

WASTED NITROGEN.



WORKING NITROGEN.



With volatile fertilizer prices, you can't afford to use urea fertilizer that wastes nitrogen. Using enhanced efficiency UFLEXX™ Stabilized Nitrogen keeps more nitrogen working in the soil longer, which means better-looking lawns and happier customers. Keeping nitrogen in the soil where it belongs allows rates to be reduced by as much as 20%. That helps the environment and your business.

Build your program on a better nitrogen source for a better season. Ask your distributor for UFLEXX.

UFLEXX
STABILIZED NITROGEN FERTILIZER

continued from page 10

look and act like recent college graduates.

Full of energy, passion and life, the dynamic duo shared with PLANET members their secrets to staying fit, reducing stress, and striking and maintaining the ever-delicate family-work balance — all keys to better harvesting the fun and fruits offered daily by our increasingly intertwined work and home lives.

Wellness — being physically fit and mentally and emotionally well — is America's largely untapped productivity booster, Banks said.

"How's your physical stamina?" Banks asked attendees. "We don't just want to be able to finish each day. We need to start strong, stay strong and finish strong."

"Make no mistake: Wellness and balance are directly tied to the bottom line, but because they're among the many business intangibles, they all too often get ignored," Banks added.

Attendees were "Amen"ing their way through Banks' keynote, but shortly afterward many of us rolled over on our renewed commitment to wellness. The ice cream bar at the welcome reception called our names. Strike that. Its sirens — M&M's, Snickers and other candy mix-ins — sang to our hearts.

"Quite a few of you had wheelbarrows full of ice cream and candy toppings last night. I think you got workouts just carrying your bowls," Banks joked on the second day of the Executive Forum.

"I'm right with you. I denied I would get ice cream three times, but I just couldn't pass it up, either," Banks admitted. "I believe in being good

Scott Smith



Break-out discussions on wellness/fitness, stress management and family-work balance revealed as many solutions as they did issues. » PLANET President Jason Cupp eagerly plays the part of our Stone Age counterparts — cave men who thousands of years ago had many more "acceptable" ways to let off steam.

90% of the time. I exercise a little more to offset the 10% of times I stray a little in my food choices. I walked off that wonderful ice cream after the reception."

Stress less, move more

Banks urged attendees to create their own Richter Magnitude Scales to weigh seemingly stressful situations.

"When something upsets you, give it a number from 1 to 10, with 10 being the highest stress level. Then give it the energy it deserves.

"A 10 is you receive a call from the hospital concerning a loved one and they say, 'We need you to come in right now.' Everything else is a 9 or below."

Smith added that uncontrolled stress can cost you up to 46% more in health-care costs — for you and each of your stressed-out employees.

"Who weighs 250 lbs. or more?" Smith asked attendees. One attendee with more courage than me (and a few of my portly industry brothers) stood up.

"I was your weight just a few years ago," Smith told the attendee. "I've since lost 85 lbs. and a world of stress. It's as simple as 'Stand up. Take a step. Repeat.'"

Life balance

When Chris Joyce, president of Marstons Mills, MA-based Joyce Landscaping started his business, and for several years following, he pursued very few non-work related activities.

"For many years, I did nothing but work," said Joyce, noting he really appreciated the PLANET Executive Forum's focus on wellness and balance this year.



"But I got older, got married and became the father of four children," Joyce added. "Work no longer is the most important thing in my life. Family is."

Joyce said most in this industry are very passionate about what they do, so working most of the time comes easy to many — too easy, perhaps.



Chris Joyce

"The need for me to spend more time with my family has made me a better business person," Joyce noted.

"When I realized I could not be there to manage the business 24/7, it made me realize I work with a great team of people empowered by great systems."

Believe it or not, the company still runs when Joyce isn't there. In fact, he admitted sometimes, in some areas, it runs better when he's away or hands-off.

"When I realized this, and learned how to balance a great career with an enriching, full family life, it made for much healthier and enjoyable living," Joyce said. "It also gave my co-workers the opportunity to take on more responsibilities and more fully develop, both professionally and personally."

WEB EXTRA

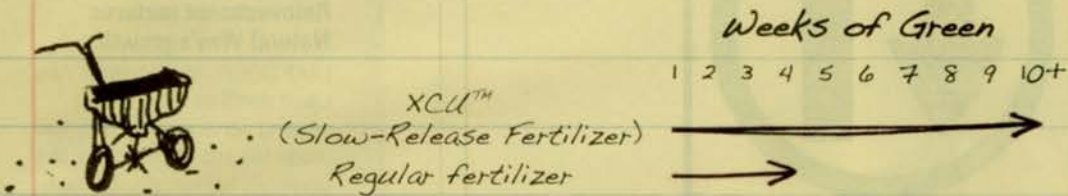
Visit www.landscapemanagement.net for consultant Bill Arman's advice to Executive Forum attendees on how to harvest their organizations' potentials.

FERTILIZER 101

What more can I do to cut costs—without cutting corners?

Switch to the New SCU!

- + XCU™ Fertilizer is the most advanced and efficient sulfur coated urea (SCU) on the market
- + New coating technology maximizes plant uptake and minimizes environmental loss
- + Work Smarter: Longer lasting fertilizer = more time for other services



Add up the benefits:

- + Great looking turf with less fertilizer
- + The more XCU in blend = Less total Nitrogen needed
- + Higher Profits (\$\$)

→ Bottom line: XCU does more
→ with less fertilizer!



NO BRAINER--
Call my distributor and ask for
a fertilizer blend with
Performance Enhanced XCU!

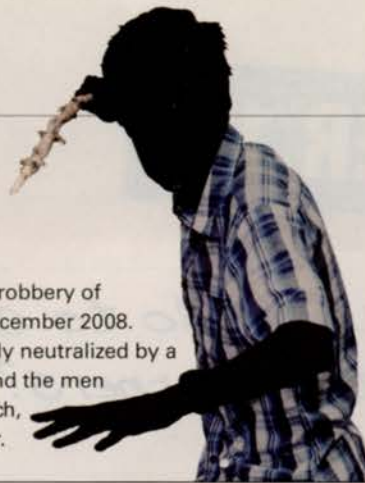


NEWS+VIEWS

BELIEVE IT OR NOT ...

Armed robbery ... with tree debris?

Michael Reed, 50, was charged with attempted robbery of Eddie's Fried Chicken in Fort Worth, Texas, in December 2008. Armed only with a tree branch, Reed was quickly neutralized by a 56-year-old employee who grabbed a broom and the men proceeded to duel until Reed dropped his branch, fled, and was arrested nearby shortly thereafter.



Turn while you aerate with TurnAer™ technology.

TurfcO makes aeration easy. Our TurnAer™ 4 and TurnAer™ 6 Aerators eliminate the need to stop, lift and turn at each pass, allowing you to turn while you aerate. The patented DiffDrive™ system enables you to turn while the tines are in the ground. A new front-traction drive makes loading and transporting easier and faster than ever. And the TurnAer™ Chariot allows you to ride while you aerate. It all adds up to less strain and fatigue and an unsurpassed level of profit-building productivity.



The TurnAer™ Chariot allows you to ride while you aerate.



Ask about our
LIMITED-TIME
SPECIALS!



DIRECT

For Details, Call Toll Free 800-679-8201
or Visit www.turfcodirect.com

TURFCO MANUFACTURING, INC. • 1655 101st Ave. NE • Minneapolis, MN 55449-4420 • Phone 763-785-1000 • Fax 763-785-0556

CLIPPINGS

Investigating the effects of graywater

FORT COLLINS, CO — Sybil Sharvelle and Larry Roesner, professors with the Urban Water Center in Colorado State's College of Engineering, are in the first year of a three-year \$370,000 graywater study awarded by the Water Environment Research Foundation to investigate the effects of using household graywater for residential landscape irrigation. They are sampling soil, plants and water at homes with graywater systems in California, Arizona, Texas and Colorado.

Reinvestment nurtures Natural Way's growth

LAKE ORION, MI — Natural Way Lawn and Tree Care, a landscaping services company, has made the Inc. 5000 List for the country's fastest growing businesses. This 46-employee company was founded in 1991, and has been growing ever since, realizing nearly 85% growth within the past three years. The business sprays trees and fertilizes lawns of single-family homes in and around Detroit.

OPEI pushes for E15 delay

ALEXANDRIA, VA — The Outdoor Power Equipment Institute (OPEI) has serious concerns with a premature rush to 15% ethanol (E15) and other mid-level fuel blends as being suggested by pro-ethanol producers. Without a formal waiver process through the Environmental Protection Agency (EPA) and with a continued misinterpretation of test results from a Department of Energy (DOE) report, introducing E15 and higher fuels to the marketplace for existing equipment pose risks to consumers and businesses. OPEI will be submitting a letter to the EPA and DOE urging both agencies to use the existing formal waiver process.

Cut Costs!



Cut Operating Costs - And Increase Profits!

Looking for a place to cut operating costs? Atrimmec® can reduce labor and disposal costs by 50% or more. Use the on-line Atrimmec Trimming Cost Calculator at pbigordon.com/trimmingcalculator to input your current costs and compare. See for yourself how Atrimmec can enhance your profit potential.

Easy Spray Application • Irrigation Not Required • No Affect On Turf

For a **FREE** 8oz. Sample Offer!
pbigordon.com/trimmingcalculator

Atrimmec® is a registered trademark of PBI/Gordon Corp.
Always Read and Follow Label Directions.

800-821-7925 • pbigordon.com

G pbi / GORDON
CORPORATION
An Employee-Owned Company

MYBIGGESTMISTAKE

LESSONS LEARNED THE HARD WAY » BY DANIEL G. JACOBS



NAME/COMPANY:

Matt Kisseberth, owner,
Kisseberth Grounds Care

EMPLOYEES: 1 full-time,
2 part-time

FOUNDED: 2002

HEADQUARTERS:
Findlay, OH

» The wrong tools and shortcuts put this contractor in the hospital — and could have cost him his life.

SOME MISTAKES CAN cost you a customer; others might cost a life.

Matt Kisseberth was doing a friend a favor. It was 2002, his first year in business.

"We had a drought that year and times were rough," says Kisseberth, whose company offers year-round grounds care, and snow and ice removal. "I was doing everything I could find that paid a little money."

Kisseberth agreed to pull out a pair of 4x4 posts deeply embedded in the ground at a property he

managed. He tied one end of a rope to his truck and the other to the first of the posts. It came out cleanly, with little resistance.

The second post was more stubborn.

"It was in the ground closer to the concrete, and didn't want to come out when I tugged on it," Kisseberth says. "I backed up and (stepped) on the gas."

The approach worked — a little too well. The second post came flying over the truck's tailgate, through the rear window and struck Kisseberth's

forearm and the headrest.

"Lucky for me, the headrest was enough to stop it," he says. "I broke both bones in my right forearm and had to have surgery. I have a steel plate and eight screws in my arm."

Needless to say, Kisseberth makes sure he brings the right tools for the job, and no longer cuts corners. As he says, "It doesn't pay well, being in a hospital bed from your own stupidity."

To share your biggest mistake, contact Dan Jacobs at djacobs@questex.com.

LM's Marketing Matters Consulting Club



Harvey Goldglantz, author of "Marketing Matters: The Ultimate Reference Guide to Making the Most of Your Marketing Money," has spent the past three decades helping hundreds of small businesses just like yours — lawn care, landscape and pest management companies — maximize their marketing investments and turn shoestring budgets into turbocharged generators of new, profitable, recurring business.

For a limited time, receive up to three priceless telephone consulting sessions, each up to one hour long, with Harvey Goldglantz, plus his red-hot "Marketing Matters" book, at a significant discount. Get a jump start on your 2009 sales and position your company to thrive — not just survive — these increasingly challenging times.

Receive 1-on-1 time with marketing guru Harvey Goldglantz on:

- "Big picture" vision
- SWOT — Strengths, Weaknesses, Opportunities & Threats
- The marketing plan
- Budgeting
- Advertising
- Public Relations
- Caring for your customers and employees
- Focus groups
- Networking
- Branding and differentiating
- Marketing to women
- "Green" marketing
- Add-On Business — Branching out from lawn care to add high-margin structural pest management services for existing clients

**Landscape
Management**

For a limited time, receive up to three priceless telephone consulting sessions, each up to one hour long, with Harvey Goldglantz.

Sign up now at

www.regonline.com/LMmarketingmatters

**SELL MORE
LANDSCAPES AND JOBS**

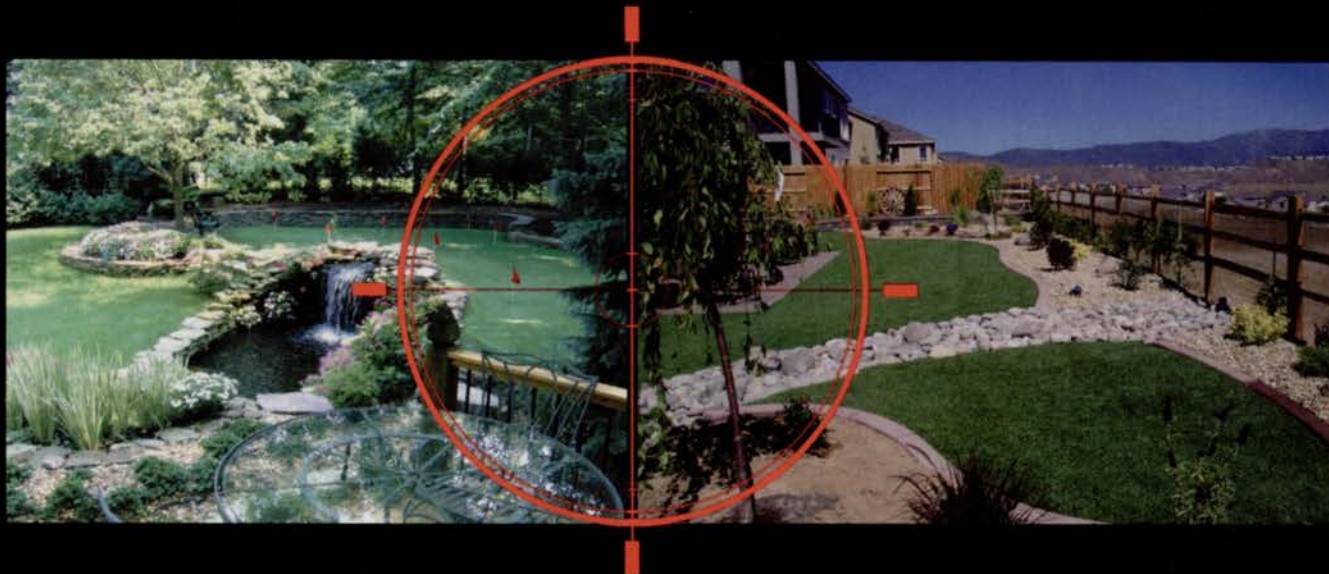
**90 DAYS NO PAYMENTS
NO CASH FLOW PROBLEMS
GROWTH, PROFITS & CUSTOMERS**



GOLFscapes LAWNscapes



ZERO IN ON HIGH GROWTH, HIGH PROFITS, & NEW CUSTOMERS



What separates highly profitable companies from their less profitable competitors?
The answer is simple, it's All Pro Industries.

Many contractors have found that the addition of synthetic golf greens and synthetic lawns to their product mix is the key to market differentiation, thus generating higher revenues and profits all year round. By offering a desirable product that your competition doesn't, you set yourself apart and maximize profits.

Also, installing and selling synthetic golf greens and lawns often generates additional landscape work. More often than not, customers want a distinctive landscape design tailored around their new synthetic turf installation. Water features, retaining walls, patios, lighting and landscaping are added to enhance the client's yard.

This magazine discusses several ways to EXPLODE your synthetic turf business. By using a combination of strategies and tactics we have developed like the "90 Days No Payments", "Build A Green Day", "19th Hole Mixer", and others, we help you to eliminate cash flow problems and be successful at this business. Best of all, it's a simple, easy add-on service that can generate HIGH GROWTH, HIGH PROFITS, and NEW CUSTOMERS on a consistent year round basis.

Sincerely,

Chris Heptinstall
President, All Pro Industries



**OUR PHILOSOPHY IS SIMPLE:
WE ARE NOT SUCCESSFUL
UNTIL YOU'RE SUCCESSFUL
FIRST**

contents

4



90 DAY NO PAYMENTS NO INTEREST 4, 5
Eliminate Cash Flow Problems and Own a Very Profitable Business

6



HANDS ON TRAINING • ONLINE TRAINING 6, 7
Generate a New Profit Center, Revenue Stream, and Customer Base with this Add-On Service

BUILD-A-GREEN-DAY 8
Sell to an Untapped Market, Increase Profits, and Eliminate Your Competition

19TH HOLE MIXER 9
Generate More Exposure and Sales for Your Business

YOUR DISPLAY GREEN OR LAWN 10
Provide the Customer with a First Great Impressions

NEW SYNTHETIC LAWN TURF 11
Profit from Water Restrictions and be Environmentally Friendly.

MARKETING ARSENAL 12
Sales Ammunition to Explode Your Business

PHOTO CONTEST 13
\$10,000 In Cash Prizes, 6 Different Categories

RDS POWER BROOM 14
Cut Your Labor by 80% & Increase Profits

BEFORE/AFTER 15
Watch the Transformation and the Money You Can Make

CO-OP ADVERTISING 16
Advertise and Promote Our Synthetic Turf Products and We Will Split the Cost with You.

10



THE COVER:

A putting green with stacked stone retaining wall and a impressive water feature was installed by Campbell Ferrarar in Alexander, Virginia.

A synthetic lawn with an innovative waterwise landscape installed by Tee Time Greens in Sparks, Nevada

CASH
FLOW PROBLEMS
ELIMINATED



Reading this Magazine can Generate.....

- Two NEW Profit Centers – 50%+
- Two NEW Revenue Streams
- Two NEW Customer Bases
- 90 DAYS – NO Payments & Interest
- Utilizing Existing Equipment & Employees
- A Simple & Easy Add-On Service
- Year Round Installations

90 DAYS

No Payments No Interest

We FUND Your Installs

Eliminate Cash Flow Problems
and own a very profitable business

We will help fund the "Cost"
of your installations

Drive your profit margin through
the roof with more clients

Catch the attention of
browsers and turn them into buyers

All Pro Industries has developed a new way to make owning a synthetic lawn and golf green business very simple, easy, and profitable. Contractors will enjoy our 90 days No Payments & Interest Program

Contractors are approved quickly and get the funding to get the job done. There is no need to pay up front for the synthetic turf and you get the money you need to cover the cost of the installation

Give clients the freedom to design the Lawnscape or Golfscape of their dreams without the pressure of having to cover the cost of the installation upfront. All Contractors want choices when it comes to Cash Flow.

The 90 days No Payments and Interest program is a smart option where you can purchase today and take up to 90 days to pay for it. This concept is simple to understand because people are using this type of program with appliances, electronics, and furniture. The difference is you are the contractor with the financial backing to get the job done.

Call NOW so we can explain this Program

Listen and learn how to sell more jobs and increase profits with this purchasing option

1-800-334-9005

CALL NOW TO PRE-QUALIFY



90 DAYS NO PAYMENTS

NO Payments

NO Interest

NO Cash Flow Problems