

See how much you'll save at
www.rainbird.com/savings



**Demanding more
and paying less.
That's intelligent.**

**Save more than 25% with the legendary
quality of Rain Bird® 1804 Sprays.**

Get more of the quality you trust—for less. The rugged construction of 1804 Sprays provides you with reliable performance, year after year. The result is a healthier landscape, and now, an even healthier bottom line. That's performance you demand. That's The Intelligent Use of Water.™

**TALK TO YOUR
SALES REP OR
DISTRIBUTOR**

Rain Bird® 1804 Sprays

Save more than 25% over Hunter® PROS-04 Sprays.*

Rain Bird List Price
\$248

Hunter List Price
\$335

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

RAIN BIRD®

POKING HOLES

continued from page 40

or zoysia, you're cutting the runners and getting new shoots," Brophy says. On home lawns, the intention of most aerations is different.

Spiking – a solid piece of steel pushed into the ground, which fractures the soil and breaks up thatch and the soil beneath – is more appropriate.

"It's a short-term solution for soil ventilation where you don't want to pull up a core and leave it on the ground," Brophy says. An example is a sod area around a swimming pool.

Spiking opens up holes that typically last until the first heavy rainstorm or soaking. Then the holes close. So, spiking has to be repeated often.

Core aeration tends to be the best solution for home lawns and office parks. The machine pulls up a soil plug and leaves it on top of the ground. This allows soil to break up slowly and helps control thatch, Brophy says. It should

Warm-season grass should be aerated in the fall. Cool-season grass can be aerated in the spring.

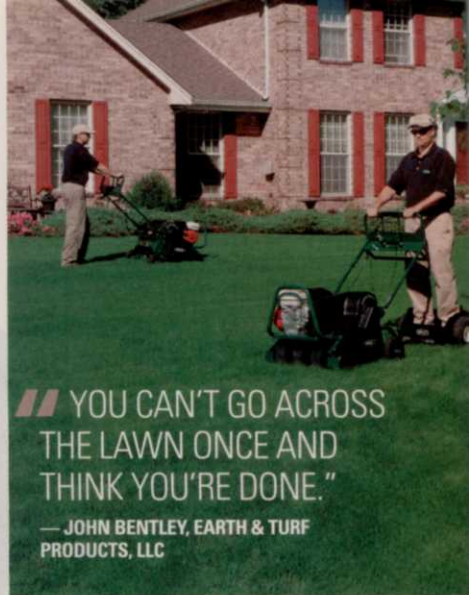
take several weeks for the plugs to disintegrate and the holes to close.

Coring is a good standard for landscapers, Hileman says. A coring tine will fit most drum rollers. Some landscapers use the solid tine because it doesn't leave cores on the surface. If you're taking the time to aerate, you might as well pull a core, he says.

Core aeration allows oxygen into the root zone, eliminates methane gas that builds up around dead or decaying roots and allows the soil to break up slowly on the ground's surface. "Don't pick up the plugs – that defeats the purpose," Brophy says.

Core aeration helps stimulate root growth by getting oxygen down past the upper, yellowish part of the root and closer to the growing white part that takes in nutrients.

There are two basic kinds of core aeration. Piston aeration shoots a tine straight down into the soil and comes up



“ YOU CAN'T GO ACROSS THE LAWN ONCE AND THINK YOU'RE DONE.”

— JOHN BENTLEY, EARTH & TURF PRODUCTS, LLC

and out. This is the favored method in damp conditions, but it can actually compact the soil, Brophy says. Second, a rolling drum sends the tine into the ground at a 30-degree angle and moves under the soil. This action rips and loosens the soil.

"This is the solution for a turf where it doesn't have to be perfectly level," Brophy says. LM

PHOTO COURTESY TURFCO

High Quality Mowing

INDEPENDENT INNOVATORS

Take a Test Drive Today

WALKER MOWERS

5925 E. Harmony Road • Fort Collins, CO 80528
800.279.8537 • www.walkermowers.com

THE WORKING SMARTER TRAINING CHALLENGE

Create Your Own Stimulus Package

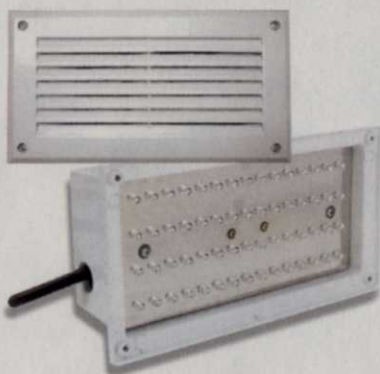
Visit www.jphorizons.com/LM.htm

JP Horizons
LEAN RE-ENVISIONED



Step right up

The new Step n Tow swing-out step allows easy access to a pick-up bed or roof racks. Designed to fit any standard 2-in. receiver, it features a durable galvanized, powdercoated finish and an 18-in., 90-degree, swing-out nonskid rubber footed step. It also becomes a versatile winch-mounting platform with the addition of the winch-mounting block. The step will satisfy any standard two-bolt mounting pattern with winches as heavy as 3,000-lb. capacity. StepnTow.com or 860/935-0121



Architectural detailing

Orbit/Evergreen added new models to an expanding series of 12v and 120v LED step lights. The long-lasting, energy-efficient outdoor luminaires are designed for use in entryways, decks, outdoor walkways and garden patios. The series includes 18, 40, 42, 48 and 60 LED lamps with .064W output per lamp. The LEDs have a 10-year life expectancy. Cover plate options include circular, horizontal and vertical designs with louvered, hooded and frosted glass faces. www.orbitelectric.com or 800/90-ORBIT

PRODUCTS

TOOLS OF THE TRADE

Prune in comfort

Corona Clipper's two new Long-Reach Pruners are designed to make pruning faster, easier and safer. The TP 3206 (pictured) and TP 3212 feature a Dual Arc blade with 1.25-in. cutting capacity that "bites" into branches or stems then slices them for cutting precision. A 360-degree rotating head makes it possible for both models to cut branches and stems from almost any position. The TP 3206 is about 5 ft. long, while the TP 3212 telescopes from 7 ft. to 12 ft. In addition to all the features of the TP 3206, the TP 3212 features a handsaw accessory for removing larger limbs and a positive lock to eliminate pole slippage for a safer, more precise cut. www.coronaclipper.com or 800/847-7863

PRODUCT SPOTLIGHT
PRUNERS



Snow support

Profits Unlimited's Snow & Ice Management Quick Estimator CD calculates plowing time, material application rates for liquid and granular products and hand labor time. Created by Wayne Volz, a snow industry professional, the Excel spreadsheet program can create a professional proposal fast, taking the guesswork out of estimates. Users can calculate per push and per event or seasonal contract pricing. www.profitsareus.com or 800/845-0499

weedalert.com

The Turf Professional's Free On-line Source for Weed ID and IPM Control Recommendations

- Weed ID Photos
- Regional Alerts
- Control Options
- Turf School Links

TEST YOUR WEED IQ!
WEEKLY CONTEST-

Correct ID
Can Win This
Magic Mug
With Disappearing Ink



An Industry Service From

G pbi/gordon
CORPORATION
An Employee-Owned Company

PRODUCTS

30411 5HT 90 2,100T



PRODUCT
SPOTLIGHT
PRUNERS

On a roll

The handle on Fiskars' PowerGear Pruners (model 7941) rolls to follow a user's hand's natural clenching motion. The pruners reduce stress and fatigue and multiply cutting force, the manufacturer says. With a lifetime warranty and a cutting capacity of 3/4-in., the pruners' sharp, precision-ground blade edge is corrosion resistant, nonstick and replaceable. The product won the Arthritis Foundation's Ease-of-Use Commendation and is recommended for users who suffer from arthritis, rheumatism and carpal tunnel syndrome. www.fiskars.com or 800/500-4849



ProLine

The new ProLineShovel enables users to dig small numbers of trees quickly, easily and safely to ball and burlap them or transplant them directly to another location on site. The shovel is shaped like one-third of a standard, hydraulic tree spade and allows the operator to make two or three thrusts around the base of the tree to extract a uniformly shaped rootball. The nose design prevents it from slipping off and around tree roots as happens with shovels having a more pointed nose. The shovel is available in full and mini-skid sizes. prolinegrabber.com or 888-288-5308



Beauty and brawn

Who says tall walls have to be ugly? Versa-Lok's versatile and award-winning Mosaic retaining walls give commercial properties increased curb appeal while meeting the highest engineering standards. www.versa-lok.com or 800/770-4525

WHO'S IN YOUR CORNER?



RISE UP & FIGHT

this recession like a champ...

Join *Landscape Management's Consulting Clubs* today.

Visit www.LMConsultingClubs.net today to receive limited-time reduced rates with our business coaches.



Jeffrey Scott



Harvey Goldglantz



Kevin Kehoe



Norm Cooper



Bruce Wilson



Tom Oyler



Bill Hoopes



Tyler Whitaker

All Work & No Play? Not at GIE+EXPO!

GIE+EXPO is the ultimate industry gathering place with new products, education, networking and tons of fun! It is your one-stop-shopping event with over 600 exhibitors inside and 19 acres of outdoor demonstrations! Get face-to-face, make deals, trade ideas!

GIE+EXPO is sponsored by:



GIE+EXPO
Concerts at
FOURTH STREET
Live!
FREE

Thursday, October 29



Presented by:

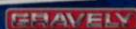


The Briggs Bluesbusters will take the stage at 6:30 p.m. with headliner Eddie Money performing at 8:00 p.m.

Friday, October 30



Presented by:



The Grass Roots in concert, 7:00 p.m.
Street Party featuring The Blues Brothers, 9:00 p.m.



"If you believe in networking and making contacts, this is the show for you!"

Tony Czubernat,
Exhibitor, American
Brick Saw Co.



GIE+EXPO

The 14th largest tradeshow in the USA!

Thursday, Friday, Saturday | October 29-31, 2009
Kentucky Exposition Center | Louisville, Kentucky
www.gie-expo.com | info@gie-expo.com
(800) 558-8767 or (812) 949-9200

REGISTER TODAY AT WWW.GIE-EXPO.COM

By registering now you could win Flight Certificates* to anywhere in the Caribbean that American Airlines flies. Sponsored By: Ariens & American Airlines/American Eagle

*Blackout dates and restrictions apply.

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



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

FREE DVD & TRAINING SYNTHETIC LAWNS

SELL MORE LANDSCAPES & JOBS



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

FREE DVD & TRAINING SYNTHETIC GOLF GREENS

WANT TO BUY OR SELL A BUSINESS?

Professional Business Consultants
PBC
Merger & Acquisition Specialists

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 pbc_mello1@aol.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

Tap Into New Revenue And Profits From More Affluent Clients With Two Of America's Top Franchises During One Of These Great Discovery Days...

Reno, NV 7/22-7/25/2009	Dallas, TX 8/15/2009	Las Vegas, NV 11/17/2009
Canton, OH 8/13 & 8/14/2009	Chicago, IL 9/17 & 18/2009	San Antonio, TX 12/3/2009
	Louisville, KY 10/30/2009	

Call now to learn more about a Discovery Day of your choice!
1.800.687.9551

 www.ChristmasDecor.net

 www.NiteTimeDecor.com

LAWN & GARDEN FOOTWEAR CO. FOR SALE

Looking for equity partner to fund immediate national rollout. Only company making full line of horticultural footwear and poised to be "the" brand in L&G market. Patented sole, loyal customers, reputation for comfort.

Contact Madeleine at 503-620-1800 or meno@pipergrrouponternational.com

Did you know?

All Landscape Management classifieds are posted online.

landscapemanagement.net

TELL THEM YOU SAW IT IN

Landscape Management

HELP WANTED



SERPICO LANDSCAPING, INC.

A successful 19-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

landscapemanagement.net

FLORASEARCH, INC.

In our third decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide.

Retained basis only.

Candidate contact welcome, confidential and always FREE.

1740 Lake Markham Road
Sanford, FL 32771

407-320-8177 ♦ Fax: 407-320-8083
E-mail: search@florasearch.com

www.florasearch.com

Join Our Growing Team



We offer proven landscape managers challenging careers and the unique opportunity to become an employee owner.

Visit www.davey.com/cgmjobs

to learn more.

Email: info@davey.com



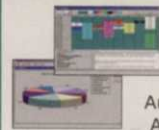
Looking to hire?

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

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

MANAGE your BUSINESS

the SMART WAY ...
FREE DEMO
CLIP Software

- Schedules customer's jobs
- Routes crews in best order*
- Tracks employees
- Finds your profitable customers
- Can bill from QuickBooks®

* Requires Microsoft MapPoint.



www.clip.com • 800-635-8485

AD INDEX

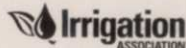
Alocet.....	p14
Anthony Tesselaar.....	p35
Ariens.....	p19
Arysta.....	p3, 31
BASF Corp.....	p17, 29
Ball Horticulture.....	p38
CA Association of Nurserymen.....	p12
Dig Corp.....	p4
Drafix.....	p21
Ernst Benary.....	p37
GIE Expo.....	p45
Goldsmith Seeds.....	p39
John Deere Commercial.....	p23
John Deere Construction.....	cv4
JP Horizons.....	p42
Kubota Tractor.....	p27
L T Rich.....	p4
Lebanon Turf.....	p5
PBI Gordon.....	p43
Rainbird.....	cv2-1, 7, 41
Sepro.....	cv3
Target Spec Products.....	p16
Trynex.....	p25
Turf Products.....	p13
Turfco Mfg.....	p15
US Lawns.....	p13
Walker Mfg.....	p42

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

EDIT INDEX

Acer.....	32	Davey Tree Expert Co.....	10	Lurvey Supply & Garden Ctr....	9
Amazon.....	32	Earth & Turf Products.....	40	New Zealand Air.....	26
ArtisTree Landscape		JP Horizons.....	18	Plantronics.....	32
Maintenance & Design.....	8	Kehoe & Co.....	40	Tufco.....	40
BASF Professional Turf &		King GREEN.....	22	ValleyCrest.....	9
Ornamentals.....	25	LaCie.....	28	Weed Man USA.....	8
Bobcat.....	8	Lamacchia Landscape		Wilson-Dyler Group.....	30
		Construction Corp.....	48		

AFFILIATE ASSOCIATIONS

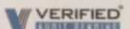


LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly (12 issues per year) by Questex Media Group, Inc., 306 W Michigan St, Suite 200, Duluth, MN 55802. Subscription rates: one year, \$54, two years \$76 in the United States & Possessions; \$87 for one year, \$127 for two years in Canada and Mexico; all other countries \$165 for one year, \$246 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: \$18 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, Stokie, IL 60076-8268. Canadian G.S.T. number: 840 033 278 RT0001. Publications Mail Agreement Number 40017597. 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 866-344-1315; 847-763-9594 if outside the U.S. 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.





Joe Lamacchia

Meet Joe: A real pro with blue-collar street smarts

*"But Oz never did give nothing to the Tin Man
that he didn't, didn't already have."*

— LYRICS FROM AMERICA'S "TIN MAN"

America's 1973 hit song "Tin Man" just as easily could have been named "Scarecrow" — because Oz never did give nothing to the scarecrow — either — that he didn't, didn't already have.

Playing the scarecrow in the 1939 classic flick "The Wizard of Oz," Ray Bolger sang the straw man's mantra: "If I Only Had a Brain." Truth be told, the scarecrow had street smarts like no other, despite being diploma challenged. In fact, it was the scarecrow who pointed Dorothy in the correct direction when she came to a fork in the yellow brick road. Without the straw man's street smarts, Dorothy never would have met the tin man, cowardly lion or Oz, nor found her way home.

Education is essential, but the scarecrow reminds us that colleges haven't cornered that market. Experience also can be quite the educator, especially when it's tethered to hard work and common sense. Just ask Joe Lamacchia, a high school grad who over the past 28 years has built a successful \$2 million-a-year landscape company.

The president of Newton, MA-based Lamacchia Landscape Construction Corp. has been making headlines across the nation, including being featured on the front of *USA Today's* Life section on June 23, for his recently published book, "Blue Collar & Proud of It — The All-in-One Resource for Finding Freedom, Financial Success and Security Outside the Cubicle" (available at www.amazon.com and www.bluecollarandproudofit.com).

Lamacchia's message is simple: Spending tens of thousands of dollars on college can pay enormous dividends, but it's a luxury not all can —

or need to — afford. Fortunately, many of life's lessons, including basic business tenets, can be learned in the field from mentors and trial-and-error. Equally important, blue-collar jobs serve as the backbone of America and most can be mastered better with on-the-job training and hands-on experience rather than with textbooks.

That's why *Landscape Management* is partnering with Lamacchia, the Green Industry's Average Joe. We're launching a new standalone newsletter, *LM podcast: From Joe to Pro*, in which Lamacchia shares his success tips and the keys to turning common contractor obstacles into opportunities.

Visit www.landscapemanagement.com/joetopro1 for a sneak listen to our inaugural *From Joe to Pro* podcast.

Lamacchia, like the scarecrow, knows life's many paths. He maintains there are numerous avenues to education, success and true happiness — and the lives of my father and godfather confirm that belief.

Dad was gifted in gray matter. He was valedictorian of his high school, graduated with high honors from Georgetown University's School of Medicine, and was a member of Mensa International — a high-IQ society. My godfather, Uncle Tim, on the other hand, left school in the sixth grade so he could pitch in on the family farm in Galway, Ireland. Years later, he crossed "the big pond," met and fell in love with Dad's sister, and took a job for life as a truck driver — a position that enabled him to raise a family and live comfortably and happily until God called him home in 1987.

I was exposed to the best of both collars: My white-collar dad taught me the value of a traditional education, while my blue-collar uncle showed me the utility of street smarts. Whether you're hiring blue or white collars, our new Uncle Joe can teach you and them what it takes to be a pro. He has a take that America — both the group and the country — can sing about.

IT'S EASY BEING GREEN

with Cutless* Granular Landscape Growth Regulator



LESS trimming
and cleaning

LESS fuel and
emissions

LESS clippings to
haul and dump

LESS water
consumption

MORE profit resulting from the most efficient
use of labor and resources



The growth-regulating power of Cutless Granular helps your business contribute to sustainability by reducing fuel use and emissions, landscape clippings sent to landfills and plant water consumption—all while improving plant health. And for a greener bottom line, Cutless Granular has been proven to *save over 50% of the labor costs* associated with trimming hedges, shrubs and groundcovers. With Cutless Granular, it's easy to be green just about any way you look at it.



Calculate the potential profit improvement
for your business with our Cost Savings Calculator
at www.CutlessGranular.com

SePRO Corporation Carmel, IN 46032

*Trademark of SePRO Corporation. Always read and follow label directions.

