

agencies eager to reduce water waste and runoff from irrigated landscapes.

Some communities offer cash incentives to encourage homeowners to replace their older controllers with smart units. The San Diego County Water Authority (SDCWA), for example, gives homeowners \$350 rebates for replacing their standard timers with smart controllers. Other water purveyors, most of them located in the arid Southwest U.S., have similar programs.

All major irrigation suppliers offer smart controllers. Years of testing have shown that when properly installed and tuned, the units cut related water consumption and costs 15% to 30%.

Interaction still important

While replacing an older clock with a smart controller generally reduces water use, occasionally property managers are surprised when irrigation water use goes up. In some instances, older clock actually might have been providing too little irrigation, or the coverage was so uneven that large portions of the landscape were under-watered.

"It took some time for us learn how to use it, But we're getting really good in setting up these systems and managing these controllers now," said John Gachina of his company's experiences. "I think there is a misconception by some people that you buy these smart controllers and they take care of themselves. They need care and feeding as you're gaining experience with them."

Gachina, owner of Gachina Landscape Management, Menlo Park, CA, says that his irrigation technicians recommend smart controllers to customers — but only where they're appropriate.

"When we look at a system, we want to know whether it's a good candidate for a smart controller. If it's not because of a poorly designed system, then we'll talk to the customer about how to upgrade the system," he says. "The controller won't adjust for bad system design."

Landscape irrigation efficiency is increasingly important because of environmental and financial considerations. The U.S. EPA estimates that as much as

50% of water used for landscape irrigation is wasted. Overwatering results in runoff and non-point source pollution; wasted water and energy (including the cost of infrastructure to meet peak demands); damage to hardscapes and foundations; added liability; higher water bills; and damage to turfgrass and ornamentals.

Will Johnson, owner of Seco Land-

scape in San Diego, says his passion for installing water-efficient landscapes is reflected in the name of his company — seco is the Spanish word for dry.

"A smart controller is a tool, and like any other tool, you have to use it correctly," Johnson says. "The beauty of this tool is that after I've programmed the timer and I leave the homeowner's

Rhino Linings®
Protect Your Investment

NATIONWIDE LIMITED LIFETIME WARRANTY

Make It Last!

Your trucks and equipment take a beating every day on the job. Make them last with Rhino Linings® superior protection. Whether you are investing in a new fleet of work trucks or looking to add life to your existing trucks and equipment, Rhino™ is a proven solution. Rhino Linings advanced protection is impervious to most chemicals, shrugs off abrasion and impact, and protects against rust and corrosion. Count on Rhino to **PROTECT YOUR INVESTMENT.**

For more information, visit rhinolinings.com or call 1-800-422-2603.

*Warranty subject to restrictions and limitations. All dealerships independently owned and operated. ©2009 Rhino Linings Corporation. All rights reserved. LM0209 5310

Protecting Homes
Rhino
HOME PRO™
A Division of Rhino Linings Corporation

For more information call 1-800-957-1533.
www.rhinohomepro.com

GET SMART CHOICE

property, I know that, at least this season, the landscape will be watered appropriately and that water is not going to run into the street.”

But even with smart technology, you can't "set it and forget it" — at least not in the \$300 to \$500 price range most customers are willing to pay for a timer.

Compare features

In pursuit of water savings and to reduce non-point-source pollution, the U.S. EPA has partnered with the Irrigation Association (IA) to test water-efficient products that can be promoted through its voluntary, three-year-old WaterSense program.

AT A GLANCE

Smart controllers

- › The technology is established on golf courses and sports fields.
- › All major irrigation manufacturers offer them.
- › There are two basic types: climate-based and sensor-based.
- › Climate-based controllers receive regular signals of prevailing weather conditions from local weather stations that update the current evapotranspiration rate to the units.
- › Sensor-based systems typically have historic weather data programmed into their memories for baselines and adjust irrigation as they receive real-time data on rainfall, temperature, sunlight, humidity, slope and soil moisture.
- › When properly set up on well-designed systems, they can save up to 30% of water usage.
- › The U.S. EPA will consider them for the first irrigation product for its WaterSense labeling program.

Request a web-based demonstration!

QXpress™

SCHEDULING SOFTWARE



QXpress v8.0 (NEW!)

As a QuickBooks user, you should use QXpress. Getting started couldn't be easier, since QXpress instantly integrates with your existing customer list. Simply schedule new services for your QuickBooks customers, and print route lists and work orders. When services are complete enter job cost information and post them to QuickBooks as invoices! No double entry. No wasted time.

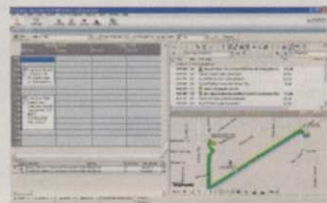
QX Mobile v2.0

QX Mobile is the most advanced PDA software available for Windows Mobile Pocket PCs. Take QXpress with you in the field to track start times, stop times, materials used, look up customer information, and sync *wirelessly* with the office. New in v2.0 is the ability to customize your own data entry screen, and print templates designed in QXpress.



QX Mapping

Every extra hour your crews spend behind the wheel, is an extra hour they are not generating revenue. Using Microsoft MapPoint, QX Mapping greatly reduces wasted drive time by optimizing routes and printing driving directions.



call 1.877.529.6659 or visit www.qxpress.com for a web based demonstration



QuickBooks is a registered trademark and service mark of Intuit Inc. in the United States and other countries. QXpress is a registered trademark of Abcoet Incorporated. QuickBooks and the "Designed for QuickBooks" Logo are trademarks and/or registered trademarks of Intuit Inc., displayed with permission. The use by Abcoet of the Logo does not signify certification or endorsement of Abcoet's software by Intuit, and Abcoet is solely responsible for its software and the support and maintenance of the software.

That process is under way for smart climate-based controllers, the first irrigation product category being considered for WaterSense labeling. You can compare the capabilities of tested smart controllers — climate-based and sensor-based — online at www.irrigation.org.

Do your research. Manufacturers offer valuable information online, but you'll get a better idea of how these units work by visiting sites where they're being used and talking with end users. LM

TURF PRODUCTS

The Original Shower Cap™

- Keeps fertilizer dry
- See through cover
- Spill proof



Fits the following models:

Lesco – Standard & Mark II
Scotts – SR200 • Prize Lawn – Bigfoot & CBR II
Lely – 53" Model • Vicon – 400#, 650# & 900#
All 36" drop spreaders

www.turfproducts.com
440/930-7244



WWW.WILSON-OYLER.COM

Wilson-Oyler Group Success SERIES

Presented by Husqvarna

Process Driven Success In A Down Economy Laser Sharp Focus



Seminar Focus

Warding Off Competitive Invasion

- How To Compete And Win Against The Low-baller
- Create Wallet Share Without The Client Feeling Over Sold
- How To Stay On The Offense In Your Market

Ancillary Service Line Processes For Success

- Maximizing Service Line Profitability
- Pay For Performance
- Become A Subject Matter Expert

Equipment And Fleet Management

- Life Cycle Costing
- Buy/replace Decision Making
- Pivotal Duties Related To Shop Management

Optimize Your Enhancement Department

- Responsible Up-selling Opportunities
- Processes For Small Job Management
- Margin Aggressive Pricing

Coming To A City Near You...

Orlando March 11
 Atlanta March 12
 Los Angeles March 24
 Phoenix March 25
 Providence August 11

Baltimore August 12
 Columbus August 25
 St. Louis August 26
 Chicago Sept 3
 San Francisco Sept 22



Seminar Focus

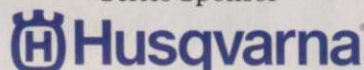
Participants will be given an over view of processes used successfully to manage important functions that contribute to overall company success and profitability. Break out sessions will foster an exchange of ideas and experience in confronting these issues.



Questions:

Call 866.517.2272 or email info@wilson-oyler.com

Series Sponsor



Media Sponsor



Visit www.wilson-oyler.com to register.

CLASSIFIED SHOWCASE

ADVERTISING INFORMATION

Call Kelli Velasquez at 800-669-1668 x3767 or 216-706-3767. Fax: 253-484-3080, E-mail: kvelasquez@questex.com



Payment must be received by the classified closing date. We accept Visa, MasterCard, and American Express.

Mail LM Box # replies to:

Landscape Management Classifieds, LM Box # _____
306 W. Michigan St., Suite 200
Duluth, MN 55802

(please include LM Box # in address)

Every month the Classified Showcase offers an up-to-date section of the products and services you're looking for. **Don't miss an issue!**

BUSINESS OPPORTUNITIES

SELL MORE LANDSCAPES & JOBS



FREE DVD & TRAINING
SYNTHETIC LAWN

Two **NEW** Profit Centers - 50%+
Two **NEW** Revenue Streams
Two **NEW** Customer Bases
A Simple, Easy Add-On Service
Buy Factory Direct - Wholesale
**NO PAYMENTS & INTEREST
FOR 90 DAYS**

We **FUND** Your Installs

1-800-334-9005

www.allprogreens.com/training

SELL MORE LANDSCAPES & JOBS



FREE DVD & TRAINING
SYNTHETIC GOLF GREENS

Two **NEW** Profit Centers - 50%+
Two **NEW** Revenue Streams
Two **NEW** Customer Bases
A Simple, Easy Add-On Service
Buy Factory Direct - Wholesale
**NO PAYMENTS & INTEREST
FOR 90 DAYS**

We **FUND** Your Installs

1-800-334-9005

www.allprogreens.com/training

Our proven bolt-on
landscape lighting
& holiday decorating
business systems:

- ★ Diversify Your Services
- ★ Attract Affluent Clients
- ★ Add Profitability



Call Today! 1.800.687.9551
www.TheDecorGroup.com

Incorporate

for as little as \$99

Visit www.incorporate.com
or call 800-616-0216

— THE —
COMPANY
CORPORATION™

INCORPORATING WHAT'S RIGHT FOR YOU

Looking to hire?

Reach **thousands** of professionals in
your industry by placing a classified ad.

BUSINESS OPP. (CONT'D)



WANT TO BUY OR SELL A BUSINESS?

Professional Business Consultants can obtain purchase offers from numerous qualified potential buyers without disclosing your identity. There is no cost for this as Consultant's fee is paid by the buyer. This is a **FREE APPRAISAL** of your business.

If you are looking to grow or diversify through acquisition, we have companies available in **Lawn Care, Grounds Maintenance, Pest Control and Landscape Installation** all over the U.S. and Canada.

182 Homestead Avenue, Rehoboth, MA 02769

708-744-6715 • Fax 508-252-4447

E-mail pbcmello1@aol.com

HELP WANTED



SERPICO LANDSCAPING, INC.

A successful 17-year-old business in the SF Bay Area has dynamic opportunities for experienced landscape maintenance professionals to join us as:

- Account Managers
- Branch Managers

For Info. Call (510) 293-0341
jobs@serpicolandscaping.com



FOR MORE INFO, GO TO WWW.LANDSCAPEMANAGEMENT.NET/SEARCH <<

HELP WANTED (CONT'D)

U.S. LAWN

NO ONE KNOWS THE
LANDSCAPE MAINTENANCE
INDUSTRY LIKE WE DO.



Use your experience as an Account Manager,
Operations Mgr., Branch Manager or
Regional Manager to work for you.

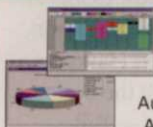
E-mail resume to hr@uslawns.net or
fax to 407/246-1623.



SOFTWARE

Wintac™

The #1 all-in-one software for lawn
care and landscaping contractors



Scheduling, Routing
CRM, Service History
Job Costing, Estimating
Inventory, Purchasing
Automatic Billing, Invoicing
AR/AP, Payroll, Accounting
Marketing, Vehicle Management

Check out the amazing software that landscaping
contractors everywhere are talking about!

www.wintac.net 1-800-724-7899

Landscape Management

Upcoming Ad Closing Dates:

April.....3/18/2009

May.....4/16/2009

June.....5/14/2009

Contact Kelli Velasquez today:

800-669-1668 x3767 or

kvelasquez@questex.com

AD INDEX

Agrium Advanced Technologies.....p7	DuPont.....cv2-1	Progressive Commercial.....p10
Agrotain.....p41	Exaktime.....p18	Rainbird.....p5
Alocet.....p52	F M C Corp.....p35A	Rhino Linings.....p51
Ameristar.....p49	Finn Corp.....p20	Sepro.....p29
Ariens.....p25	Green Industry Innovators...p16	Turf Products.....p52
BASF Corp.....p39	Hortica.....p19	Turfco.....p34
Bobcat.....p17	Husqvarna.....p27	U S Lawns.....p28
Chemical Containers.....p4	John Deere Commercial.....cv4	Versa Lok.....p21
Clip Sensible.....p28	John Deere Landscapes.....p23	Vista Professional.....p47
Col-Met.....p4	JRCO.....p34	Visual Impact Imaging.....p40
Dig Corp.....p49	L T Rich.....p22	Walker Mfg.....p33
Dow AgroSciences.....p9, 45	Lebanon Turf.....p37	Wright Mfg.....p12-13
Drafix.....p31	Monsonito.....p11	
	Oregon Tall Fescue.....p3	
	P B I Gordon.....cv3	
	Pine Hall Brick.....p22	

LM SEARCH ↓

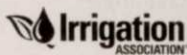
Access our valued advertisers at
www.landscapemanagement.net/search

EDIT INDEX

Agrium Advanced Technologies.....32	Kujawa Enterprises Inc.....14
All American Turf Beauty.....18	Lambert Landscape.....48
Bayer Environmental Science.....32	Lebanon Turf.....32
Citrin Cooperman & Co.....16	Novozymes/ROOTS.....32
Dixie Chopper.....42	PLANET.....48
Gachina Landscape Management.....51	San Diego County Water Authority.....51
Grasshopper.....42	Scenic Outdoor Lighting & Design.....46
Green Turf Lawnsapes.....38	Seco Landscape.....52
Greener by Design.....18	Snapper/Briggs & Stratton.....42
HighGrove Partners.....18	The Andersons.....32
Hydpoint Data Systems.....50	U.S. EPA.....50
JP Horizons.....20	Vista Professional Outdoor Lighting.....46
Kehoe & Co.....26	Walker Mowers.....40
Kohler.....42	Wilson-Oyler.....38
	Yardmaster.....14

Indices are provided as an additional service. The publisher does not assume any liability for errors or omissions.

AFFILIATE ASSOCIATIONS



LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly (12 issues per year) by Questex Media Group, Inc., 306 W Michigan St, Suite 200, Duluth, MN 55802. Subscription rates: one year, \$49, two years \$89 in the United States & Possessions; \$79 for one year, \$115 for two years in Canada and Mexico; all other countries \$150 for one year, \$225 for two years. For airmail delivery, include an additional \$75 per order annually. Single copies (pre-paid only): \$8 in the United States; \$10 in Canada and Mexico; \$15 all other countries. Back issues, if available: \$16 in the U.S.; \$20 in Canada and Mexico; \$30 all other countries. Add \$6.50 per order for shipping and handling. Periodicals postage paid at Duluth, MN 55806 and additional mailing offices. POSTMASTER: Please send address changes to Landscape Management, P.O. Box 1268, Skokie, IL 60076-8268. Canadian G.S.T. number: 940 033 278 RT0001. Publications Mail Agreement Number 40071997. Printed in the U.S.A.



Copyright 2009 Questex Media Group, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including by photocopy, recording, or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Questex Media Group, Inc. for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923 phone: 978-750-8400 fax 978-750-4470; call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission requests to questexpermissions@reprintbuyer.com or phone 800-494-9051 ext. 100.

Landscape Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. Landscape Management welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. Questex Media Group provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Questex Media Group to make your contact information available to third parties for marketing purposes, simply call 847-763-9594 between the hours of 8:30 am and 5:00 pm CT and a customer service representative will assist you in removing your name from Questex Media Group's lists.





Lease Lombardi for a few hours

Vince Lombardi. John Wooden. Red Auerbach. Dean Smith. Bear Bryant. John McGraw. George Halas. Don Shula. Paul Brown. Knute Rockne.

All of these legends were known for getting the most out of each individual and each team they coached. The same is true for *Landscape Management's* legendary Green Industry business coaches. That's why we've launched seven inaugural *LM* Consulting Clubs — a brain trust of business coaches proven to help lawn care, landscape, design/build and irrigation contractors, and industry suppliers and associations, bolster everything from customer and employee relationships to revenues and margins to strategic planning and overall business valuations.

As part of their nominal membership fees, *LM* Consulting Club Members receive the right to schedule up to three TeleConsulting sessions, each up to one-hour long, with the respective Club's legendary business coach. The one-on-one TeleConsulting sessions come at a reduced rate thanks to our consulting partners' desire to help our readers thrive — not just survive these turbulent times.

In addition to receiving three hours of TeleConsulting at reduced rates, *LM* Consulting Club Members also will be mailed:

- ▶ Jeffrey Scott's "The Referral Advantage" book;
- ▶ Jeffrey Scott's "Accelerate Your Business Growth — Even In a Down Economy — By Making Use of Peer Groups" tip sheet;
- ▶ Harvey Goldglantz's "Marketing Matters — The Ultimate Reference Guide to Making the Most of Your Marketing Money" book; and
- ▶ A trio of Kehoe & Co.'s Green Industry reports: Benchmarking to Improve Profits, The Down-Market Budget Worksheet, and Pay & Benefits Survey.

Following are the seven inaugural *LM* Consulting Clubs launched in mid-February:

1. *LM's* The Leaders Edge Consulting Club — Jeffrey Scott, president of Landscape Success

Systems, coaches business owners on building their brands, captivating their clients, and implementing new systems to grow business profitably.

2. *LM's* Marketing Matters Consulting Club —

Harvey Goldglantz coaches contractors on ways to win more business, through the use of his creative marketing techniques, despite shoestring budgets.

3. *LM's* Profit & Value Builder Consulting Club —

Kevin Kehoe coaches companies on how to increase their revenues, profits and total business valuation. He also works with Frank Ross and Jeff Harkness, who assist with acquisitions and selling the business.

4. *LM's* People Power Consulting Club — Bill

Hoopes shares how he has made a career out of turning bosses into coaches, struggling teams into winners, and customers into raving fans.

5. *LM's* Best Practices Consulting Club — Coaches

Bruce Wilson and Tom Oyler, organizers of the popular Wilson-Oyler Success Series seminars, share detailed game plans and sound advice for almost any business scenario.

6. *LM's* InfoTech Consulting Club — Tyler Whitaker

(aka The Wizard of IT) coaches companies on deploying technologies proven to save money and improve business.

7. *LM's* The Deal Maker Consulting Club — Norm

Cooper, former president of the National Pest Management Association, brings decades of merger-and-acquisition experience to his business transition coaching.

LM Consulting Club Members who join by June 30 receive an additional \$300 discount. There are two multi-membership options: *LM* Trifecta Consulting Club Members buy two memberships and receive 50% off a third membership, while *LM* Four Horsemen Consulting Club Members buy three memberships and get one free.

Need to cut costs while growing revenues and margins? No problem. Our Green Industry business coaches have the winning game plans. Visit www.LMConsultingClubs.net and get the help you need today — before it's too late.

Need Speed?

SEE RESULTS IN
JUST 24 HOURS!



UnTreated

Treated

Visual results in 24 hours and dead clover in as little as a week. That's the kind of performance you can expect from a precision product like SpeedZone.

University tests, field trials and turf managers have demonstrated consistently fast control of tough weeds such as clover, plantain, ground ivy and spurge. And dandelions are blown away!

Get your weed control program on the fast track with SpeedZone® Broadleaf Herbicide for Turf.



- Low odor
- Excels in cool-weather
- Rain-fast in 3 hours
- Reseed in 2 weeks

G pbi / Gordon
CORPORATION

An Employee-Owned Company
800-821-7925 • pbigordon.com

SPEEDZONE® is a registered trademark of PBI/Gordon. ©2006, PBI/Gordon Corporation 00073

ALWAYS FOLLOW LABEL DIRECTIONS