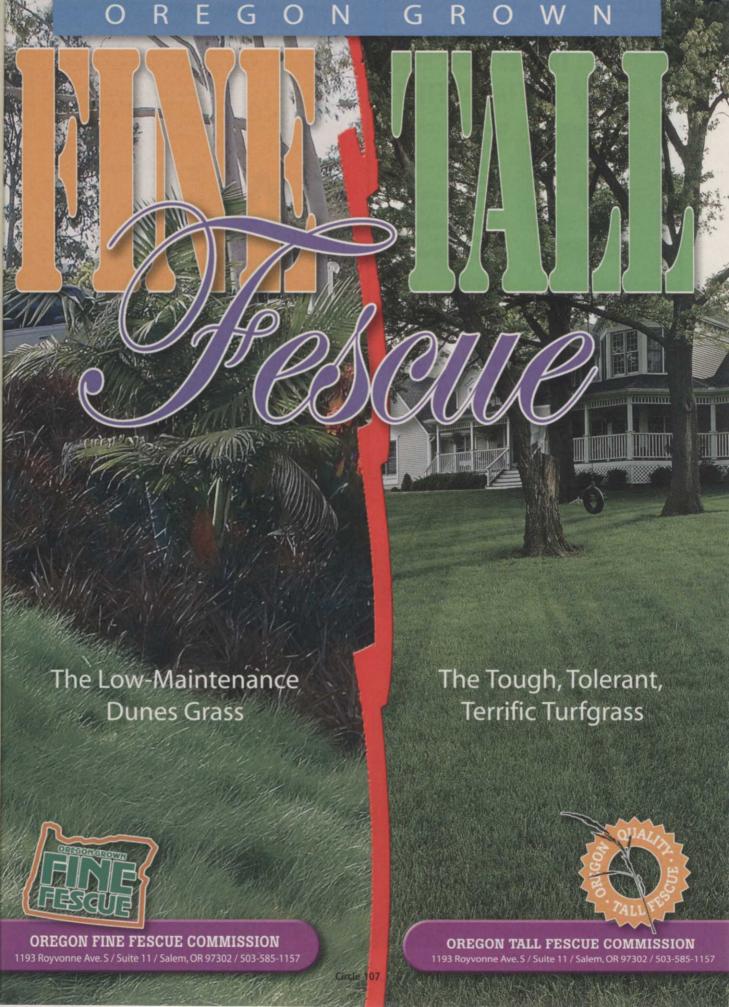
DONALD ROSENBERG

Vice President & General Manager - Industrial Specialty Group/Publishing

Vice President & General Manager - Home Entertainment Group

Vice President - Digital Media

ROBERT RYBAK Vice President - Publishing Operations
DIANE EVANS Vice President - Human Resources





JUNIOR-36

- 35 1/2" width for gated
- Redesigned spray tank for lower center of gravity
- · All the standard features of our current units
- Powered by Kawasaki

The NEW Z-MAX

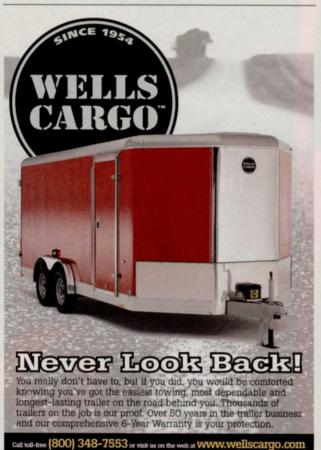
- 50 gallon Capacity
- Wider wheel base



L.T. RICH PRODUCTS, INC.

www.z-spray.com • 877-482-2040 • sales@z-spray.com

Circle 108



Proud supporter of these green industry professional organizations:



American Nursery & Landscape Association

1000 Vermont Ave., NW, Suite 300 Washington, DC 20005-4914 202/789-2900 www.anla.org



American Society of Irrigation Consultants

PO Box 426 Rochester MA 02770 508/763-8140 www.asic.org



Independent Turf and Ornamental **Distributors Association**

526 Brittany Drive State College, PA 16803-1420 Voice: 814/238-1573 / Fax: 814/238-7051



The Irrigation Association

6540 Arlington Blvd Falls Church, VA 22042 703/573-3551 www.irrigation.org



Ohio Turfgrass Foundation

1100-H Brandywine Blvd. PO Roy 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



Professional Grounds Management Society

720 Light Street Baltimore, MD 21230 410/752-3318



The Professional Landcare Network

950 Herndon Parkway, Suite 450 Herndon, VA 20170 703/736-9666 www.landcarenetwork.org



Responsible Industry for a Sound Environment

1156 15th St. NW, Suite 400 Washington, DC 20005 202/872-3860 www.pestfacts.org



Snow & Ice Management Association

2011 Peninsula Dr. Erie, PA 16506 814/835-3577 www.sima.org



Sports Turf Managers Association

805 New Hampshire, Ste. E Lawrence, KS 66044 800/323-3875 www.sportsturfmanager.com



Turf and Ornamental Communicators Association

P.O. Box 156 New Prague, MN 56071 612/758-5811



To try a Hustler for yourself, call now: 1-800-395-4757









Over an eight-hour day, the Deere 317 can move 168 more tons of material than the best-known skid steer. That's about a dozen more truckloads. Even if you don't run a skid steer all day long, it's easy to see you get a pile of added productivity for your money.

Run the numbers, and you'll run with Deere.