



**1** DuPont treated lawn care professionals to airboat rides through the Florida everglades, where wildlife has a way of sneaking up on you.

**2** A former sailor, I got a little lonely after spending time on an airboat.

**3** Many lawn care pros recalled seeing an airboat on the 1960s TV show "Gentle Ben," but few had ridden such a cool watercraft before the event.

**4** "As Good As Gator Gets": Greg Kinnear look-a-like Jay Arnsperger, president of Turf Care, acts like he runs into alligators every day in Omaha, Neb.

**5** A Strangler vine embraces a Cypress tree on our boardwalk tour.

**6** Even from hundreds of yards away, it's clear two eagles' nest is no small matter!

PHOTOS BY: MARTY WHITFORD

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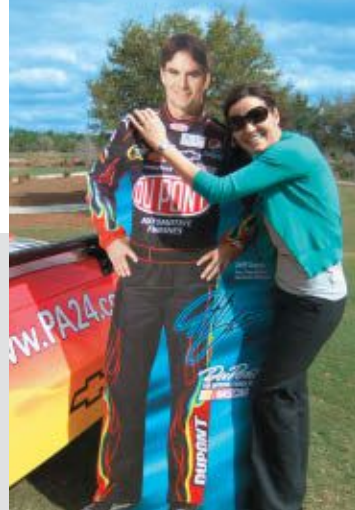


## DUPONT LAWN CARE SYMPOSIUM



Above, DuPont sales rep Ross Eckstein takes a spin in a NASCAR simulator.

Top right, Brenda Franke, DuPont Professional Products' marketing manager, gets close with NASCAR driver Jeff Gordon.



### FEEL THE NEED FOR SPEED?

Get on the fast track: DuPont Professional Products is offering six lawn care professionals, and six of their guests, a weekend getaway featuring rare access to a NASCAR race.

The DuPont NASCAR Experience includes air travel and tickets to the Kansas City Speedway Oct. 1-3, as well as the opportunity to meet, and receive an autograph from, DuPont driver Jeff Gordon (#24). Full access to DuPont's hospitality tent for food, beverages, entertainment and a chance to win more prizes, also is included.

There are two ways to win:

**1. Sweepstakes (one winner)** — This contest is open to all U.S. companies, partnerships, joint ventures or other legal entities that apply DuPont's Acelepryn in the U.S. Contact your DuPont Professional Products sales representative for an entry form. All entry forms must be received by Aug. 15, 2010. No purchase is necessary.

**2. Acelepryn Sales Challenge (five winners)** — Be one of the Top 5 purchasers of Acelepryn and earn an automatic trip for two to the DuPont NASCAR Experience. Contact your DuPont Professional Products sales representative for more information; entry details and rules will be announced soon. — *MW*



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*continued from page 50*

study — conducted by third-party researchers and lawn care pros, as well as DuPont scientists — showing Acelepryn to effectively control the 10 major white grub species as well as other turf pests such as annual bluegrass weevils, billbugs and caterpillars.

### Investing in innovation

Daniel Potter, Ph.D., professor of urban landscape entomology at the University of Kentucky, said Acelepryn is the only insecticide for both the turf and golf markets that provides season-long control of both grubs and grass-feeding caterpillars.

"Acelepryn has very low toxicity with people, birds, bees, earthworms and fish," Potter added. "We can rec-

ommend this product for its performance and also feel good about its environmental profile."

Chris Paisley, technical director for Mariani Landscapes in Chicago, tested Acelepryn at a 120-acre cemetery, and he discovered the product saved a lot of turf, time and money.

"In areas where the cemetery's board opted not to treat with Acelepryn, we had to go back and repair three-and-a-half acres of turf using 2,400 lbs. of seed, 130 bales of peat moss and 126 bags of mulch," Paisley said. "The difference between turf treated with Acelepryn and turf not is as clear as night and day."

U.K.'s Potter closed by agreeing with Coffelt regarding the necessity for ongoing innovation in lawn care technology.

"Some companies are trying to get more mileage out of their existing products by mixing them together," Potter concluded. "I'm not a big fan of these combo products. I just don't get the shotgun approach. Why apply two or three chemicals when you might only need one?" **LM**



Chris Paisley

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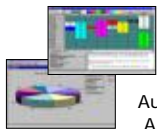


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## A season for growth

I'm your typical lawn care and landscape customer.

The weather starts to warm up even 10 degrees in Cleveland, OH, after months of bitter cold, and I get the bug — the landscape bug.

It starts out small at first — just an itch. I take a walk around my yard and assess the winter damage. I notice the mole tracks running rampant through one side of the lawn, along with the thick, matted, straw-looking patches — a result of heavy snow. I nearly reach for the rake to start breaking it up, which my lawn care service provider recommends I do before coming out to perform the first treatment of the season, but the turf still squishes under my feet so I wait.

I keep walking. The problematic ice storms we had in Ohio this year pretty badly affected one of my front yard trees — a 'Skyrocket' juniper. I tilt my head as it leans slightly left realizing I'll have to do something to get it growing strong and straight again soon. My 'Wine & Roses' weigelas are overgrown. I'm dying to get out the pruners, but the small piles of snow yet to melt remind me to be patient — not to mention the furrowed brows of my husband as he can practically see the light bulbs blaze over my head as the project ideas start to form.

I take a deep breath and check the mailbox. Nothing. Just some bills.

About a month later, my mailbox is flooded

with postcards and fliers from the local lawn care and landscape companies looking for my business. At this point, my landscape bug is in full force, my juniper is straight, my weigelas are pruned, my lawn is raked and my lawn care service provider is expected to apply the initial fertilizer and pre-emergent treatment within the week. My plans are in place. My mind is made up on a majority of my landscape needs and concerns.

Simply stated, if you put a flier in my mailbox that week, you lost my business.

Not only were you late, but your direct mail pieces were identical. You didn't tell me anything I didn't know. You didn't change my mind or convince me to add a new project to my agenda. You became — sorry to say — junk mail.

Everyday in every field, there is room for improvement. This industry is full of companies that can mow and edge turf, fertilize lawns and prune branches. And they do it well. They do it with a precision — and tools — my neighbors envy. But how many companies offer true landscape management services? Consultation beyond the typical mow-and-blow, build-and-go business? An account manager who might have driven by, noticed my leaning tree and suggested a solution, in addition to telling me how to prevent the problem next year, could have secured a client for life.

In the pages of *Landscape Management*, we bring you best practices advice from your peers on how you can take your business to the next level. With the largest and only experienced editorial team in the industry, we strive everyday to drive smarter solutions for a growing industry.

I know ... after 12 years in the industry I may be a bit more educated than your typical customer, which makes me a tougher one, no doubt. But it also makes me a great sounding board. Think you have an idea to take your business and the industry to the next level? Or a service that would tempt even the pickiest of customers? Give me a call. We'd love to share your success stories.

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