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# CONTENTS»

JUNE 2009  
VOL 48, ISSUE 6

## FEATURES

# S1

B D/B I LC M

### 2009 State of the Industry

Even finely tuned companies are taking a beating in this off-road economy. Information is the key to navigating this rough terrain and finding your way back onto the fast track. BY LM STAFF



### 25 Fill 'er up — with alternative fuels

B M

Gasoline's economic and ecologic impact has many looking at new ways to power their mowers and handheld equipment. BY DANIEL G. JACOBS

### 32 Order the combo platter

B LC M

Multipurpose equipment can be a worthwhile investment for many reasons, not the least of which is service flexibility. BY CURT HARLER



### 40 The mountain west comes home to Chicago

D/B M

Even though they couldn't spend their entire lives on vacation, one couple found a way to bring a bit of vacation back home with them. BY DANIEL G. JACOBS

### 44 Hardscapes made easy

B D/B

Proper planning and project management are required to make paver installation pay off.

BY CURT HARLER

### 49 Irrigating, drop by drop

B I

Low-volume irrigation offers many benefits for contractors and their customers in today's water-stressed environment. BY RON HALL

**LM MARKET MATCH** We've made your life a little easier by supplying icons that direct you to stories targeting your core business.

**B** – Business, **D/B** – Design/Build, **I** – Irrigation, **LC** – Lawn Care, **M** – Maintenance

## DEPARTMENTS

### 9 News + Views

Process mapping tips; LM's TOCA awards haul; Jacobsen's future turf manager program; Word on the Street; Believe it or Not; Executive changes

**20 LM Reports** Compact equipment and skid steers

**30 Lawn Care Pro** Dean Moore, Quality Care, The Nature Co., Coralville, IA  
BY RON HALL

**46 Project Portfolio** Wood Landscape Services creates a retreat capable of being enjoyed by all ages.

**48 Problem Solver** A beautiful flower is still a weed if it's in the wrong place.  
BY H. BRUCE HELLERICK

## COLUMNS

### 8 The Hall Mark

BY RON HALL

### 18 Working Smarter

BY JIM PALUCH

### 24 The Benchmark

BY KEVIN KEHOE

### 28 Jacobs' Journal

BY DANIEL G. JACOBS

### 36 Best Practices

BY BRUCE WILSON

### 38 Info Tech

BY TYLER WHITAKER

### 56 Whit's World

BY MARTY WHITFORD

## IN EVERY ISSUE

52 Products 54 Classifieds

55 Resources

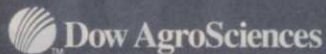


**ON THE COVER**  
Photos by iStock International Inc.

# 25

## Landscape Management

**OUR MISSION:** *Landscape Management* — the leading information resource for large, successful lawn care, landscape maintenance, design/build and irrigation professionals — empowers Green Industry professionals to learn and grow from their peers and our exclusive business intelligence. Serving as the industry conscience, we not only report on but also help shape news, views, trends and solutions.



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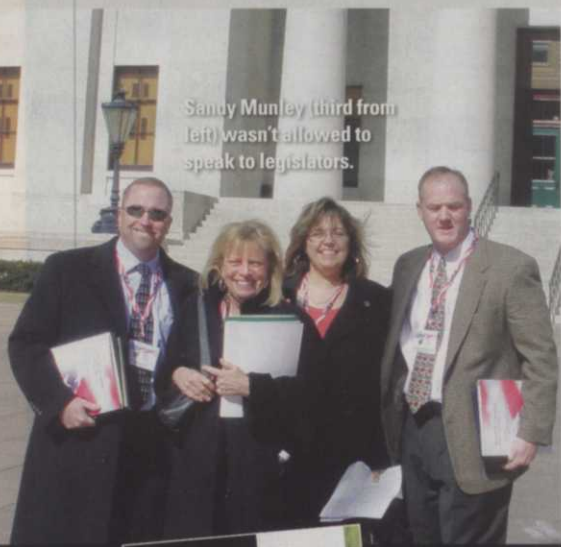


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Sandy Munley (third from left) wasn't allowed to speak to legislators.



## The H-2B program under attack — again

Ohio Landscape Association Executive Director Sandy Munley discusses her ultimately futile attempts to testify before the House Oversight and Government Reform's Domestic Policy Subcommittee, which held a hearing titled "The H-2B Guestworker Program and Improving the Department of Labor's Enforcement of the Right's of Guestworkers."



### DIGITAL VAULT

Select stories from our e-newsletters. Visit [www.landscapemanagement.net/newsletters](http://www.landscapemanagement.net/newsletters) to sign up or view.



### WEB EXCLUSIVE

#### Leaders profiles

Find expanded coverage from our exclusive **2009 State of the Industry** report. Learn what some of the top executives in the Green Industry think will be the biggest opportunities and most difficult challenges in the coming year.

### READERS RESPOND

#### What's your education level?

Graduated high school **31%**

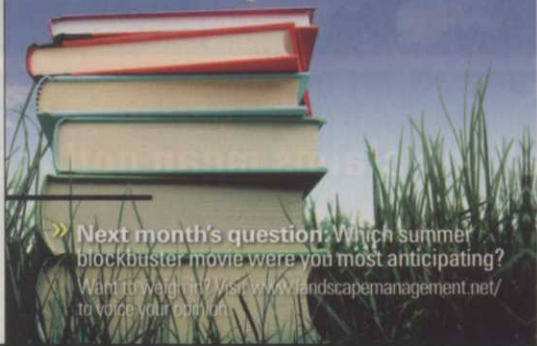
Earned master's degree **10%**

**53%**

Earned bachelor's degree

Earned associate's degree **3%**

Earned doctorate **3%**



» Next month's question: Which summer blockbuster movie were you most anticipating? Want to weigh in? Visit [www.landscapemanagement.net/](http://www.landscapemanagement.net/) to voice your opinion.

#### LMdirect!

Costs are higher; profits are shrinking. How does one recoup the deteriorating bottom line?

#### Athletic Turf News

A 2,500-sq.-ft. properly maintained natural grass lawn generates enough oxygen to sustain a family of four.

#### LD/B Solutions

The American Academy of Pediatrics released a policy statement about trends in community development that have contributed to the decline of physical activity among children and adolescents. Read how landscape design/build professionals help reverse that trend.

#### Get Growing

Ponds and creeks present a great opportunity to work with cultivars beyond the everyday flowerbed plantings. But what plants work best in and near ponds and creeks?



### ONLINE OPPORTUNITIES

Explore recession-busting ideas with *Landscape Management's* seven inaugural **LM Consulting Clubs** — a brain trust of business coaches proven to help Green Industry contractors, industry suppliers and associations bolster everything from customer and employee relationships to revenues and margins to strategic planning and overall business valuations.

Visit the **LM Bookstore** and peruse our experts' offerings. Jeffrey Scott will teach you to increase your business with *The Referral Advantage*, Harvey Goldglantz explains why *Marketing Matters*. Jim Paluch's trio of tales, including *Five Important Things*, *Leaving a Legacy* and *Growing Dreams*, also are available.

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## Smarter better than greener

**O**ur Green Industry is becoming the greener industry. More encouragingly — and this is what excites us — it's becoming the smarter industry. This is what we see happening as we review *Landscape Management's* 2009 State of the Industry survey, the most complete and accurate snapshot of the industry you'll find anywhere.

Our survey shows that our industry is responding to environmental issues by offering an ever-broader range of so-called green products and services. For example, of those who indicated they offer sustainable services, 52% say they offer water-efficient irrigation, 42% natural lawn care, 30% soil remediation, 22% installing rain gardens and 20% ecological restorations.

This trend — driven by a combination of government agencies, the media and slowly accelerating customer demand — is starting to influence buying decisions, as well. Slightly more than a third (36%) of respondents to our survey said sustainable initiatives have “some impact” on their purchase of products and equipment and 12% said they have a “big impact” on their spending.

Nevertheless, many owners and managers are taking a wait-and-see attitude. For example, 18% of respondents indicated they have seen “no demand” for natural or overtly environmental landscape services in their markets yet and another 35% responded demand is negligible but “has potential.”

But there's a bigger picture arising from the survey — and this is what sustainability means to most of us. The survey reveals we're positioning our companies — and by extension our industry — to survive into the future, to be more efficient, to be more productive and to be less wasteful. Partly because of the unsettling uncertainty of our economy and partly in spite of it, we're planning well into the next decade. Sustainability (apart from its fuzziest green connotation) means survivability, right?

After all, in our incredibly competitive landscape and lawn service markets — characterized by reduced margins, higher costs and growing regulatory attention — sustainability boils down to providing clients with what they desire while returning a stream of revenue that rewards us for our efforts and allows us to continue investing in our companies and providing our services.

That's the biggest change occurring within our industry, according to the results of our survey, and the one that will ignite a new period of industry growth when we emerge from today's recession. Here's what you told us in the survey:

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▶ About **60% of you** (410 of 679 responses) **said that you prepared a budget for 2009**. This is a much higher percentage than previous surveys.

▶ **54%** (371 of 682 responses) **told us that you have a 3-5 year business plan**. This includes 207 owners and managers who responded that they review it at least once every six months. When we asked that same question a decade ago, the percentage of owners saying they had a business plan was less than half of that.

▶ While you selected customer acquisition as your primary business focus this year, you said your **second most important goal is to improve your systems and build efficiencies within your operations**, another indication that the industry is looking ahead and planning for the future.

---

After you review our State of Industry report, drop me an email and share a thoughts on what the industry should be doing to remain “sustainable” within our society in the approaching decade and beyond.

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Hunter List Price

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Hunter List Price

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Netafim List Price

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Hunter List Price

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Irritrol List Price

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\*Based on 2009 U.S. Rain Bird, Hunter, Netafim, and Irritrol list pricing effective May 1, 2009.

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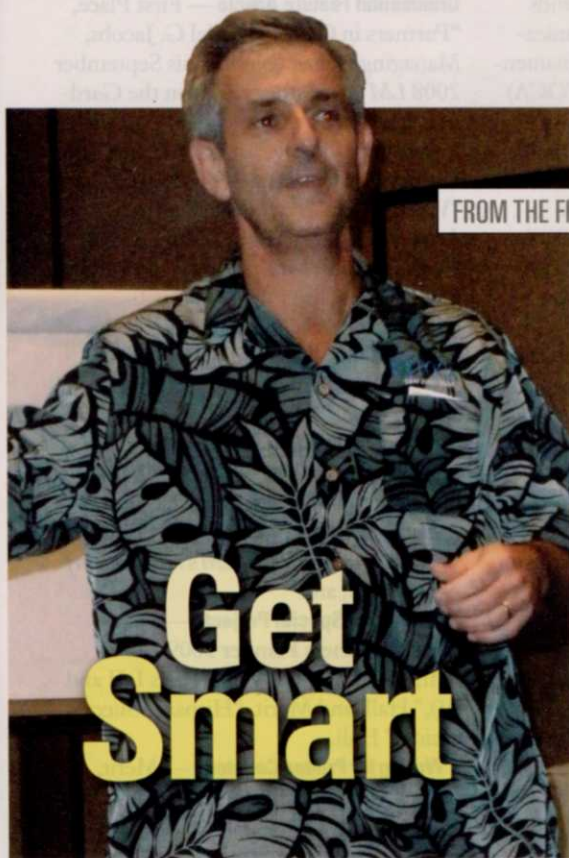
## CLIPPINGS

### Fine Earth recognized for doing a fine job

HARRISONBURG, VA — The U.S. Chamber of Commerce honored Fine Earth LLC with the 2009 Inaugural Community Excellence Award last month at America's 2009 Small Business Summit. The award recognizes the success Fine Earth has had in making—and maintaining—strong relationships with employees, customers, and the larger community. Fine Earth LLC was first selected as one of the nation's blue ribbon award winners from across the country. The Small Business of the Year Awards, sponsored by Sam's Club, pays tribute to businesses showcasing exemplary business practices in the areas of staff training and motivation, community involvement, customer service, and business and financial planning.

### IPaWGS launches ponditat certification program

WOODSTOCK, GA — After more than two years, the International Pond and Water Garden Society (IPaWGS) has announced its Certified Wildlife Ponditat program. The focus of the program is to first promote and protect vital water resources, and secondly to protect and preserve the wildlife that thrive around waterscapes and ponds. For a small registration fee, applicants receive a year's membership in IPaWGS and gift packages from supporting corporate members of the association. They also receive a frameable certificate and an plaque suitable for mounting announcing the fact that an area is a "Certified Wildlife Ponditat."



FROM THE FIELD

# Get Smart

## TOCA meeting attendees discover how drawing process maps can help the Green Industry dress for success

BY MARTY WHITFORD EDITOR-IN-CHIEF

It's not often a big, strapping guy admits to considering wearing his wife's clothes.

Just as strange, the confession of this taboo occurred in front of dozens of attendees of the Turf and Ornamental Communicators Association's (TOCA's) 20th anniversary meeting, held May 12-14 in San Juan, Puerto Rico.

The cross-dressing topic came up during a TOCA breakout session in

which Jim Paluch, *Landscape Management's* Working

Smarter columnist, asked attendees to partner and process map packing for work trips. "When you process map, it's important to detail every step — the good, the bad and the ugly," Paluch urged participants.

Well, here comes the ugly: "We need to add a step where we double check all of the clothes we've packed, ensuring they're really ours," one editor warned. "I accidentally packed my wife's black pants instead of mine, once, while preparing for a work trip."

When asked whether he tried on his wife's slacks — accidentally or out of sheer desperation — the editor sheepishly admitted to sizing them up. Pointing half-way up his calf, the editor replied with disappointment, "They only came up to here."

Dressing for success is a lot easier with process maps, Paluch noted. Process maps shed light on myriad opportunities for improved efficiencies and value. They help landscape teams take hard looks in the mirror, get honest, and strip away waste.

"The key to Working Smarter is to be easy on the people and hard on the processes," Paluch reminded TOCA meeting attendees.

Paluch's high-energy consultancy, JP Horizons, has helped more than 250 Green Industry companies, on average, save tens of thousands of dollars annually through its Working Smarter Training Challenge ([www.jphorizons.com/LM.htm](http://www.jphorizons.com/LM.htm)).

"Isn't it amazing how much we learn when we process map?" Paluch asked attendees. "As soon as I broke out the big white paper and Crayola markers, you guys began sharing and growing like a room full of wide-eyed kindergartners."

# 20 for TOCA's 20th Questex Media wins a record number of Green Industry communications awards

**Q**uestex Media's *Landscape Management* and *Golfdom* media brands won a combined 20 communications awards from the Turf and Ornamental Communicators Association (TOCA) at its recent 20th anniversary meeting.

*Landscape Management* nabbed 15 awards including the coveted Gardener Award for Writing/Publishing and:

➤ **Printed Magazines: Single Page Design/Editorial** — First Place, "Business Planner 2009: Contents," Carrie Parkhill, Art Director;

➤ **Printed Magazines: Two-Plus Page Design/Editorial** — First Place, "A Look Ahead," *Livescapes*, Parkhill; Merit, "Water Wise – Part II," Parkhill;

➤ **Writing for Commercial Publications: Editorial/Opinion Piece/Column** — Merit, "Make Every Day Count" & "What's On Your 'Bucket List,'" Marty Whitford, Editor-in-Chief;

➤ **Writing for Commercial Publications: Ornamental Feature Article** — First Place, "Partners in Color," Daniel G. Jacobs, Managing Editor (Note: This September 2008 *LM* cover story also won the Gardner Award);

➤ **Writing for Commercial Publications: Business Management** — First Place, "Working Smarter," Mike Seuffert, Associate Editor; Merit, "The Hidden Costs," Jacobs; Merit, "Add-On Biz: Golf Greens," Jacobs;

➤ **Writing for Web Site: Original Content** — Merit, "Walker Family Reunion Attracts Thousands" Ron Hall, Editor-at-Large;

➤ **Writing for Electronic Newsletter: Original Content** — First Place, "Why We Shouldn't Take Chances With Staph," *Athletic Turf News*, Hall; Merit, "Eighth Wonder of the World, *LM's Athletic Turf News*," Hall; and

➤ **Writing for Special Projects** — First Place, "Business Planner 2009," *LM* staff; Merit, "Water Wise (Parts I, II and III)," Hall; and Merit, "Hispanic Success Guide," Hall.

➤ **Writing for Printed Collateral** — Merit, "Color Matters" Mike Sisti, Lebanon Turf.

*LM's* sister publication, *Golfdom*, brought home the hardware as well:

➤ **Best Photograph: Print Magazine Cover** — Merit, "The Natural," Larry Aylward, Editor-in-Chief;

➤ **Miscellaneous Special Projects** — First Place, "2009 Dog Days of Golf Calendar," Cynthia Andrews and Mike Sisti, Lebanon Turf/*Golfdom*;

➤ **Writing for Commercial Publications: Operations Profile** — First Place, "The Book on Steve Cook," Aylward; Merit, "A Down-Home Approach," Aylward; and

➤ **Writing for Commercial Publications: Environmental Stewardship Article** — Merit, "The Natural," Aylward.

"At Questex Media, we promise and deliver an engaged audience," says Group Publisher Kevin Stoltzman. "Year after year, independent surveys and editorial awards programs confirm our integrated print and digital media solutions deliver content — and reader loyalty — second to none."



Managing Editor Dan Jacobs shows off the Gardner Award.

## CLIPPINGS

### Honoring those who honor the profession

ST. AUGUSTINE, FL — Bill Kubly, founder of Landscapes Unlimited Inc., was awarded the American Society of Irrigation Consultants' 2009 Roy Williams Memorial Award at this year's annual conference. Kubly has more than 30 years experience in the golf course construction and recreational development industries. Named after an ASIC founder and one of the original independent irrigation consultants some 40 years ago, the Roy Williams award is given for significant contributions to the irrigation industry by an individual, organization or business.

### Easing the tax burden on alternative fuels

ALEXANDRIA, VA — The Outdoor Power Equipment Institute announced its support of legislation from Sens. Patrick Leahy (D-VT) and Bernie Sanders (I-VT) and U.S. Rep. Peter Welch (D-VT) that provides consumers with a 25% tax credit towards the purchase of alternative energy powered lawn, garden, and forestry power equipment. Manufacturers offer a range of alternative energy powered equipment from battery, electric, hybrids, propane and solar to compressed natural gas and diesel.

### Critter Control a top "low cost" franchise

TRAVERSE CITY, MI — In the fourth annual Franchisee Satisfaction Awards presented by Franchise Business Review, Critter Control ranked No. 24 in the Top 50 review of franchise systems having 50 to 200 units (Critter Control has more than 120). Franchise Business Review has surveyed more than 400 leading franchise systems, representing nearly 100,000 franchisees.