

Design/build is now

BY RON HALL / Editor in Chief

In a pre-dawn winter drizzle I'm sliding pavers out of the back the wife, Vicky's 10-year-old Chevy Blazer. It's filled with 5-lb. pavers, 258 to be exact, the last of more than two tons of pavers that we've purchased the previous several days. I carry the red, brick-sized blocks, stacked five high, in gloved hands. In the rain I arrange them in neat rectangular rows on the turfgrass and mud (now mostly mud) behind our 85-year-old, white, two-story frame home.

I'm not happy. My aged Eagle Summit won't start. Predictably. That means I'm driving the Blazer to the office. I want to drive an "empty" Blazer.

You've probably guessed what's coming next — Vicky has decided she *will* have a decorative stone patio complete with fireplace. By summer she *will* have it. My orders are clear — to remove the 18-year-old deck that we rarely use anymore and begin the task of laying pavers in spring.

Plans carefully drawn and redrawn, Vicky (even in the leafless gray of winter) envisions clinking wine glasses, friends and soft conversation on warm summer nights. She hears soft music and feels the warmth of a crackling fire as lightning bugs wink in the moon glow of her nearby flower garden. It's frightening.

Does that sound familiar, from some of your clients, I mean?

Outdoor home entertaining is not a trend; it's a phenomenon. Patios. Stone walkways. Outdoor kitchens. Water features. Pergolas. Formal gardens.

Homeowners get it. They appreciate that their properties are not there just to mow and fuss over. They realize that their outdoor properties should add

pleasure to their lives. They want to enjoy their properties. Landscape design/build is hot, hot, hot.

That's why you'll be seeing expanded coverage of design/build topics in this and upcoming issues of *Landscape Management*. Coverage will include features that you enjoyed in sister publication *Landscape Design/Build*. They're now a regular part of this magazine.

Why are we integrating LDB into LM? Partly for practical reasons. In the publishing trade they're known as production, printing and postage.

We also realized (admittedly later than we should have) that many readers of LM didn't receive LDB. Even if most of you are maintenance contractors, we feel you will eventually offer clients design/build/installation services. It's a natural progression. Why shouldn't you be getting valuable design/build information, too?

Are we excited about featuring fantastic landscapes in the pages of LM along with the great business and operations management we've been delivering for decades — you better believe it.

And from purely selfish reasons, LM's expanded coverage gives me a better chance of finding someone in the industry to give me pointers on building a decorative patio. I figure I've got about three months.

Contact Ron at 216/
706-3739 or e-mail at
rhall@questex.com

Outdoor home entertaining is not a trend; it's a phenomenon.



In one company we determined that there would be a monthly labor savings of about \$2,845 in cost benefit



Pros of a 4-day workweek

BY BRUCE WILSON

Many companies find it advantageous to switch to a workweek consisting of four 10-hour days rather than the traditional workweek. Some advantages are fairly obvious, while others are subtler.

- ▶ By working a regular schedule of four 10-hour days starting on Monday, if you encounter a bad weather day you still have Friday and Saturday to make up the day or days.
- ▶ You eliminate one day of travel time, morning loading and afternoon unloading. This converts that time to production time from being unapplied time.
- ▶ If you do residential maintenance, you can eliminate Monday and get more jobs done at the end of the week, which most homeowners prefer.
- ▶ You can work crews on different schedules (some Monday—Thursday and others Tuesday—Friday) and get better utilization of your equipment.
- ▶ Some companies find it advantageous to have equipment in the yard one day for preventive maintenance scheduling.
- ▶ You most likely will save fuel, as well as, wear

and tear on vehicles because they're on the road four days not five.

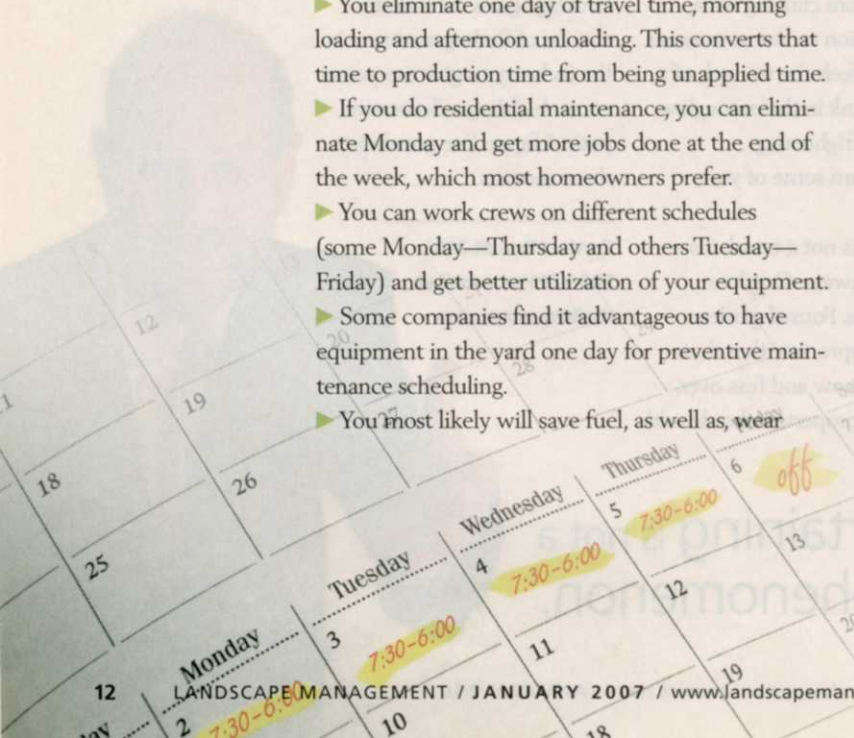
- ▶ Management employees have a workday when crews are not working freeing up time for customers and sales activities when they don't have to manage crews.
- ▶ It tends to reduce overtime since production people are already working 10 hours. If you need to work overtime there is an extra day to work the overtime, and it is better planned.

In one company, we determined that there would be a labor savings of approximately \$2,845/month in cost benefit through actual hours savings and conversion of unapplied labor to on-the-job labor with a 10-man work crew. So there are obvious benefits, but there are some drawbacks, too. In winter months, there are barely enough daylight hours. You have to start earlier than some customers may like. Some customers expect to have you work five days a week since they have to work a 5-day workweek.

From an employee perspective they get an additional day off in which to rest or work another part time job, so they usually like it. There are fewer days lost to weather, as the extra day is "make up day" and, of course, one less commute day (lower gas cost).

If you're considering changing to a 4-day week, run it by your attorney since some states have laws regulating the change. For instance, in most states you cannot work some crews four 10-hour days and others the 5-day schedule. It's all or nothing.

— The author is a partner with entrepreneur Tom Oyler in the Wilson-Oyler Group, which offers consulting services. Visit www.wilson-oyler.com.



BASF Means Better Solutions...Which Means

**better
TURF™**

(And everybody loves better turf.)

Weeds and disease can ruin more than your reputation, they can kill your business. But you can protect them both with BASF. From the industry's leading preemergent active ingredient to broad-spectrum disease solutions, your BASF distributor can provide the tools you need to make your customers' turf the envy of *everyone* in the neighborhood. turffacts.com • 800-545-9525


Insignia
FUNGICIDE

Basagran
T/O

DRIVE
FUNGICIDE

PENDulum
Aquacap

**We Don't Make The Turf.
We Make It Better.™**

 **BASF**

The Chemical Company

Always read and follow label directions.

Drive, Basagran, Insignia and Pendulum are registered trademarks of BASF. AquaCap, Better Turf and We Don't Make The Turf. We Make It Better. are trademarks of BASF.
© 2006 BASF Corporation. All rights reserved. APN 06-14-002-0036

PRODUCTIVITY | UPTIME | LOW DAILY OPERATING COSTS

“Zzzzz...”





JOHN DEERE

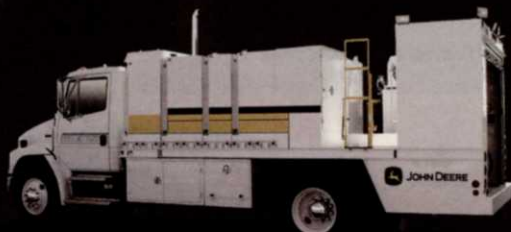
Nothing Runs Like A Deere™

“Oh! Sorry, must have dozed off. You see, I’ve been sitting here, patiently, on your dealer’s shelf since even before you bought your Deere. Ready and waiting. Anticipating the moment when there’s a problem and I’m whisked off to the jobsite to save the day amid thunderous applause, and... Hey, a filter can dream, can’t he?”

What’s a Deere Dealer have that others don’t? Parts on the shelf before the first new machine model is sold. Smart systems keeping critical parts in inventory. And a borderline obsession with having the right parts on hand.

Need parts now? We’re on it.™

www.JohnDeere.com/WereOnIt 1-800-503-3373



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



Choose your team now

BY BILL HOOPES

Peter Drucker, the architect of the American business management model made our leadership mission clear. "Your business," he said in a recent PBS documentary, "is to develop and lead your people." The rest is less challenging.

I saved the quote. I refer to it in my presentations. I understand that, to operate successfully, we must begin with a realistic business plan. I understand marketing, then selling delivers customers and meeting expectations keeps customers. But with each passing season, I'm more convinced that, without the necessary service delivery team in place, all the planning in the world won't produce success.

Now, while the snow flies in the north and many of us are taking time off, think about what will matter most in 2007. You've made growth projections, and some of you have budget and marketing plans. But unless I miss my bet, many of you are hoping your staff will show up and get the job done as the weather breaks.

Is this your mindset? Many managers don't take the vital step of making sure that the people they rely on to execute their company's plan are willing, prepared and ready to do so.

Don't wait until spring to make the tough choices about who stays and who goes. Do yourself a favor. As early as you can this winter, evaluate your staff.

Here's what we know for certain; one negative person on your team can be as destructive to your plan as a hand grenade with the pin out. Have I overstated the case?

You and I have both seen what happens when, behind your back, some disgruntled, negative person slowly but surely dismantles all the positives you have worked so hard to instill in your workplace. I see it everywhere I go. I hear comments like, "I can't seem to hang on to the right kind of people. Every time I think I've got the problem solved, something happens and I have to start all over again."

Or, "How can I get this guy to care more about his job so I don't have to keep reminding him and pushing him?"

Finally, "I don't have anyone I can depend on to back me up."

Often, the owner simply needs confirmation that the only way to improve the problem and return the operation to one in which people want to produce, is to face facts and lose the people who are holding the company and the rest of the team back.

Bite the bullet now, while you still have time. Evaluate your staff and determine who stays and can help you get the job done. And who needs to go on their way.

— *The author is founder of Grass Roots Training in Delaware, OH. Contact him at hoopes@columbus.rr.com or visit www.grassroots-training.com.*

To be on our team

1. Want this job vs. "just" a job
2. Believe in what we stand for and the way we run our business
3. Develop and maintain a mutually beneficial relationship with your supervisor
4. Leave your job at the end of each day feeling that you have accomplished your goals for the company
5. Feel that you are an important part of our team, fairly treated and respected



**Eight straight months of hand-weeding
around the Clock can take its toll on
the average Worker.**

Granular GRASS AND BROADLEAF PREEMERGENT Herbicide

It won't do your bottom line any good, either. Research shows that hand-weeding can knock your profits for a loop in no time. Maybe that's why so many nursery operators and landscapers are choosing the superior control of Snapshot® specialty herbicide. Snapshot can be used over-the-top of more than 413 field-grown and 235 container-grown ornamentals, for control of 111 broadleaf weeds and annual grasses – for up to eight months. That's more than any other preemergence product on the market. Plus, it's gentle on ornamentals. This year, knock out weeds and grasses – instead of your workers – with the proven performance of Snapshot.

Day and Night. Month after Month.

Dow AgroSciences

Snapshot®

Specialty Herbicide

*Trademark of Dow AgroSciences LLC
Always read and follow label directions.
www.dowagro.com/turf 1-800-255-3726

In the Know

BUSINESS NEWS YOU CAN USE

[ASLA POLL]

What will be

HOT in '07



Outdoor firepits and fireplaces will be a top pick for residential homeowners in 2007.

WASHINGTON, D.C. — Homeowners will be adding firepits and fireplaces for outdoor entertaining in 2007. And they, along with commercial building owners, will be paying a lot more attention to environmentally friendly landscape options, such as adding native plants and managing storm water more effectively, according to a new survey of leading members of the American Society of Landscape Architects (ASLA).

The informal survey conducted in December identified the most popular requests from homeowners and commer-



Better management of stormwater runoff will be a concern for commercial building owners in the New Year.

cial clients for 2007. For homeowners, firepits and outdoor fireplaces top the list. Also popular are requests for sustainable solutions, such as using native plants that require less watering and maintenance.

Homeowners are requesting landscape architects design complete outdoor rooms, such as kitchens and bars, for entertaining. Water features such as koi ponds, pools

and fountains continue to be popular. Incorporating rain gardens and green roofs in home landscapes will add a different, more sustainable, flavor to 2007 homes.

Steve Martino, FASLA, of Phoenix — recipient of both the ASLA Design Medal and the ASLA Residential Design Award of Excellence in 2006 — cites private living spaces, outdoor rooms and water features as top homeowner requests. He also says that clients are coming to him for green solutions for their homes.

Commercial clients are also concerned with green solutions. Members polled said they anticipate an increase in client requests for better stormwater

management options, the use of recycled materials and energy-efficient lighting, green roofs and native plantings.

Ann McGinnes, ASLA, of Garland, TX, says that she expects to see more requests from commercial clients for non-traditional means of irrigating the landscape and a focus on better management of water resources. She also says green roofs are gaining in popularity for both their environmental qualities as well as their aesthetic appeal.

Tired of losing money on every payroll?

EMPLOYEE TIMESHEET

NAME: Bill Kemp DATES: 2-16

DAY	START	LUNCH	END	JOBSITE	WORK DONE	HOURS
MON	7:00	1/2	3:30	Brentw.		8
TUE			3:30			8
WED			4:00	↓		8 1/2
THU			4:00	Crestv		8 1/2
FRI	↓	↓	4:00	↓		8 1/2

Employee Signature: Bill Kemp **TOTAL HOURS: 41 1/2**



Reality?

Employee Report

Kemp, Bill Date Range: 2/12/2007 through 2/16/2007

Day	Date	Jobsite	Start	Stop	Cost Code	Hours	Total
Mon	2/12	Brentwood	7:08 AM	12:05 PM	Irrigation	4:57	
			12:41 PM	3:22 PM	Irrigation	2:41	7:38 hours
Tue	2/13	Brentwood	7:12 AM	12:07 PM	Irrigation	4:55	
			12:43 PM	3:23 PM	Irrigation	2:40	7:35 hours
Wed	2/14	Brentwood	7:12 AM	12:02 PM	Irrigation	4:50	
			12:46 PM	3:49 PM	Irrigation	3:03	7:53 hours
Thu	2/15	Crestview	7:17 AM	12:19 PM	Planting	5:02	
			12:50 PM	3:46 PM	Planting	2:56	7:58 hours
Fri	2/16	Crestview	7:13 AM	12:07 PM	Planting	4:54	
			12:44 PM	3:39 PM	Planting	2:55	7:49 hours
Total						38:53 hours	

Signature: Bill Kemp Kemp, Bill



Reality Check.

The JobClock System easily tracks attendance for each worker, at every jobsite, 24/7.

Find out why more than 300,000 workers clocked in today with The JobClock System!

- ◆ Crews on the move?
- ◆ Dozens of cost codes?
- ◆ Tracking service work?

Ask about **PockeClock!**

THE JOBLOCK® THE LANDSCAPER'S TIMECLOCK.™

RUGGED • EASY-TO-USE • ACCURATE • OPERATES 24/7 • ATTACHES ANYWHERE

Call today: (888) 788-8463 • www.jobclock.com



In the Know

EPA to require new language on pesticide labels

FAIRFAX, VA — Product labels for pesticides the U.S. Environmental Protection Agency (EPA) believes may affect federally listed, threatened and endangered species or their critical habitat will soon contain generic language. It refers lawn care operators and other pesticide applicators to an EPA Web site or toll-free number to obtain geographically specific Endangered Species Protection Bulletins that will contain enforceable use limitations. Bulletins will be county or parish specific.

The initiative, the Endangered Species Protection Program (ESPP), requires PMPs and other applicators to, when directed by the label, visit the EPA Web site or call the toll free number to see if the county bulletin contains information relevant to their

use. Even if the information contained in the county bulletin is not relevant to the intended use of the pesticide, applicators must still copy or download it. Bulletins will be good for six months, at which time applicators will need to revisit the Web site (or call the toll free number) to again obtain the county bulletin. EPA has stated that pesticides bearing label directions only for use indoors, and where the applied product remains indoors, will not be subject to ESPP.

While relatively few products and even fewer uses will be impacted, pesticide applicators who ignore label language directing them to obtain a county bulletin from the Web site or toll free number run the risk of violating labeling

directions. Few, if any, product labels currently contain language directing end users to obtain a county bulletin. However, such language will be added as EPA registers new active ingredients or during its registration review program.

"The main problem seems to be implementation of the program being a likely cause of an enormous logistical and paperwork burden for commercial applicator companies that do business in a large number of counties and use a relatively large number of products," said Tom Delaney, director of Government Affairs for the Professional Landcare Network (PLANET.) "In addition you will have to check a EPA Web site periodically to see if any changes occurred on the product you



Call today: (888) 788-8483 • www.jobclock.com
Bugged • Easy-to-use • Accurate • Operator 24/7 • Attached anywhere
EXAKTIME
THE JOB CLOCK? THE LANDSCAPER'S TIME CLOCK