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**Rain Bird List Price**

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**Hunter List Price**

**\$335**

\*Based on 2009 U.S. Rain Bird® and Hunter® List Pricing effective January 1, 2009.

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# Watering do's and don'ts for Dallas residents

The Dallas Water Utilities are taking their slogan "Save water — nothing can replace it" pretty seriously. The organization put out a list of do's and don'ts for those responsible for irrigating properties. Those violating the outdoor

watering guidelines can result in fines of \$250 to \$2,000 per incident. First offenses will be issued a warning. While the fines might only apply to residents of Dallas, the principles stress good water management no matter your locale.



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### Do

- › Hand water or use a soaker hose. They're permitted at any time.
- › Maintain your sprinkler system. Repair any broken, missing or misdirected sprinkler heads.
- › Install rain and freeze sensors on your sprinkler system.
- › Monitor your total water usage. If you use more than 15,000 gallons a month, you'll pay a surcharge on the amount above 15,000.



### Don't

- › Don't water during any form of precipitation.
- › Don't allow your sprinkler system to water driveways, sidewalks and streets.
- › Don't waste water by allowing runoff onto a street or other drainage area when you're watering.
- › Don't water your yard between 10 a.m. and 6 p.m. between April 1 and October 31.

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Example below of reduced shoot growth and enhanced bud development of the treated Jasmine on the left, and untreated on the right.



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# Reclaimed water use gains steam

Whether they are motivated by drought conditions or environmental concern, many cities around the country are turning to reclaimed water. Treatment facilities create reclaimed water by taking wastewater (sewage), treating it to remove the solids and

impurities, and making it available for non-drinking purposes. A quick Internet news search provides a list of stories discussing the various cities — mostly across the South — that are using or exploring the possibility of using reclaimed water.

A recent story in the *San Gabriel Valley Tribune* reports how residents of Southern California cities are “wasting 45 million gallons of usable water every day.” According to the article, the three treatment plants in the San Gabriel Valley process 87 million gallons a day, but only 42 million gallons are actually reused — enough for about 5,000 families a year. The goal is to increase that figure.

According to an article in *The Tampa Tribune*, Tampa city officials are considering giving away reclaimed water for lawn use to help ease the city’s drought problem: “They are contacting landscapers and utility contractors to determine whether it’s feasible to fill watering trucks with reclaimed water that, in turn, would be sprayed onto lawns.”

The *Naples Daily News* reported a change in a ruling that “discouraged homeowners from using reclaimed water to irrigate their lawns.” The ruling required those using reclaimed water to sign an agreement that held the city blameless if the reclaimed water damaged their landscaping.

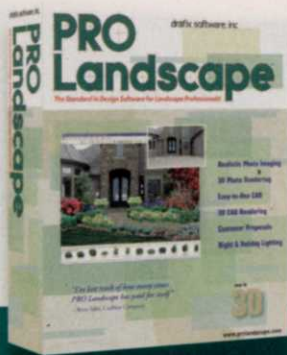


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## Entrepreneur wins KIOTI's 2008 success story contest

**Wendell, NC** — KIOTI Tractor named Richard Vega of Lake George, NY, the winner of the 2008 National Success Stories contest. Entrants were required to submit a KIOTI tractor serial number, the dealer name and date they purchased the tractor, a description of how they use their tractor and a photograph of themselves with the tractor. One winner was selected each month, with the monthly winners becoming eligible for the grand prize.

Vega uses his DK45SE HST tractor for a variety of tasks from landscaping, to tree cutting and hauling, to snow removal and lifting. To accomplish this diversity of tasks, he equipped the tractor with a number of implements, including a loader, landscape rake, blade and pallet forks.

A picture is worth a thousand words,” states Ron Parrish, KIOTI market development manager. “The photos sent with Vega’s entry really made it apparent how much work he has done with his tractor.”

As the national grand prize winner of this year-long contest, Vega received a \$1,500 gift card.

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**PEOPLE**  
ON THE MOVE

**Precision Laboratories** added **David Keating** to its Turf and Ornamental sales team. Keating assumes the role of district manager for the northeastern United States, where he is responsible for professional turf sales and customer relationship management.



**Charles Granger** joins **Austin Outdoor's** Business Development Department as business development manager – government services. Granger is responsible for focusing on developing relationships with city, county, state and federal government entities in the geographic areas served by the company in Florida.

**The ServiceMaster Co.** announced that **Stephen M. Donly** is the new president and chief operating officer of **TruGreen LawnCare**. Prior to joining TruGreen, Donly was president and chief executive officer of Enterprise Media Networks Inc., a San Diego-based technology company that specializes in cutting edge high-tech solutions for the entertainment and restaurant industries



**Phoenix Environmental Care** welcomes **Mike Layel** as national accounts manager. Layel is working to develop and implement sales and marketing programs.

**Gary Watschke** and **Phil Spitz** have been named territory managers for the Lawn & Garden sales team at **Syngenta Professional Products**. In their new positions, they work directly with golf course superintendents, lawn care operators and other turf professionals to help meet product and sales consultative support needs.

President and Chief Executive Officer **Douglas W. York** has announced a reorganization of **Ewing Irrigation Products'** executive board as part of a plan to prepare the company for continued growth and efficiency. As vice president of sustainability and conservation, newly appointed **Warren S. Gorowitz** will spearhead future sustainability and conservation initiatives both internally and externally for Ewing. The company says this reorganization will foster collaboration and improve Ewing's ability to serve internal departments, Green Industry professionals and industry partners.



**Stantec** recently hired **Keith Wilson** as Senior Landscape Architect. In his new role, Wilson, a former president of the California Sierra chapter of the **American Society of Landscape Architects**, provides project management and supports business development from Stantec's office in Sacramento, CA.

**John F. Brailsford, Jr.**, of Orangeburg, SC, assumed the presidency of the **Horticultural Research Institute** in January. Brailsford is the president of **Shady Grove Plantation and Nursery**, which was established by **John F. Brailsford, Sr.** in 1939.

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years ago, the program was interrupted... the Depression and World War II... in 1946, DITC was re-established with... the company's committee... the course's duration... from their members to... the program... and trained... the Denny... it is an...



ing Club



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The Chemical Company

*continued from page 8*

other training programs as a distinguishing feature of the Davey Co.

"The Davey Co. recognized long ago the value of investing in our employees through extensive education and training opportunities," Ina says. "The DITS tradition is unique in our industry; we were proud to celebrate our 100-year anniversary this winter."

Early DITS students participated in a variety of intramural athletic activities, including tug of war.

RJ Laverne, manager of education and training, calls DITS a foremost example of the company's commitment to and investment in its employees.

"I think this group can make a positive difference in our company, in the profitability and the way we conduct business and the way we're honored within the industry," Laverne says. "There is great potential with this group to sustain us as a great company and take us into important places."

Although DITS was established 100

years ago, the program was interrupted by the Depression and World War II.

In 1946, DITS was re-established with a refresher course for employees returning from military service. The course's duration was reduced from three months to six weeks. In the early 1950s, the program was reduced to five weeks and renamed the Davey Institute of Tree Service.

In 1976, the program was condensed to four weeks and renamed the Davey Institute of Tree Sciences, as it is currently known.



PHOTO COURTESY: THE DAVEY TREE EXPERT CO.



Bruce Wilson



Tom Oyler

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Wilson-Oyler's systems provide methods to help you expand from your current base toward a more balanced business with a "margin of excellence." The consultancy also helps you plan and implement training programs that focus on leadership development, core competencies and organizational productivity.

The company's mentoring program truly educates, motivates and inspires. Wilson-Oyler's unique, proven approach understands that the underlying attitude in positive performance is that people do best when they have a passion for what they do. It's not really "work" if your people love what they do. And if your people really love what they do, and they do it well, then your customers will love your work, too — and they will tell others! LM's Best Practices Consulting Club will help you find, develop and reward that passion, and build leaders at every level of your organization.

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# FERTILIZER 101

AGRONOMY GUIDE

# Plants Need Nourishment, Not Just Water.

It's no secret. Green, healthy turfgrass means happy customers. Pale, unhealthy turfgrass usually results in complaints and in the worst cases, lost customers. Many factors such as adequate moisture and pest management help to obtain healthy turf, but no single factor can influence the appearance of turf as much as nutrient management. Soils naturally provide some nutrients, but it's usually not enough, which is why you need to fertilize.

Fertilization has always been a basic and essential step in turfgrass management, but once you know that, where do you go? Which fertilizer is best? How much to apply? How often? Are there problems with using too much or too little fertilizer, or applying the wrong stuff?

These are basic but critical questions to ask, especially in a tight economy when any opportunity to save money can make a big difference. There are literally hundreds of fertilizers to choose from, but they all come from a few basic technologies. This "Fertilizer 101" *Smarter Ways To Grow™* guide was prepared by Agrium Advanced Technologies specifically to provide answers about choosing fertilizer products and best practices. At the same time, we hope to offer useful advice about making your business more efficient and helping to exceed customer expectations, which ultimately makes your business more profitable!

- 1 How Fertilizer Works.
- 2 Why Nitrogen is Important.
- 3 Not all Fertilizers are Created Equal.
- 4 What's the Difference?
- 5 Why Slow- and Controlled-Release Fertilizers Work So Well.
- 6 Protecting Our Environment.
- 7 Making the Right Fertilizer Choice.