

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



WWW.WILSON-OYLER.COM

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...

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
 Orlando Sept 29
 Atlanta Sept 30



Seminar Focus

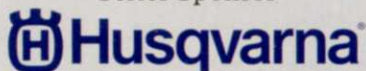
Participants will be given an over view of processes used successfully to manage important functions that contribute to overall company success and profitability. Break out sessions will foster an exchange of ideas and experience in confronting these issues.



Questions:

Call 866.517.2272 or email
 info@wilson-oyler.com

Series Sponsor



Media Sponsor



Visit www.wilson-oyler.com to register.

TOOLS OF THE TRADE

FORESTRY



SUPPLIERS

LANDSCAPE

Spring 2009

Featured Product

8037

RAM No-Drill Vehicle Laptop Mounts



- RAM-VB-102-SW1 fits Chevrolet 2500 C/K Truck (2000-2006), Chevrolet 3500 C/K Truck (2000-2006), Chevrolet Silverado Truck (1999-2006), Chevrolet Suburban SUV (2000-2006), Chevrolet Tahoe SUV (2000-2006), GMC Sierra Truck (2000-2006), and GMC Yukon SUV (2000-2006)
- RAM-VB-109-SW1 fits Ford F-Series F-150 Truck (2004-Current) and Lincoln Mark LT Truck (2005-Current)
- RAM-VB-108-SW1 fits Ford Excursion (2000-2005), Ford Excursion Eddie Bauer Edition (2000-2005), Ford F-250, F-350, F-450, F-550, F-650, F-750 Super Duty Trucks (1999-Current), Ford F-350 Super Duty Trucks (1997)
- RAM-VB-159-SW1 fits Chevrolet Avalanche (2007-Current), Chevrolet Silverado - All Versions (2007-Current), Chevrolet Suburban (2007-Current), Chevrolet Suburban with Deluxe Power Seats (2007-Current), Chevrolet Tahoe (2007-Current), GMC Yukon (2007-Current), Hummer H2 (2007-Current), Equivalent GMC Models (2007-Current)

31206-386

RAM-VB-102-SW1

SALE!
\$187.50

31209-386

RAM-VB-109-SW1

SALE!
\$189.25

31211-386

RAM-VB-108-SW1

SALE!
\$189.95

31217-386

RAM-VB-159-SW1

SALE!
\$206.50



FREE
solo
Spritzer
With Your
\$100⁰⁰
Order!
Details on Back

1-800-647-5368



www.forestry-suppliers.com

IRRIGATION & ANCHORING



6648

Treegator®

- Reduces watering frequency by 50% and reduces transplant shock
- Made of reinforced, UV treated 10 mil polyethylene
- Fits around tree trunk
- Holds approx. 20 gal. of water and drips 6-10 hours with 2 holes open
- One bag fits tree 1" - 4" in diameter
- Heavy duty nylon zippers, polypro straps, and strong, durable heat sealed edges

79128-386
Treegator

SALE!
\$19.95

Buy in quantity
and save even
more!



6649

Treegator® Jr. Pro

- Ideal portable drip irrigation system for low-branch trees and shrubs!
- Holds approx. 15 gallons of water, with a drip time of up to 6 hours
- Reduces tree loss and uses less water to irrigate more trees
- Made of brown, tough PVC material with strong heat-sealed seams
- Removable vinyl emitter system helps prevent clogging
- Fits trees up to 4" in diameter

79129-386
Treegator Jr. Pro

SALE!
\$17.95



3052

Lincoln Soil Moisture Meters

- Reads in a scale of "1" to "10," with "1" being completely dry and "10" indicating full saturation
- Sensing element is located in the tip of probe
- A chart on the back of each unit indicates relative moisture readings
- Operates on one AA battery (included)

77104-386
9" Probe

SALE!
\$82.95

77105-386
24" Probe

SALE!
\$87.50

77311-386
36" Probe

SALE!
\$92.25



8059

ArborTie® Kits

- Anchors trees up to a 3" caliper
- Secure trees in high wind areas
- Light Duty Kit: 3 straight stakes (15") and 3 ten-foot lengths of ArborTie
- Heavy-Duty Kit: 3 helix stakes (15") and 3 ten-foot lengths of ArborTie

Light Duty Kit
79219-386

SALE!
\$14.95

Heavy-Duty Kit
79214-386

SALE!
\$22.95



6907

ArborTie® Anchor/Guying Line

- Soft polypropylene material won't cut bark and prevents girdling
- Fastens to any stake or anchoring system with traditional knots or nails
- Tensile strength: 900 lbs.

250' Roll
79136-386

SALE!
\$34.55

3,000' Roll
79137-386

SALE!
\$339.95



8577

The Sling Bag

- Perfect to collect dirt, trimmings, root balls
- 7' 10" sq bag holds up to 3,000 lbs.
- 4 sewn handles to lift, carry or drag
- Geo-textile fabric allows moisture to escape
- Will not mold

69181-386

NEW!
\$89.00



Light Duty
Straight Stakes



Heavy Duty
Helix Stakes



PRUNING TOOLS

JAMESON



3787
Jameson Telescoping Pole Saw Package

- 6'-12' Telescoping Pole with female ferrule
- JA-14 Pruner with adapter and rope
- 13" Tri-Edge saw blade with casting and adapter

80159-386 Pole Saw Package
SALE!
\$135⁹⁵

JAMESON



NEW!
3787
Jameson Pro Pruner/Saw Package

- Includes 6' extension pole and 6' base pole
- JA-14 pruner with adapter and rope
- 13" Tri-Cut saw blade with casting and adapter

80169-386 Pruner/Saw Package
SALE!
\$131²⁵

CORONA



3755
Corona® 12' Compound Action Tree Pruner

- Die-cast zinc alloy head
- 15" Fully heat-treated, Teflon™-coated steel saw 1" dia. cutting capacity
- Lightweight fiberglass pole telescopes to 12'

81155-386 12' Tree Pruner
SALE!
\$42⁹⁵

Silky
UNICORP INC.



6695
Hayauchi Pole Saws By Silky

- 6.5 Teeth per 1.2"
- 15.4" cutting length
- Upper and lower sickle
- Aluminum alloy extension pole is race track-shaped for precise control

81082-386 16" Pole Saw
SALE!
\$139⁹⁵

81083-386 20.5" Pole Saw
SALE!
\$169⁹⁵

FELCO



1786
Felco® Model 2 Hand Pruner

81130-386 Model 2
SALE!
\$39²⁵

CORONA



NEW!
1795
Corona® Ergo-Action Hand Pruner

81125-386 Model BP3640
SALE!
\$15²⁵

CORONA



1739
Corona® 13" Pruning Saws

81262-386 Plastic Handle
SALE!
\$23⁵⁰

81272-386 Wooden Handle
SALE!
\$23⁷⁵

CORONA



1742
Corona® 7" Folding Saw

81269-386 7" Folding Saw
SALE!
\$18⁷⁵

CORONA



7014
Corona® StrataShear™ Bypass Loppers

79052-386 2-1/2" cut, 26" long
SALE!
\$54⁷⁵

79077-386 2-1/2" cut, 32" long
SALE!
\$57⁵⁰

LEATHERMAN
MADE IN THE USA



8499
Genus™ Hand Pruner

35698-386 Genus Hand Pruner
\$89⁹⁵
Everyday!



New!
8528
Hori-Hori Soil Knife

33489-386 Hori-Hori Soil Knife
SALE!
\$17⁹⁵

WEAVER



2726
Leather Saw Pouches

57387-386 Folding Saw Pouch
SALE!
\$9⁹⁵

57385-386 Saw/Pruner Pouch
SALE!
\$14⁵⁰



BACKPACK SPRAYERS & SIDESWIPE



solo

1843
Solo® Backpack Sprayers

- 4-gallon capacity
- Piston or diaphragm pump models
- Pressure gauge monitors output while spraying
- Adjustable brass nozzle
- Rugged polyethylene tank with folding handles for easy storage

13195-386 Piston	13174-386 Diaphragm
SALE! \$89 ⁹⁵	SALE! \$89 ⁹⁵



1839
SPO® Triple Function Backpack Sprayer

- 4-gallon capacity
- Triple Function Pump™ safely provides higher pressures to 150 psi
- Large 6" tank opening
- Ergonomic pump handle
- Brass spray wand with 42" hose
- Adjustable nozzle stream to a mist

13699-386
SALE! \$159 ⁹⁵



1846
D.B. Smith Field King™ Sprayers

- 4- or 5-gallon capacity models
- Dual paddle agitators
- Internal Pump prevents leaks
- Piston pump operates up to 160 psi
- 24" spray wand with 50" hose
- Adjustable brass & fan spray nozzle
- Molded lumbar support for comfort

13398-386 4-Gallon	13399-386 5-Gallon
SALE! \$95 ⁹⁵	SALE! \$107 ⁹⁵



solo

1854
Solo® 456 and 457V Hand-held Sprayers

- Spraying pressure up to 45 psi
- Viton® seals and O-rings
- High-density polyethylene tank
- Multifunction safety valve to relieve excess pressure

13384-386 Model 456, 2.25 Gallon	13397-386 Model 457V, 3 Gallon
SALE! \$37 ²⁵	SALE! \$42 ⁷⁵



1855
D.B. Smith – MAX™ The Ultimate Sprayer

- Spraying pressure up to 60 psi
- Includes straight stream/fine mist adjustable nozzle and flat fan nozzle
- 19" Aluminum spray wand with reinforced 48" hose

13298-386 MAX 7 2-Gallon	13299-386 MAX 11 3-Gallon
SALE! \$38 ⁹⁵	SALE! \$42 ⁵⁰



8273
Sideswipe® Pro Herbicide Applicator

- Selective application of herbicides
- Wets evenly without drift or overspray
- Top shield protects desirable plants and shrubs during application
- 32 oz. (1 liter) reservoir handle
- 1,800 sq. ft. coverage area

18025-386
SALE! \$35 ⁵⁰





ATV SPRAYERS, SPREADER, CHAPPS & VEST



4425
**40- & 60-Gallon
Boomless Nozzle Utility
Skid Sprayers**

- Full 30' coverage
- Corrosion-resistant polyethylene tank
- 12V diaphragm pump
- Adjustable pressure gauge (0 to 45 psi)
- Output: 3.8 gpm
- Maximum vertical throw: 18'
- Maximum horizontal throw: 30'

14061-386
40-Gallon
Sprayer

14060-386
60-Gallon
Sprayer

SALE!
\$564⁰⁰

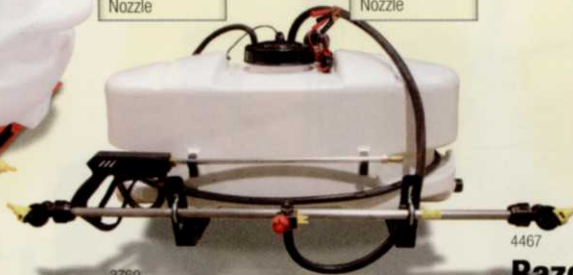
SALE!
\$574⁰⁰



Rear Discharge
Nozzle



Side Discharge
Nozzle



3760
25-Gallon ATV Sprayer

- With stainless steel wetboom boomless nozzle!
- Spray tips are color coded for on/off positions and metered to adjust at 15° increments
- 3.8 GPM, 12V Diaphragm demand style pump
- Adjustable pressure up to 45 PSI
- Handgun Max Vertical Throw: 26'
- Handgun MaxHorizontal Throw: 43'

14035-386
25-Gallon
ATV Sprayer

SALE!
\$369⁰⁰



4467
Razor® Pro Herbicide

- 41% Glyphosate Isopropylamine Salt (Compare to Roundup® Pro)
- Ideal for use in post-emergent weed control in industrial sites as well as forestry, turf, , and ornamental areas
- Controls most annual and perennial weeds and is effective on woody brush and plants
- Rainfast within two hours of application and eliminates the need for additional surfactant

17121-386
2-1/2 Gallon
Container

SALE!
\$89⁹⁵

Restricted. Cannot be sold
in CA, MA, VT, WA.



1935
**EarthWay®
Shoulder Spreader**

- 40-Pound capacity poly hopper
- Lays 8'-12' swath

69009-386
Model 3100
Spreader

SALE!
\$106⁵⁰



3601, 1918
**Chemical Spray
Chapps™ and Vest**

- 11 oz. butyl rubber
- Adjustable belt secures with Velcro®

23446-386
Chapps

SALE!
\$56²⁵

23397-386
Rubber Front
Vest

SALE!
\$54²⁵

23396-386
Mesh Front
Vest

SALE!
\$54²⁵



1905
**1 Quart Measure Mate
Chemical Container**

- Quart chamber is graduated in 2 oz. increments to 32 oz.
- Measures 1/2 oz. and 1 oz. amounts.

92989-386

\$4.75
Everyday!





TONGUE BOX & TRAILER ACCESSORIES



3744

Landscape Trailer Accessories

- Secure a variety of tools and equipment to your trailer!
- Constructed of heavy duty black powder-coated steel and include mounting hardware
- Made in the USA.



4503

Polymer Trailer Tongue Box

- High-density polyethylene
- Integrated hinge and a zinc-plated hasp latch
- 18" x 20" x 36"

93810-386
Polymer
Tongue Box

SALE!
\$109⁰⁰



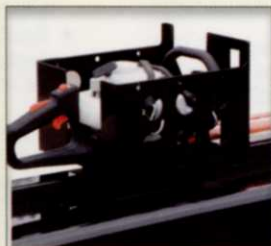
3744

Lockable Trimmer Rack

- Holds three trimmers
- For open trailers

94700-386

SALE!
\$159⁰⁰



3744

Multi-Rack

- Secure your trimmers, chain saws, or blowers
- Rubber straps included
- For open or enclosed trailers

94701-386

SALE!
\$44²⁵



3744

Backpack Blower Rack

- Rubber strap included
- For open or enclosed trailers
- Not for STIHL® BR400

94702-386

SALE!
\$44²⁵



3744

Water Cooler Rack

- Accommodates most standard size coolers
- Straps included
- For open or enclosed trailers

94703-386

SALE!
\$42⁷⁵



3744

Gas Can Rack

- Holds one 5-gal. or two 2.5-gal. polymer cans
- Strap included
- For open or enclosed trailers

94704-386

SALE!
\$49⁹⁵



3744

Trimmer Line Spool Bracket

- Holds one 3 lb. spool
- For open or enclosed trailers

94706-386

SALE!
\$19⁹⁵



3744

Hand Tool Rack

- Holds up to six straight handle tools
- Rubber grommets
- For open trailers

94705-386

SALE!
\$77⁹⁵



LANDSCAPING ESSENTIALS



1563
**Gatorade®
Thirst Quencher**

33965-386 Lemon-Lime, makes 1 gal.	33633-386 Orange, makes 1 gal.
SALE! \$1.60	SALE! \$1.60



Rubbermaid
1567
**Rubbermaid®
Water Coolers**

31137-386 5-Gallon	31138-386 10-Gallon
SALE! \$33.75	SALE! \$61.95



Rubbermaid
31178
6053
**Personal
Cooler Packs**

31179-386 5-quart	31178-386 10-quart
SALE! \$11.35	SALE! \$17.50



93329
8284
**CARB Compliant
No-Spill® Fuel Cans**

93329-386 2.5 Gallon	93330-386 5 Gallon
SALE! \$18.25	SALE! \$28.50



Oak-n-Ivy
6024
**Oak-n-Ivy® Tecnu®
Cleanser**

25330-386 12 oz.	25328-386 32 oz.
SALE! \$8.75	SALE! \$13.60



6002
**Sun-X
Sunscreen**

25301-386 (50) SPF 30 Towelettes
SALE! \$28.75



New!
8560
**Heavy-Duty
Waterless Hand
Cleaner with Grit**

33314-386 Waterless Hand Cleaner
SALE! \$3.55



New!
8559
**Heavy-Duty Hand &
Surface Cleaner**

33313-386 Cleaner Wipe
SALE! \$10.50



ELVEX
2055
**Elvex® Trix
Safety Glasses**

23287-386 Clear Lens	23288-386 Gray Lens
SALE! \$2.05	SALE! \$2.40



New!
4204
**QuieTunes™ 666R
Radio Earmuffs**

94126-386 Rechargeable AM/FM
SALE! \$79.00



3492
**Wells Lamont® Top
Grain Pigskin Gloves**

90909-386 Medium	90910-386 Large
SALE! \$6.70	SALE! \$6.70



8347
**Barnel®
Spring Bucket**

35980-386 22" x 26"
SALE! \$29.50



Crescent®
67220
8049
**Professional
Tool Sets**

67202-386 148-Piece	67220-386 170-Piece
SALE! \$94.95	SALE! \$109.95



1116
**Fluorescent Plain
Vinyl Wire Stake
Flags**


33506-386 Orange	33507-386 Pink
SALE! \$4.65	SALE! \$4.65



8242
**Rust-Oleum®
17 oz. Inverted Tip
Marking Paint**

• Additional colors available

57149-386 Safety Red	57151-386 Fl. Orange
SALE! \$3.45	SALE! \$3.45



3651
**Superknife
Folding Utility Knife**

35650-386 Superknife
SALE! \$9.95





PLANT & TURF HEALTH



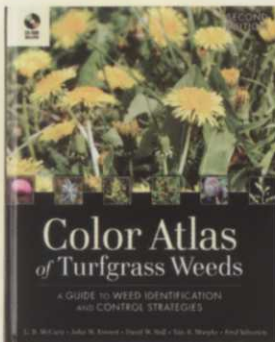
4440

Plant Stress Detection Glasses

- Technology developed by NASA
- Lenses block the green color reflected from chlorophyll found in vegetation
- Healthy plants look black or gray
- Stressed plants and turf appear as yellowish-brown or pink
- Work best on sunny days

23380-386
Detection Glasses

SALE!
\$19⁹⁵



New!

8557

Color Atlas Of Turfgrass Weeds

- A must-have reference guide for turf managers!
- Provides help in pinpointing the causes of weed infestation
- Includes effective control strategies
- Information on herbicide effectiveness
- Hardcover, 432 Pages

59994-386
Color Atlas of Turfgrass Weeds

SALE!
\$116⁰⁰



4440

Spectrum® IPM Scope™

- Displays the magnified image directly on your computer monitor
- 40-140x magnification to zoom in on fine details which may be too small to be seen with the naked eye
- Add labels, make measurements, or draw on the image
- Images can be archived, printed, or sent via e-mail

61045-386
Spectrum IPM Scope

SALE!
\$342⁰⁰



FREE With Your \$100⁰⁰ Order!

3671
Solo® Spritzer Sprayer

- 1.25 liter pressure sprayer
- Adjustable brass nozzle

13340-386
\$11.50
Everyday

FREE WITH YOUR \$100.00 ORDER!



3042

Soil Compaction Tester

- Test compaction to subsoiling depths
- Stainless steel rod can be inserted to 24"
- Depth markings at 3" intervals to 18"
- Indicates compaction levels in psi
- 3/4" and 1/2" stainless steel tips
- Molded plastic housing and handle

77143-386
Compaction Tester

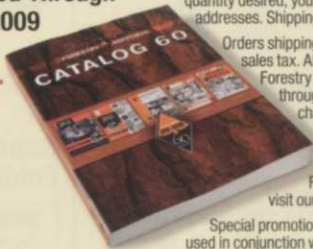
SALE!
\$227⁰⁰

Guaranteed Pricing!

Sale Prices Good Through
12/31/2009

Your source for
quality gear &
equipment!

800-360-7788



Placing Orders

For all orders we must have the 8-digit stock number, the quantity desired, your phone number and bill-to/ship-to addresses. Shipping and insurance charges are extra.

Orders shipping to Mississippi addresses add 7% sales tax. All orders are subject to acceptance by Forestry Suppliers, Inc. Pricing is guaranteed through 12/31/2009. Availability, prices, changes in design, style or specification by manufacturers is subject to change without notice. Errors or omissions are subject to correction. For current specifications and pricing, visit our web site.

Special promotions and offers cannot be combined or used in conjunction with any other promotion or offer from Forestry Suppliers, Inc.

© 2009 Forestry Suppliers, Inc.
All rights reserved. Printed in U.S.A.

KEY 386

Forestry Suppliers, Inc.
www.forestry-suppliers.com





A 'survival budget' helps win bids

Part three of a multi-part series.

In my April column ("Get high profits with design/build," page 60), I went to a bid opening where 38 landscape companies bid a school construction job. My client finished 10th despite tightening his pricing factors and production standards.

Sure there's a part of you that says, "Let 'em have it at that price." But there's also a thought that gnaws at you: "I will get nothing at my current price if this keeps up." Welcome to the new world. It's hard to define what distinguishes high-profit from low-profit companies in this environment when survival becomes the driving force.

There's only so much past relationships do for you in this environment, so fashion a "survival budget" that reduces costs and prices — and gives you a better chance of generating revenues. A survival budget must provide enough profit to recapitalize the company for next year. Using the chart below, let's review the budget's basic elements.

The starting point is expected revenues. In

this example, we anticipate a 50% year-to-year reduction in revenues. We then establish a survival net profit margin. I use 3% as the low-end recap target, which reflects the working capital needed to fund longer Accounts Receivable collection periods and some level of hard asset replacement.

Overhead reduction

We keep overhead in line with revenues at 22% and conclude that overhead costs need to be halved. This is a painful, but necessary step. We add the 3% net margin to the 22% overhead expense to equal a gross margin of 25%.

Labor cost reduction/hour

Given the reduced gross margin expectation, materials costs are now likely 50% of revenues — up from 35%. We can calculate labor expenditures and hours from this assumption.

Revenues of \$2.5 million, less \$1.25 million in materials, leaves \$625,000 for labor. Dividing this by a \$13 hourly wage rate yields 48,077 labor hours.

To lower labor cost, we must lower the average wage 15%, from \$15 to \$13 per hour. Some of this comes from less overtime and some from tighter management of non-billable hours.

Pricing reduction

Lastly, we can calculate the hourly labor billing rate. Revenues minus the materials cost at its 10% markup, divided by the labor hours, provides the rate of \$23.40 per hour, 27% less than the prior year. In effect, prices are lowered 27% to achieve the desired margin.

With this survival budget, we can manage through a downturn and still have reinvestment income for the future. Those companies with solid balance sheets (debt-to-equity ratios lower than 40% and current ratios of 2.5 or better) will survive.

It is truly a stomach-churning case of survival of the fittest out there in the bid build world. Be prepared, and next year might look a little better.

	Good times		Survival mode	
Revenues	\$5,000,000		\$2,500,000	
Gross margin	\$1,700,000	34%	\$625,000	25%
Overhead	\$1,100,000	22%	\$550,000	22%
Net profit	\$600,000	12%	\$75,000	3%

Assume (no subs)

Average hourly wage	\$15	\$13
Job materials	35%	50%
Materials	\$1,750,000	\$1,250,000
Materials markup	10%	10%
Labor	\$1,550,000	\$625,000
Hours	\$103,333	\$48,077
Effective rate	\$29.76	\$23.40
Labor cost reduction/hour		15%
Pricing reduction		27%
Overhead reduction		100%



Chris Senske's first planning management task was to create a five-year sales and growth forecast for Senske Lawn & Tree Care, the company his parents founded more than 50 years ago. "I regularly go back to that graph paper I created more than 30 years ago, to refresh my vision of where the company is headed," says Senske, now president. It was just the first lesson of many he learned.

Your company is an industry pioneer, founded by your parents in 1947. What are the three most important business things they taught you?

Hard work, sacrifice and planning. From the very beginning, I was tasked with doing any job no one else would or had time to do.

How did you prepare yourself to be the company leader?

Had I known I was going to be put in the situation where I would run the business, I might have chosen a different educational track. I studied chemistry, mathematics and biochemistry. I might have benefited from a business and marketing education.

I ended up in the business quite by accident. I was preparing to go to graduate school when Dad needed to have someone watch over the business while he recovered from a serious surgery.

Is there another generation of the family being prepared to run the company? My son, Ben, is being trained as a supervisor. Like me, he worked summers in the business and

has done every job in the company operations — from customer service representative to tree climber. He loves the pest control side of the business the most and is learning both technical and management skills there.

What is your primary role within your company today?

My primary role now is to keep the management team energized, motivated and moving in the same direction. I spend half of my time interacting with the management team. The rest is spent looking for market growth opportunities, including organic growth, acquisitions and new service offerings.

What's your company's biggest business challenge?

Our biggest challenge is to keep everyone focused on profitable growth. The outcomes from continued

controlled growth benefit everyone in the organization. New opportunities, personal development, as well as the energy that come out of a company moving forward, all make continued growth a worthy goal.

How are you preparing the company for the next five to 10 years? We set a plan of growth for the next five years and a plan of action how to get there. We are in the first phase of that plan.

We are developing operating standards and removing fuzzy lines of responsibility so there are clear-cut goals for every team member. Daily, weekly and monthly goals, as well as progress made toward meeting those goals, are posted on the walls of each branch office for almost every position in the organization.

Our battle cry is "Every 1 Counts." We are training

AT A GLANCE

COMPANY: Senske Lawn & Tree Care, Kennewick, WA

FOUNDED: 1947

PRINCIPAL: Chris Senske, President

NUMBER OF LOCATIONS: 7

EMPLOYEES: 260

SERVICES OFFERED: Lawn care, tree and shrub care, weed control, pest control, holiday lighting

INDUSTRY INVOLVEMENT: NPMA, past director of PLCAA, president of WSPMA

BUSINESS OUTLOOK: "Guarded optimism. With many companies giving away commercial services, our focus is on residential programs and finding commercial clients who want long-term relationships."

FAMILY: Married to Catie; two children, Sara and Ben; two grandchildren, Alyssa and Kaelyn

HOBBIES: Skiing, golf, officiating hockey, motorsports

WEB SITE: www.senske.com

every employee every week to look for ways to examine his job and the work environment around him.

THERE ARE FEW ENTERPRISES THAT OFFER SO MANY OPPORTUNITIES TO SERVE CUSTOMERS IN A WAY THEY WILL ENJOY THEIR HOME, WORK OR PLAY SPACES MORE THAN WE CAN."



DRIVE
XLR8
HERBICIDE

You've got enough things to worry about. But with **Drive® XLR8 herbicide**, rain isn't one of them. Our new liquid formulation is rainfast in just 30 minutes. And a single application quickly controls a broad spectrum of broadleaf and grassy weeds — from crabgrass and foxtail to clover and dandelion — even at low use rates per 1,000 square feet. Let it rain. You've got **Drive XLR8**.

betterturf.com | 800-545-9525



BASF

The Chemical Company



BEST PRACTICES

BRUCE WILSON

The author is a partner with the Wilson-Oyler Group consultancy. Visit www.wilson-oyler.com.

Irrigation techs should shower profits

More and more companies have been hiring irrigation technicians to maintain and repair irrigation on their maintenance jobs. I think this is a great opportunity to capture additional revenue from existing clients. However, there is also tremendous potential for this practice to add to your costs if not managed intensely.

Where do companies go wrong? For some, the issue is their maintenance foremen or supervisors, who in the past performed minor repairs or troubleshooting, now call on their irrigation technician co-workers to handle all of that. So they're increasing costs with your irrigation techs making separate trips to sites, and these more-expensive staffers often are spending time on non-billable services.

Non-billable time is its own beast. If there are no billable repairs to do, a technician might be sent to do system checks. Sure, he (or she) is "busy," — but not generating revenue and instead is charging time to jobs. If there are job requirements for system checks on a large site, it's probably effective to have a technician do the work. However, on small sites I would question the effectiveness of this versus having a foreman do the checks.

Smart strategies

Here are five simple solutions to avoid these potential pitfalls:

1. Assign someone to manage — not just schedule — your irrigation technician(s). Create a tracking system to capture billable time versus non-billable

time. Let the techs know there are expectations for a certain amount of billable hours each week.

2. Spread the repair-work wealth. Train and equip your foremen and supervisors to do the basics and have them do minor repairs.

3. Create forms that make billing from the field easy. Some companies use parts sheets with photographs, where the technicians can place quantities next to the photos instead of having to write product descriptions. Most field personnel dread cumbersome paperwork, sometimes causing you to miss billing opportunities.

4. Keep technicians busy with profitable tasks. If there is no profitable irrigation work to be done that day, re-assign your irrigation techs so they're doing something else that's productive and revenue-generating, such as supplementing enhancement crews.

5. Implement checks and balances. Whoever manages the technicians must know the contract requirements relative to what is billable and non-billable, and make sure client authorization for repairs are received before work is done.

Billing and tracking

There are a host of other things I have seen companies do to help streamline irrigation billing and tracking parts use.

Some companies simply bill for parts without specific descriptions. For example, they bill for 7.5-in. fittings at \$1 apiece rather than listing each individual 0.5-in. coupling, tee and 90° ell. They might bill for an assembly for a valve, including associated fittings rather than itemizing them.

Some companies charge for labor and parts with no itemization. For some customers that's OK, especially for small billing amounts.

Making paperwork easier to do usually contributes to getting it done in a more timely and complete manner. Developing systems to better manage and utilize your irrigation technicians can contribute significantly to your bottom line.

Making paperwork easier to do usually contributes to getting it done in a more timely and complete manner.

A Beautiful Lawn is Child's Play!



The easy way to a healthy lawn starts with ProScape Seed from LebanonTurf. Choose from one of the sixteen great mixes in the ProScape Seed lineup and delivering great turf for your customers will seem like child's play. Visit your local LebanonTurf dealer today, or log onto www.LebanonTurf.com to find out more. To get a free agronomy manual, click on promotions and enter code LM3059.

LebanonTurf

Improving the Way Professionals Care for Turf

A Beautiful Lawn is Child's Play!

WHAT DO LEAF-FEEDING CATERpillARS THINK ABOUT
PROVAUNT®? GOOD LUCK FINDING ONE TO ASK.

Advanced chemistry that leaves caterpillars speechless.

DuPont™ Provaunt® insecticide has earned high praise for its outstanding performance against turf and ornamental pests, including gypsy moth caterpillars and tent caterpillars. Even with its low application rates, Provaunt® is the ideal choice for protection of oaks, crabapples, flowering cherries and a wide range of additional trees and shrubs. What's more, the active ingredient in Provaunt® has a favorable environmental profile. Learn more by calling 1-888-6DuPont (1-888-638-7668) or by visiting us at proproducts.dupont.com.

DuPont™ Provaunt® Advanced chemistry. Outstanding performance.



DuPont Professional Products



The miracles of science™

livescapes

Producing profits through bedding plants, ornamentals & trees

SPECIAL SECTION OF *LANDSCAPE MANAGEMENT*

Good design, green design

IMPROVE YOUR BOTTOM LINE BY CREATING ENVIRONMENTALLY FRIENDLY, MONEY-SAVING LANDSCAPES. BY KENDALL WEYERS

IN THIS AGE of increasing environmental awareness, all segments of the business community are being carefully evaluated for their shade of green. More scrutiny is also being applied to costs due to the challenging economic times. It has always been important to be aware of, and emphasize, the benefits you offer your customer, but now it is more important than ever. The customer is spending more carefully, considering both environmental and economic impact.

For landscapers, the good news is that good design has always offered environmental and economic benefits. Now is the time to clearly market those benefits. If you don't know the positive side effects of what you do, your prospective customer probably won't either.

Lower maintenance costs, fewer inputs

A well-designed landscape will work with nature, rather than against it, resulting in fewer inputs and lower maintenance costs. When in balance with nature, landscapes have a wide range of plants in their optimum growing conditions, making them more resilient to weather

extremes and pest attacks. A diverse landscape discourages pests, not only by limiting their food source, but by providing habitat for natural controls. These "beneficials" range from insects and spiders, to fungi, bacteria, birds, and small mammals. The result is a balanced and diverse system that is at least partially self-sufficient.

Simply making the appropriate plant selection and placement is a huge first step. Care-



Trees can be used to shade homes, reducing summer cooling costs.



GOLDSMITH SEEDS VARIETY FOCUS: 'RAMBLIN' TRAILING PETUNIAS

Landscapers around the country are embracing 'Ramblin' Trailing Petunias (bred by Goldsmith Seeds) for their excellent landscape performance and intense, strong colors — the red is the deepest and truest available. Plus, 'Ramblin' Petunias are versatile — use them in beds, hanging baskets and large containers. Best of all, these heat-lovers offer low maintenance, long-lasting color all season. For more information, call Goldsmith at 800-549-0158. To order, call your favorite grower/supplier.

PROUD SPONSORS



Ball®

Goldsmith
SEEDS

ful plant selection for the light, moisture, soil, and wind conditions of the site will do two things:

- 1) It will increase the likelihood of growing healthy and attractive plants, with fewer replacements.
- 2) It will reduce the necessary levels of inputs, such as water, fertilizer, soil amendments, and pesticides.

Both of these benefits lower costs and make the landscape more sustainable. Of course it's possible to force plants to grow out of their range of optimum conditions, but to successfully do so usually requires more inputs.

A well-designed landscape uses water wisely and efficiently. This is accomplished by using efficient, properly designed irrigation systems, grouping plants of similar moisture needs together, and using at least some plants that need little or no added moisture. Native plants tend to be very deep-rooted, and as the old roots die off, they create channels for moisture penetration. The result is improved drainage and less runoff and erosion—both good for the environment.

Lower energy use

An especially important, but often overlooked, benefit of good design is reduced energy use. All measures that reduce energy use are good for the environment, in addition to reducing costs. One landscape example is placing trees to limit summer solar gain in buildings, thus reducing cooling demands. If the designer carefully considers seasonal sun angles, those same trees can also be sited to allow passive solar heating in the winter, reducing heating demand. In addition to shade, trees and other plants contribute a cooling effect with transpiration from their leaves.

Shading air conditioners is also beneficial. The AC will operate more efficiently, saving fuel and money. Again, proper placement comes into play because of the importance of leaving ample space



Plants contribute a cooling effect with transpiration from their leaves and can be used to shade air conditioners, which lowers cooling costs.

between the plants and the AC to allow for adequate air flow.

Windbreaks are another landscaping technique that lowers energy use. By diverting winds and/or reducing their speeds, a more comfortable microclimate is created and winter heat loss is reduced.

Wise plant selection and bed layout also affect energy savings. Choosing lower maintenance turf grasses, making larger planting beds, and allowing more "native" areas all contribute. In situations where turf gets virtually no traffic or use, consider a native grass or prairie plant mix for lower maintenance, water, and fuel costs, higher biodiversity, and better water retention.

Education is key

Some clients would have a hard time going for the native look, or tolerating a few insects or leaf spot. But attitudes are shifting, and when educated about the environmental and economic differences of various landscaping approaches, customers are more likely to make cost-saving choices.

Education of the customer may not always directly increase your bottom line, but it is one of the critical services you offer. An efficiently designed and installed sprinkler system is still wasteful when the user is watering the lawn every day or right after a 2-in. rain, for example.

Customers will certainly vary on their level of concern for environmental and

THE WAY OF THE FUTURE?

Husqvarna has released details of a global gardening trend report produced, in which more than 6,000 people from eight countries were asked a series of questions relating to gardening and how the development of technology may impact their future behavior. Insights were gained into current trends and how social, cultural, economic and technological forces shape how homeowners with all sizes of yards spend their time and money.

> When asked about their vision of the yard of the future, 38% of the 1,000 U.S. homeowners surveyed suggested one that is entirely self-maintaining. Twenty-six percent want a yard that is a "self-sufficient ecosystem."

> Twenty percent of Americans surveyed feel the economic downturn affects their future gardening plans. Twenty-three percent want to grown their own food.

For a copy of the full report, and information on Husqvarna's line of EcoSmart solutions, visit www.husqvarna.com/us/homeowner/press/.

economic issues. To increase your business's odds of winning, offer and market services that benefit both the environment and your customers' wallets. That way everyone wins.

Kendall Weyers freelance writer and landscape designer based in Nebraska.



BALL VARIETY FOCUS: ZAHARA® ZINNIA

An all-new, heat-loving series that has 20% larger flowers in stronger colors than other zinnias, and also has the first yellow and scarlet colored zinnia of this type. Superior disease tolerance makes Zahara an excellent choice in the landscape. Once this zinnia is established in the ground, it has very low watering needs, and is outstanding in sunny, hot and dry conditions. Count on big impact in the landscape and care-free, season-long shows with lots of color! Available in Coral Rose, Scarlet, White, Yellow and mix.