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# Top students attend Jacobsen's future turf managers program



**Charlotte, NC** — Thirty-five students from universities across the United States, all on 4-year turf-related study programs attended the recent 3-day Future Turf Managers program at Jacobsen's headquarters here.

The students were recommended by their professors as being top-level candidates with great prospects to become future leaders as they progress their careers. They have the opportunity to learn and interact with turf professionals in an educational environment under the guidance of industry leaders, an experience impossible to duplicate in the classroom.

The group was introduced to Jacobsen staff and learned about the company. Attendees toured Jacobsen's manufacturing facility followed by a tour of the Parts Distribution Center and Jacobsen

Product manager Quinn Derby explains the technicalities of the Eclipse 322

University. Students heard from high-profile industry speakers who shared their knowledge, gained from years of experience in the turf sector. The group visited the E-Z-GO plant where they toured the manufacturing facility and had a ride and drive of the E-Z-GO product range. Next stop was the University of South Carolina, where they visited the baseball stadium and got hear from field manager Clark Cox, who spoke about his turf management program at.

At the close of the event, Dan Wilkinson, Jacobsen president said, "This program provides some of the brightest new turf managers around with the opportunity to go behind the scenes at some of the premier facilities in the world."

## BELIEVE IT

OR NOT ...

### WII CUT

First there was Wii Fit. Now there's Wii Cut. Researchers at the University of Southern Denmark recently modified a Nintendo Wii remote control so it can communicate via Bluetooth with a computer and robotics module built into a lawnmower. Actions of the mower are matched to the tilt actions of the remote (i.e. tilt down to move forward, up to go backward). The Wii-mote can control the lawnmower, dubbed "Cosmobot," either manually or in computer-assisted mode — where the mower is guided around the edge of the area to be cut and then is left to finish the job. To watch this Wii Cut Cosmobot in action, visit [www.mefedia.com/entry/the-wii-lawn-mower/16128719](http://www.mefedia.com/entry/the-wii-lawn-mower/16128719).



## WORD ON THE STREET

"Which Green Industry services will have both the most demand and best margins during the next two years, and why?"



"Most of our work is in homeowners association, condominium and townhome care where landscape maintenance margins are tight. In isolated areas, we see associations struggling with their budgets and being forced to make some difficult decisions about the level of care they can afford. Generally, they are keeping their irrigation systems repaired and have continued to move forward with enhancement projects. These services have mostly maintained pre-recession margins and should continue to do so."

— **Matt Triplett**, Vice President, Tualatin, OR-based *Willamette Landscape Services*



"Dandelions and annual white grubs, as long as they exist, will always make demand for lawn care services high. Customers become very passionate about weeds and grubs.

Serviced correctly, with premium products, both applications offer good profit margins. Needless to say, a lush, green lawn that frames the house of a customer can help keep one of their largest investments more valuable. Even in a tighter economy like this year, the customer and potential customers' passion continues."

— **Jack Robertson**, President, *Robertson Lawn Care*, Springfield, IL



"Without question, I believe it will be maintenance. But I don't think this just because of the economic situation. I believe there are a number of forces, both good and bad, that will provide a tremendous amount of great opportunities over the next several years. It will, however, require that we think very differently and change current business models. There are times that industries change forever and I believe this is one."

— **Jim McCutcheon**, CEO of *Austell*, GA-based *HighGrove Partners*







# Top <sup>LM</sup>150 companies make changes at the top

**Moline, IL and Kent, OH** — Two of Landscape Management's LM 150 companies — Deere & Co. and Davey Tree — recently announced changes to their top leadership.

Deere's board of directors elected

Samuel R. Allen, 55, president, chief operating officer, and a member of the board of directors effective June 1, and chief executive officer effective August 1. Robert W. Lane, 59, chairman and CEO, will serve as chairman of the board until



Samuel R. Allen Karl J. Warnke

Allen's expected succession as chairman.

As part of the Davey Tree's executive leadership transition, Karl J. Warnke was named Chairman of the Board. Warnke, a 29-year Davey employee, adds the title to his responsibilities as President & CEO of the 129-year-old company.

"The Deere Board has completed an 18-month systematic process to choose Deere's ninth chief executive officer in its 172-year history," said Lane. "The board recognizes, as I do, that Sam is a superb, smart, ethical executive, a wise and uncommonly capable leader, and someone with the proven experience and ability to effectively lead John Deere in growing a great, sustainable, global business."

A 34-year veteran of John Deere, Allen has been president of the Worldwide Construction & Forestry Division since 2005 and has been responsible for the global operations of the Deere Power Systems Group since 2003. Allen has served since 2001 as a senior officer of the company with early senior leadership responsibilities in human resources and industrial relations and the oversight of John Deere Credit's global operations.

Warnke replaces R. Douglas Cowan, who served as Davey Chairman of the Board for 12 years. Cowan will continue to serve as a member of Davey's Board of Directors.

"It is important to recognize Doug's leadership as chairman and his selfless dedication to the principles and values that have served to guide the Davey Company through the years," said Warnke.

The transition takes place as Davey celebrates its 30th anniversary of employee ownership. With more than 7,000 employees, Davey is among the 20 largest employee-owned companies based in the United States, according to Warnke.

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—Joe Mancini, Mancini Pool Decks

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Mancini Pool Decks



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**Bill Kemp**  
Monday, October 12, 2009 - Friday, October 16, 2009

Jobsite Name	Cost Code	Mon	Tues	Wed	Thu	Fri	Total
Brentwood Job	Irrigation	7:38	7:35	7:53	-	-	23:06
Creshview Job	Planting	-	-	-	7:58	7:49	15:47
		7:38	7:35	7:53	7:58	7:49	38:53

Regular Hours **38:53**  
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Bill Kemp

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## PEOPLE ON THE MOVE

**Schiller Grounds Care, Inc.**, manufacturer of seven brands of outdoor lawn and garden power equipment; including BOB-CAT, Bunton, Classen, Little Wonder, Mantis, Ryan and Steiner, announced **Diane F. Adams** as Vice President, Sales and Marketing Support. Adams comes

to Schiller Grounds Care with more than 25 years experience in sales and marketing, with extensive experience in both domestic and international sales and marketing, strategic planning and customer operations

**PBI/Gordon Corp.** announced the recent staff additions of **Jeremy Buhl** and **Michael Sorensen**. Buhl will serve as a sales

representative in the Midwest. Sorensen will represent the company in the South-west that includes California, Nevada, Arizona and Hawaii.



**KIOTI Tractor** announces the addition of **David Pettus** to its product support team. Pettus will be responsible for assisting KIOTI dealers

with telephone technical support and warranty claims from KIOTI's corporate offices in Wendell, NC. Pettus comes to KIOTI Tractor with more than 20 years experience in the technical support and service arenas.

**Floral & Garden Expo** says that **Albert Graves**, president of **Bloemen Décor**, has been appointed as artistic director. Graves brings more than 20 years experience in the floral decor industry.

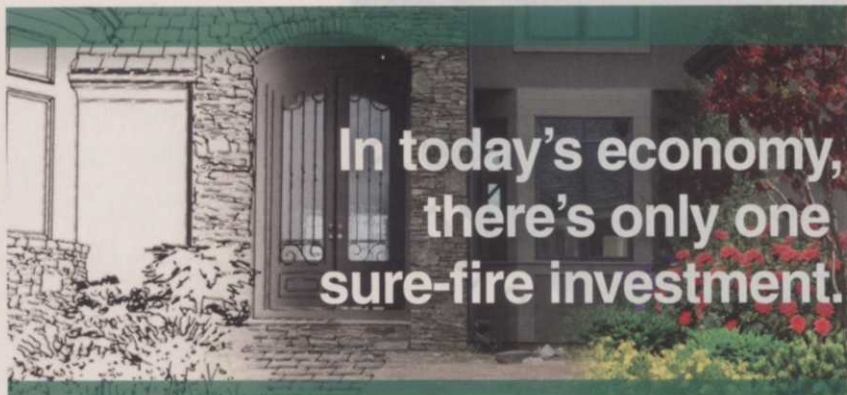
**RISE** (Responsible Industry for a Sound Environment) recently named **Aaron Hobbs** as its new director of legislative affairs and grassroots outreach. In this role, Hobbs will identify, track and take action on legislative activities that affect the specialty pesticide and fertilizer industries and grow membership in the RISE grassroots network to help ensure industry voices are heard.



**The Fockele Garden Company** General Manager **Todd Brown** has been named to the **Georgia Green Industry Association** Board of Directors.

Brown, who has been with the company for four years, serves on the Landscape Division of the board. The GGIA works to promote horticulture in the state of Georgia. Brown, who has nearly 25 years of experience in the landscaping industry, is a Certified Landscape Professional.

**Flavio Velez**, president and owner **LandGraphics Landscape** and **Arborcare Management**, has completed the rigorous one-year certification program to become the **California Landscape Contractors Association's** (CLCA) first Expert Certified Water Manager. Introduced in 2007, CLCA's Water Management Certification Program educates and provides the direction for Green Industry professionals to provide their customers' properties with water efficient landscape irrigation.

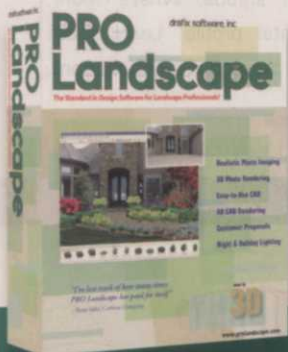


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## WORKINGSMARTER

JIM PALUCH

The author is president of JP Horizons Inc. Visit [www.jp horizons.com](http://www.jp horizons.com).

# Take time to enjoy the good stuff

**W**hen is the last time you really had a celebration at your company? When was the last time you drew attention to a mistake?

As you ponder those two questions, you may realize we often overlook the wins and focus in on the losses. Companies that are Working Smarter have trained themselves to celebrate improvements.

### Establish a team challenge

A challenge becomes more than a well-defined goal by giving direction and focus for a team or individual — and at the same time allows the freedom to work on getting better as opposed to simply reaching a destination.

Sales goals, for example, are essential to success, but set them as a measurement to support the challenge of improving the company's sales overall. A sales *goal* could be to achieve \$100,000 in sales for the month of June, but a sales *challenge* could be to improve June's sales by 20% over last month (or last year). The goal establishes a milestone to reach, and the challenge establishes the journey to reach it. Both are important, yet focusing on the challenge to improve sales develops a mindset to continually improve.

### Now consider celebrations...

Balloons, confetti, loud music, large crowds and acceptance speeches bring energy to the act of celebrating, yet they might not always fit the culture or situation. Energy can be found in many ways. Here are just a few:

- ▶ **Make a joyful noise.** Many companies ring cowbells every time a milestone is reached in a challenge.
- ▶ **Clap your hands.** It costs nothing, yet can make

a significant impact. Many people have not had applause since they read a poem in sixth grade.

- ▶ **Create a tradition.** Award a fun, yet meaningful trophy that draws attention to the accomplishment.
- ▶ **Serve some grub.** Food is a universal celebration. Creating the opportunity for the owners to cook, distribute or otherwise create camaraderie among the team draws attention to the milestone achieved.
- ▶ **Send a note.** This is one of the most overlooked opportunities to celebrate and draw attention to improvements. A handwritten card acknowledging accomplishments, creates a quiet celebration that inspires individuals to continue the trend.
- ▶ **Stop and say thanks.** Perhaps the simplest, yet most powerful celebration, the act of appreciation is the foundation to creating a culture of celebration.

### Draw attention to success

The main purpose of celebrating improvements is to draw attention to individual or group accomplishments. When the reward of recognition and appreciation is associated with accepting a challenge or achieving a goal, it is more likely the commitment level will be there as well.

Companies lacking a culture of celebration and recognition are always battling complacency among the team. Why should someone put out the effort if no one seems to care what that effort produces? Today's most successful companies know the power in harnessing and nurturing the commitment of the team to increase their capacity to serve.

The celebration should never signify the end, but be positioned as another stepping stone in becoming a better company, department or individual. Our companies and quality of life will improve as we learn to enjoy the accomplishments and celebrate the improvements.

### MONTHLY CHALLENGE

Implement a company-wide challenge, and decide how you're going to recognize team members who meet or exceed their goals.

More than 250 Green Industry companies have participated in JP Horizons' Working Smarter Training Challenge (WSTC), typically saving tens of thousands of dollars annually. To learn whether your organization qualifies to participate in the WSTC, visit [www.jp horizons.com/LM.htm](http://www.jp horizons.com/LM.htm) today.



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### BEFORE YOU BUY

- ▶ Take a test drive. According to the Skid Steer Purchasing Guide available at BuyerZone.com, "many dealers have a 'tow and show' trailer they use to bring a demo model for you to try out."
- ▶ Design ahead of time. Are you looking for longer reach, more power, ergonomic controls? What combination of features are you willing to pay a little more for to get the job done?
- ▶ Choose attachments wisely. Along with what features you desire, think about the costs of attachments. Again, says BuyerZone.com, "most skid steer owners spend the bulk of their time using one or two attachments. Remember that you can rent attachments for a day or week as needed. If you find yourself renting the same attachment repeatedly, you can always purchase it later."

### Kubota →

The new U17 zero-tail swing compact excavator provides increased hydraulic flow for fast, responsive operation and heightened traction force for tough backfilling jobs, as well as rubber tracks for a smooth ride and low ground pressure. On the U17, productivity is maximized with a bucket close to the blade, while operator costs are reduced with features like a digital control panel. The 17-hp, Kubota D902-E3 engine teams up with an 11.9-gpm hydraulic pump capacity to boost versatility for a wide range of tasks. [www.kubota.com](http://www.kubota.com) or 888/4-KUBOTA, Ext. 900

### General Equipment Co. ↓

Designed for skid steer loaders, small excavators, knuckleboom cranes and small backhoes, the 671 DIG-R-TACH Series 16 earth drilling attachment is intended for smaller hydraulic systems. The Series 24 is designed for larger hydraulic systems found with backhoes and excavators. Featuring a two-speed chain/sprocket drive and a 5- to 20-gpm hydraulic flow range,



the Series 16 balances smaller flow volumes in proportion to auger diameters. The result is a cleaner hole with less loose soil and debris. For higher-capacity drilling, the Series 24 operates in a 15- to 25-gpm hydraulic flow range and delivers a maximum drilling torque of 2,018 ft.-lbs. at 2,500 psi. [www.generalequip.com](http://www.generalequip.com) or 877/DIGGER-5

### John Deere

The new small-frame CT315 45-hp compact track loader already meets interim Tier 4 emissions standards. It features a 12.6-in.-wide track and a narrow overall machine width of just over 60 in. Rated for 1,500-lb. operating capacity, the unit's cushioned bucket and lift cylinders provide smooth deceleration at the end of the boom-lower position — and cushion the bucket when curling and dumping a load. The Deere PowerTech 4024T 4-cylinder 2.4-L engine provides engine-lugging capability while working heavy loads. [www.johndeere.com](http://www.johndeere.com) or 309/765-8000

### Caterpillar

The new 279C, 289C and 299C feature durable, steel-embedded track and steel undercarriage components for maximum life in aggressive applications. The compact track loaders deliver solid traction and reduced wear on sites with sticky, rocky soils. All three models feature two-speed drive systems, with a maximum speed of 8.5 mph, for fast movement around large sites. The electrohydraulic joystick control of the drive motors delivers straight-line tracking, and electronic torque management optimizes productivity. Caterpillar-exclusive drive motor seal guards extend the lives of seals and final drives. [www.cat.com](http://www.cat.com) or 888/OWN-A-CAT.

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