

want to use. It's just one more thing to keep up with that can burn you if don't have a procedure in place to follow regularly, like remembering to renew your pesticide licenses."

Applications that adversely impact a federally listed threatened or endangered species could constitute an Endangered Species Act violation, in addition to an enforceable label violation. Applicators are encouraged to visit the ESPP Web site at <http://www.epa.gov/espp> and familiarize themselves with the bulletins.

"The label is the law so you better read it every time you buy a new batch of products," Delaney added. "Those in rural areas have more concern about endangered species than those in the cities. Check with your state pesticide regulatory agency for the latest info and help."



Target sends Xmas cheer to Marines

SANTA FE SPRINGS, CA — To honor the sacrifices of U.S. military men and women this holiday season, Target Specialty Products sent a Christmas care package to Pvt. James Carruba and his Marine platoon. The package was shipped Dec. 4, 2006, to Headquarters Platoon, D Company, 3rd AA Battalion, stationed in Iraq.

Target connected with the platoon through MGK Account Representative, Sandra Torry. Pvt. Carruba is Torry's son. Torry was "deeply moved" by the gesture and expressed appreciation for the effort put into the project.

"We appreciate all those who contributed to this worthwhile effort in support of our troops," said Target President Lon Records.

Target associates in Arizona, California and Oregon raised more than \$1,700 during the month of November for the care package.

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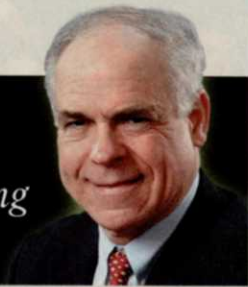


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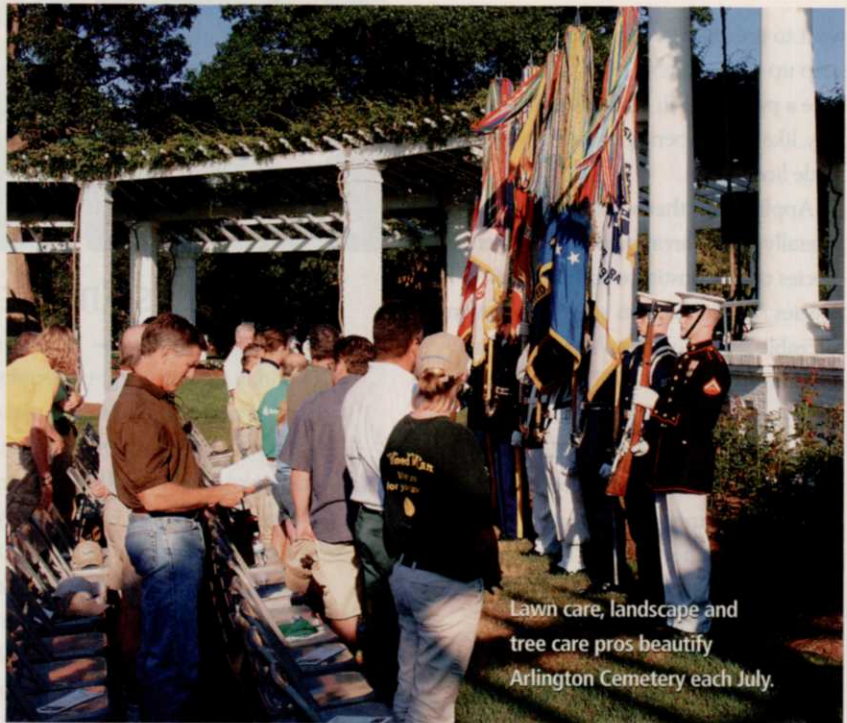
BY KENNETH D. MORRIS, ESQ. L.L.C.

Q A new company formed in my town, and its name, All About Lawns, Inc., is very similar to mine, All Lawns, Inc., and I'm wondering if can take legal action against it?

A Not to disappoint, but in truth, it all depends on the extent that you protect and secure your own trade name. Did your counsel do a full search (common law and registered, state and federal) to determine if you could use it in the first place? Who started using the name first and when? Did you file a trademark registration application in the U.S. Patent and Trademark Office, and did it issue to registration? If not, why not? The key question is whether the names are "confusingly similar" under the Lanham Act. If, in fact, you have a federally registered trademark and they do not, and you compete in commerce in the same market as All About Lawns, Inc., the likelihood is that you will be able to stop them, either through a negotiated settlement — which would involve their changing their name — or an outright injunction against their using their name.

Kenneth D. Morris, an attorney with more than 30 years corporate and law firm experience, will be offering *Landscape Management* readers vital information in each monthly issue of LM.

Note: *The above should not be interpreted as offering legal advice in any jurisdiction where such practice is not authorized. Engage competent counsel familiar with your jurisdiction when legal issues arise.*



Lawn care, landscape and tree care pros beautify Arlington Cemetery each July.

PLANET, TCIA partnering for '07 Day on the Hill

WASHINGTON D.C. — The Professional Landcare Network (PLANET) is teaming with the Tree Care Industry Association (TCIA) to host the 2007 Legislative Day on the Hill, July 15-17. TCIA develops safety and education programs, standards of tree care practice, and management information for arboriculture firms around the world. Together, PLANET and TCIA hope to strengthen the impact its members have in raising awareness of crucial Green Industry issues to Washington lawmakers.

The event provides Green Industry professionals with an opportunity to unite their efforts and their message as they visit with their congressional representatives on Capitol Hill to discuss issues that affect the industry. Attendees receive an issues briefing before their

Hill visits, and first-time participants receive special attention and assistance from event veterans. This year's Legislative Day is free of cost to anyone who would like to attend.

Legislative Day on the Hill will be held at the L'Enfant Plaza Hotel, centrally located and within walking distance to the Smithsonian Castle, the Air and Space Museum, the World War II Memorial and the Washington Mall. It is also convenient to four of the five Metro mass transit lines and is a 10-minute drive from Ronald Reagan National Airport and 45 minutes from Baltimore Washington International Airport and Dulles International Airport.

For more information on the 2007 Legislative Day on the Hill and Renewal & Remembrance, call (800) 395-2522 or visit www.landcarenetwork.org.

Guelph turf research land to be sold?

GUELPH, ONTARIO, CANADA — The fate of the property containing the Guelph Turfgrass Institute near the University of Guelph is up in the air. The provincial government is considering selling the institute's 150 acres for a housing development. A lot of people, including the professional turfgrass community, oppose the suggestion, according to news reports.

The provincial government floated the idea of selling two parcels of land, both of which it owns — the land holding the institute and also a swath of property surrounding several correctional centers — in mid fall. The announcement took a lot of people by surprise.

Liz Sandals, MPP (Ontario Legislative Assembly) has asked that parties with a stake in the Institute to meet early in 2007 to consider its possible move, and what that might cost and what it might mean for the research being conducted there.

Opposition grows to a plan to sell the land holding the Guelph Turfgrass Institute.

The Guelph Turfgrass Institute was established in 1987 to research turfgrass and its relation to the environment. Supporters claim that the university-operated institute is a vital resource for information relating to turfgrass production and management. It's supported by the University, the Ontario Ministry of Agriculture and Food, and the turfgrass industry. Institute supporters say you just can't up and move 20 years of research; too much would be lost in moving the facility.


Ron Schiedel, president of the Ontario Turfgrass Research Foundation, says that

the provincial government should abandon its plan to sell the property for a housing development.

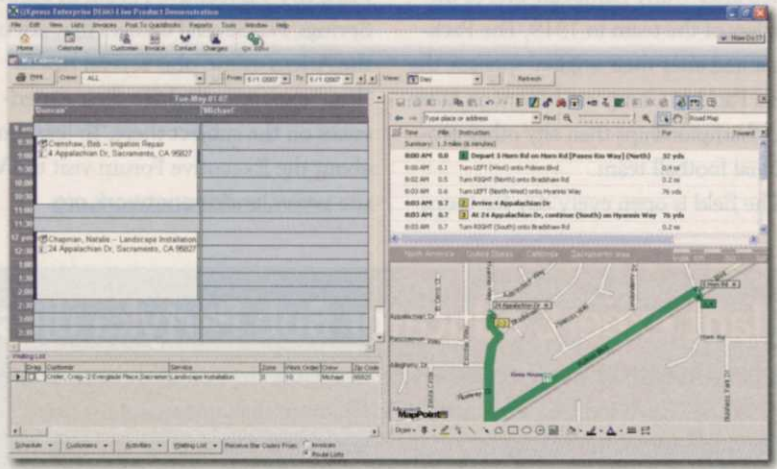
Local legislators have been split over

the possible sale. Moving the turfgrass institute elsewhere would adversely affect not only the institute's ongoing research projects, but also its "symbiotic relationship" with the nearby University of Guelph, said one legislator.

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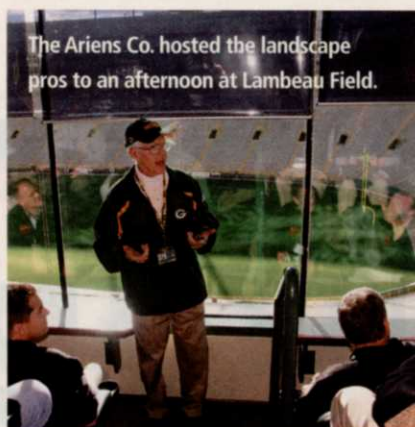
'Lean' moves from Green Bay to PLANET's Florida event

GREEN BAY, WI — The football season is over for the Green Bay Packers — no playoffs or Super Bowl appearance again this year for the fabled NFL team. Even so, about 90 landscape company owners retain fond memories of a visit to Lambeau Field this past fall.

The owners spent an afternoon at Lambeau, networking and learning about "lean" processes, guests of the Ariens Company, headquartered in nearby Billion, WI. Jim Paluch and Bob Coulter of JP Horizons, led the owners through several lively "lean" exercises before the group broke to tour Lambeau.

The stadium was built in 1957 and is named after Curly Lambeau, one of the founders of the team in 1919, The Packers, named after their original sponsor, the Indian Packing Company, have won more NFL championships than any other professional football team.

The field is open every day for tours,



but if you want to learn more about making your operation more "lean" and profitable, the place to be Feb. 15-18 is PLANET's Executive Forum in Bonita Springs, FL. Several owners that attended the Ariens event, plus several Ariens "lean" experts, will share their experiences on the subject there. To learn more about the Executive Forum visit the Web site www.landcarenetwork.org.

Plant expert, educator Bob Partyka dies

UPPER ARLINGTON, OH — Many people in the Green Industry were saddened to learn of the passing of Robert E. Partyka, 76, Dec. 24. Partyka was a full professor at The Ohio State University for 15 years in the Biology and Zoology department. From 1973 through 1990 he served as Director of the Tree and Shrub division of ChemLawn Corp. When he retired from ChemLawn he provided consultation services to the lawn care industry through his own company, Plants and Me.

"Bob Partyka taught us to look up

to see the trees and shrubs around us. He more than any man I ever met knew how plants grew and how to see and diagnose problems," said Dr. Barry C. Troutman, vice president, technical services, ValleyCrest Cos. "He taught using the most fabulous collection of photographs in a manner that made everything seem logical. He was truly the father of ornamental plant knowledge for the lawn care industry and today the industry is populated with generations of people who learned from Doctor Partyka or his students."

[CLIPPINGS]

Chackbay teams with Oprah, Habitat for Humanity

THIBODAUX, LA — Chackbay Nursery and Landscaping, partnered with Oprah Winfrey and director Tyler Perry to deliver 15 new homes and a park in Baton Rouge, LA. The first phase was featured on The Oprah Winfrey Show that aired on Dec. 6. Chackbay Nursery and Landscaping is installing the landscaping for 15 home sites in a community being built through a partnership with The Angel Network, Habitat International, and Habitat for Humanity of Greater Baton Rouge. The new neighborhood will have tree-lined streets, sidewalks, landscaping for each new home and a park with a giant decorated Christmas tree accessible to the neighborhood.

Ariens acquires National Mower

BRILLION, WI — Ariens Co. has acquired the assets of National Mower based in St. Paul, MN. Founded in 1919, National Mower produces specialty mowers designed for golf course and sporting turf maintenance at its manufacturing plant in St. Paul.

"National Mower is a strong niche player that will give us access to the golf and sports turf market," said Dan Ariens, company president. "It allows us to retain our focus on premium, durable products, and fits our commitment to independent dealers and specialty channels of distribution as opposed to mass market channels."

Brickman wins PLANET's Environmental Improvement Award

GAITHERSBURG, MD — Brickman received the prestigious Grand Environmental Improvement Award from the Professional Landcare Network (PLANET) in recognition of its work with Marriott's national headquarters building in Bethesda, MD. The award highlights Brickman's commitment to high quality client service and the ability to create a fresh new look for the 3-acre campus.



Brickman's work at the 3-acre Marriott headquarters earned it a top PLANET award.

Since the beginning of the relationship in April 2005, Brickman has improved the appearance of the Marriott headquarters campus by introducing new flower rotations, increasing the frequency of turf applications and focusing landscape maintenance efforts on high visibility areas such as walkways and entrances. The result is a fresh new look for Marriott's headquarters including a more colorful display of flowers and a thicker lawn with fewer weeds.


The new look reinforces Marriott's global image as a resort destination and promotes goodwill among the 3,000 employees who work at the Bethesda campus. After Brickman completed an initial redesign of Marriott's employee courtyard, Marriott employees immediately began eating lunch outside and offering praise for the new garden-like atmosphere.

"We are proud to have helped Mar-

riott achieve a world class look and feel for its corporate headquarters," said Brickman Project Director Matt Shoemaker.


"It's especially gratifying for our team when Marriott employees and visitors recognize the Brickman uniform and say things like, 'the flowers really look great today.' PLANET's Award validates our great feelings about our working partnership with Marriott."

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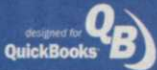
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Sky-

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



scaping

BY ROBERT KRAVITZ

The short of it is that a green roof is one partially or substantially covered with plants. The long of it is that it offers experienced landscape contractors the opportunity to challenge their teams to learn new skills in an emerging market. And did we mention profit potential?

"Although green roofs are still considered a novelty in some parts of North America, they're not new," says Sandra McCullough, a LEED Accredited Professional with Weston Solution's GreenGrid Green roofing systems. "Green roofs are relatively common in Europe where they have topped buildings for several decades. In fact, it is estimated that more than 100 million square feet of green roofs have

been installed in Europe. And in Germany, one in eight buildings of all shapes and sizes and for all types of uses now has a green roof."

When the Chicago City Hall green roof was completed in 2001, designed by Weston Solutions Inc., many considered it an oddity. Today, there are more than 200 green roofs existing or under way in Chicago, covering some 2.5 million sq. ft. of roof area on office buildings, hospitals, fast-food restaurants, schools, firehouses and big-box retailers.

Chicago isn't alone. Cities from coast

to coast are jumping on the green roof bandwagon. For instance, the Gap Inc. headquarters in San Bruno, CA, has a green roof, as does the Ford Motor Co. plant in Dearborn, MI. Even the American Society of Landscape Architects building in Washington, D.C., now has a green roof. A study by Green Roofs for Healthy Cities found that the number of square feet of roof area covered with green roofing in 2005 was up as much as 80% over previous years.

The reasons to install green roofs are many. They include:

Main Image Environmental Protection Agency building, Denver, CO **1** American Society of Landscape Architects, Green Roof Project, Washington D.C. **2** Eastern Village, Silver Spring Maryland **3** 601 Congress Street, Seaport District, Boston, MA



PHOTOS COURTESY: (MAIN IMAGE) GREENGRID ROOFS; (1) AMERICAN SOCIETY OF ARCHITECTS; (2) PHOTO BY: DAN CUNNINGHAM, COURTESY OF GREENROOFS.ORG; (3) GREENROOFS.ORG, SASAKI ASSOCIATES INC.

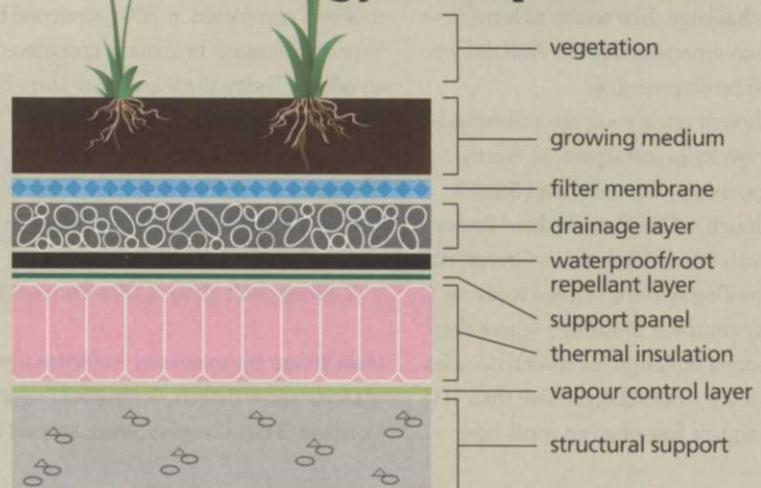


There are more than 2.5 million sq. ft. of green roofs in Chicago, including
4 Schwab Rehabilitation Hospital
5 Apple Computer store

- **Storm water reduction.** Green roofs can retain as much as 100% of a 1-in. rainfall. As a result, runoff is eliminated or, in a larger downpour, spread out over several hours to help minimize its impact on sewer systems.
- **Longer roof life.** Green roofs can double the life expectancy of an existing roof by moderating temperature swings and protecting the roof from ultraviolet rays.
- **Energy savings.** Because of the insulating qualities of green roofs, overall roof temperature is reduced, which can result in lower cooling costs in summer and heating costs in winter. These insulating qualities also help quiet the facility.
- **Reduction in "heat island" effect.** Partly because of conventional roofing systems, city downtown districts can be several degrees warmer than outlying areas due to the heat radiating from office towers and other structures. Green roofs help reduce that heat.
- **Improved air quality.** As with all landscaping, plants absorb carbon dioxide and release oxygen. They also trap airborne particulates and pollutants.

Although many facilities are installing green roofs solely to take advantage of

Principal green roof technology components



SOURCE: NATIONAL RESEARCH COUNCIL, INSTITUTE FOR RESEARCH IN CONSTRUCTION

these benefits, in several cities, builders can also receive a variety of incentives to install green roofs.

Chicago, for example, has a pilot program that provides up to \$100,000 in matching funds to any developer retrofitting an existing downtown building with a green roof. The program has a total of \$500,000 available. Some cities award special grants or tax credits to developers and homeowners who install a green roof. And various localities expedite the building permit process, which can be exten-

sive, time-consuming and cumbersome in some cities — for any builder who installs a green roof on a new structure.

The growing popularity of green roofs is opening new doors for landscape professionals. Roofing contractors as well as green roof companies are working with landscape architects, landscape contractors, and nurseries to help design, prepare and install green roofs. And facility managers are contracting with landscapers to provide maintenance of their green roofs

continued on page 32



Why green roofs? 'Because we can do it'

BY STEPHAN M. COHAN, PH. D.

The many key players in a green roof installation — landscape architect, civil engineer, roofing contractor, landscape contractor and of course the client — indicate the potential complexity of these types of projects.

Why would a landscape contracting company bid on such a project? Michael Martin's answer is simple. Because "we can handle it," says the vice president of Outside Unlimited, Inc., a commercial and high-end residential landscape construction company. Outside Unlimited has dealt with structured soils, site preparation and planting, so why not a new service, such as a green roof?

Daunting material list

The project that OU got involved in was the National Audio Visual Conservation Center, Culpepper, VA. The total green roof installation involved 5-1/2 acres with roof sections up to a 2:1 slope. OU's team — estimator Rick Webster, superintendent Tom Harrington and project manager Jim Scarborough — faced challenges they hadn't faced before, such as:

- locating tons of native soil,
- screening 10,000 tons of soil and transporting it to the roof surfaces,
- installing 3,951 cu. yd. of a soil mix comprised of 55% rotary kiln slate, 30% root zone sand, to a 6" - 8" depth in designated areas,
- compacting the native soil and soil mix areas,
- planting 250,000 plug of sedum, grasses and herbaceous perennials and
- sowing 26 varieties of a meadow mix over a 106,035 sq. ft. roof area on a 2:1 slope.

Before bidding the project Martin



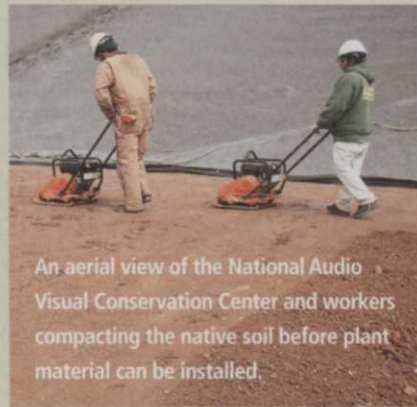
and his team researched the technology with roofing contractors, the Green Roof Center at Penn State University, soil mix vendors (Stalite tech reps) and Ed Snodgrass of Emory Farms. Snodgrass has extensive experience developing green roof plant palettes and producing millions of plugs. They also determined which roofing contractor bidding on the project had the most experience with green roof installations. The landscape contractor was bidding as a sub for the roofing contractor.

The bidding process involved constant communication and brain storming by the OU team members. They discussed every phase of the project and particularly in regard to systems that needed to be developed to implement the installatio. And, of course, there were important financial considerations.

Expensive challenges

For example, in seeking an alternative to paying \$270,000 to blow 4,000 cu. yd. of soil mix on to the roof, they purchased two used mulch-blowing trucks for a total cost of \$150,000. Then there was the costly hurdle of getting 10,000 tons of native soil to the roof. They installed a conveyor system to move the soil.

Seeding 106,000 sq. ft. of a meadow



An aerial view of the National Audio Visual Conservation Center and workers compacting the native soil before plant material can be installed.

taxed sparked an equally creative solution. This operation was estimated on the basis of employing broadcast spreaders (on ropes) to distribute a seed and sand mix. This turned out to be tricky work since seed had to be planted at different depths. The first mix had to be raked into the top 1/4-in. of soil mix and the second mix had to be broadcast over the surface and covered with a hydro-seed cellulose mulch. In effect, the OU team developed production standards as it progressed on the project. In most cases, there weren't any base lines.

In the end, the biggest challenge became the sheer volume of the soil and growing medium, including locating 10,000 tons of native soil, said Martin. He contacted local developers to find a source about 30 minutes from the project. Moving the soil kept a truck hauling company busy for a month.

The project-hardened Outside Unlimited team felt the project went well in spite of some setbacks. The experience it gained and the success of the installation at the National Audio Visual Conservation Center convinced it that it can add green roofs to its service officers.

— *The author is a professor of practice and teaches Plant Science and Landscape Architecture at the Univ. of Maryland*