

Put your business here.



**TAKE YOUR TURN ON THE NEW PRO-TURN™ 200
AND TAKE YOUR BUSINESS WHERE IT BELONGS.**

Get more machine for your dollar. The New Pro-Turn™ 200 Series means less maintenance, less downtime and improved operator productivity—all at a great price. We could tell you more but it wouldn't matter. You've got to experience the revolutionary Pro-Turn™ 200 Series for yourself. So visit your Gravely dealer today and put your business in the driver's seat.



WE KEEP YOU CUTTING®

WWW.GRAVELY.COM



WWW.YOUTUBE.COM/GRAVELYCHANNEL

Check out what cutters and dealers had to say after they took their turn on the Pro-Turn™ 200 at the 2009 GIE+EXPO.

SINK OR SWIM TIME

Sandra Postel and other Irrigation Show speakers say our water-use policies and practices must change rapidly and drastically to support our blue planet's projected population boom to 9 billion people by 2050.

BY **MARTY WHITFORD** EDITOR-IN-CHIEF

SOMETHING'S GOTTA GIVE. We can't keep using water at the rate we are — especially when “we” are rapidly expanding while our fresh-water reservoirs are evaporating.

“Water is finite and there is no substitute for it,” said Sandra Postel, who delivered the keynote address at the Irrigation Association's 2009 Irrigation Show. Held in December in San Antonio, TX, the Irrigation Show drew about 4,500 attendees and 290 exhibitors.

“Every year, 2010 through 2025, the world's population is projected to grow by more than 75 million people. That's the equivalent of adding two Californias annually,” said Postel, who directs the Global Water Policy Project and authored “Last Oasis: Water Scarcity” and “Pillar of Sand: Can the Irrigation Miracle Last?”

Eight hundred gallons. Sound like a boatload of water? Actually, Postel said it's just the average American's daily “water footprint” — which includes not only the water each of us drinks and uses for landscape irrigation, bathing, cooking, etc., but also all of the water required for the products we use, food we eat and other beverages we drink. Fortunately, the rest of the planet's water footprint, on average, is half ours.

From 1950 to 2000, the United States' population doubled, but our nation's water use tripled, noted Beth Koprowski, a senior environmental communications specialist with ERG in Arlington, Va. Part of panel delivering a briefing on the U.S. EPA's WaterSense program, Koprowski said 36 states predict water shortages by 2013.



“**LANDSCAPE IRRIGATION USES AN ESTIMATED 7.8 BILLION GALLONS OF WATER PER DAY. THE BOTTOM LINE IS 'BUSINESS AS USUAL' CANNOT CONTINUE.**”

— IA'S ANDY SMITH

“Outdoor uses account for an estimated 30% of residential water consumption — and this figure is as high as 70% in some areas of the West and Southwest,” Koprowski said. “Further compounding matters, many of the states with the highest per capita water consumption are projected to experience the greatest population booms over the next two decades.”

Changing unintelligent water-use practices and shortsighted water policies — such as subsidies in Las Vegas



Water-use expert Sandra Postel says the marriage of IT and ET holds great promise.

that have resulted in water costing nearly one-third what it does in Cleveland, which

sits on the shores of Lake Erie — won't come easy. Nevertheless, these changes must come — and they must be rapid and sweeping, Irrigation Show speakers concurred.

“Part of the problem is we can't manage very well what we don't measure and monitor,” Postel adds. “But a lengthy pipeline of wonderful irrigation innovations, many of which are showcased here, hold great potential. This developing marriage of IT (information technology) and ET (evapotranspiration) — namely smart controllers tied to sensors monitoring real-time weather, soil and other conditions — will help us make wiser, more cost-efficient irrigation decisions.”

Landscape managers can expect to see more turf and plant restrictions, irrigation bans and more-limited access to potable water, as our nation's population continues to grow by more than 3 million people per year, said Andy Smith, IA's external affairs director.

“Landscape irrigation uses an estimated 7.8 billion gallons of water per day, according to the U.S. EPA,” Smith noted. “The bottom line is ‘business as usual’ cannot continue.” **LM**

best control
+ longest residual
= fewer callbacks

THE WINNING GRUB CONTROL FORMULA.

Customers with grub infestations want their lawns saved fast. Be sure you have fast-acting *Arena*® Insecticide. *Arena* provides superior grub control at much lower rates than other curative products, with excellent results when applied prior to third instar. Also, curative grub control with *Arena* helps keep away foraging animals, saving turf and keeping customers happy. Plus, it doesn't need to be immediately watered-in, which saves you time and labor costs. To learn more visit valentpro.com/arena.



A BETTER VALUE THAT LASTS.
AND LASTS. AND LASTS.™



Products That Work, From People Who Care® | www.valentpro.com | 800-89-VALENT (898-2536)

Read and follow the label instructions before using.

A better value that lasts. And lasts. And lasts. is a trademark and Products That Work, From People Who Care is a registered trademark of Valent U.S.A. Corporation. Arena is a registered trademark of Sumitomo Chemical Company, Limited. ©2010 Valent U.S.A. Corporation. All rights reserved. AM22453.06

Northern masked chafer | Southern masked chafer
European masked chafer | Asiatic beetle
green June beetle | Japanese beetle | oriental beetle

BACK TO

BY DANIEL G. JACOBS MANAGING EDITOR

SCHOOL

Agrium Advanced Technologies offers lawn care professionals education along with relaxation.

WHEN EDWARD BULWER-LYTTON wrote, “The pen is mightier than the sword,” it’s clear he’d never seen a shotgun in the hands of journalists. But attendees of Agrium Advanced Technologies’ Green Industry Grad School witnessed just that. Held in December at Farmlinks in Sylacauga, AL, the about 40 “students” at this three-day “master’s-level school” — mostly lawn care professionals (LCPs), with a couple of rifle-toting journalists thrown in — learned about Agrium’s latest solutions to help LCPs save money, lead people and grow their businesses in this soft economy. They also got the chance to do a little fishing or boating, play a round of golf or grab a 12-gauge shotgun and take aim at flying sporting clays.

The Farmlinks facility, which encompasses 3,500 acres in the foothills of the Appalachian Mountains, was the majestic setting for Agrium’s educational program. Business owner, speaker and consultant Marty Grunder offered tips to leading in lean times and Dr. John L. Cisar, from the University of Florida, Gainesville, provided insight into the Sunshine State’s lawn care industry, presenting “Fertilizer & Environmental Fate.”

“We are fighting the battle, and we are losing,” Cisar proclaimed, explaining laws passed in Florida (and elsewhere) have little to do with sound agronomic practices and everything to do with politics.

We need facts. Fortunately, Cisar’s research is investigating how much nitrogen is absorbed in plant uptake, released into the atmosphere, stored in soil, and lost to runoff and/or leaching.

“As fertilizer managers, to have environmentally healthy turf we need to fertilize that turf,” he said. “It’s hard to figure out (the source of the nitrogen); it’s very easy to point



controlled-release fertilizers, such as Polyon, XCU and Duration, benefit LCPs, allowing them to do more with less — leveraging technologies that keep customers’ lawns greener longer.

When attendees weren’t learning about fertilizer or relaxing, attendees got a welcomed earful of education from Grunder and Jeff Korhan, an industry veteran turned consultant.

Korhan’s talk, “Green Industry Trends You Can Capitalize On,” honed in on three key points:

➤ **Human-centric business.** It’s no longer about companies; it’s about people.

➤ **Collaborative markets.** It’s not only about selling to buyers, but also about collaborating with them to develop better, more meaningful solutions.

➤ **Sustainable communities.** It’s not about exclusive organizations; it’s about accessible communities where members place their trust in one another. **LM**

11 WAYS TO ONE-UP THE COMPETITION

Consultant and business owner Marty Grunder offered attendees of Agrium’s Green Industry Grad School the following tips on gaining an advantage over the competition:

1. Offer great customer service
2. Be different
3. Make work fun
4. Have a team atmosphere
5. Survey clients and team members
6. Be clean and organized
7. Set objectives
8. Constantly communicate your mission and vision
9. Learn — be committed to it
10. Have your antennae up
11. Have a plan

Marty Grunder offers business advice. Your intrepid reporter (above) takes aim at defenseless sporting clays.





The new standard in productivity and profitability.



The new PZ Series. So fast, so reliable and so easy to service.

husqvarna.us/PZ



** On PZ purchases made between February 1 and March 31, 2010. Zero down payment and 36 months equal fixed minimum monthly payments required. Penalty APR may apply if you make a late payment. Promotion charges and effective APR may also apply. See husqvarna.com for complete details on our various financing offers.*

JOINT SUCCESS

SPROUTS

1st joint Lawn Care Summit helps PLANET and NPMA educate professionals and explore myriad shared growth opportunities.

BY **DANIEL G. JACOBS**
MANAGING EDITOR

IN DECEMBER, THE Professional Land-care Network (PLANET) and National Pest Management Association (NPMA) joined forces to host the first-ever joint Lawn Care Summit in Orlando, FL.

When the two groups initially discussed the possibility of co-organizing such an event, they hoped to attract 100 attendees. Triple-digit attendance was a somewhat ambitious goal for a first-time event being launched during this economic slowdown, but it proved to be an entirely achievable one with this dynamic duo of industry associations — the Lawn Care Summit drew more

than 200 lawn care and pest management professionals.

Rob Lederer, NPMA executive vice president, said many pest management professionals are exploring ways to expand their services, diversify and bolster revenues. They're thinking outside the box (structural pest control) and are looking at the greener side (lawn care).

Additional education and networking is needed to realize these goals. That's where the Summit came in, said PLANET CEO Sabeena Hickman.

"Attendees of our joint Lawn Care Summit will walk away with fresh thinking ... insight for business plans and lessons learned from those who have 'been there, done that,'" Hickman said.

Uphill battle

Tom Delaney, PLANET's Legislative Affairs Director, discussed shared regulatory issues with attendees of the two-day event.

"Managed turfgrass and landscapes are being targeted as so-called non-

essential, cosmetic uses of chemicals," Delaney added. "There's a broad underestimation of the benefits of a managed ecosystem."

One of the problems is there's little timely, scientific information — and even less publicity — on the positive impact properly managed green spaces have on the environment. The arguments the Green Industry uses today basically are the same it offered 20 years ago, Delaney said.

"As we talk about carbon sequestration, and those types of things, it's still evolving," Delaney said. "We don't have good research to show out there. The political climate is fast-changing, and failure to act could minimize or negate the future opportunities we have."

During Delaney's talk, one attendee asked another how legislation could target the lawn care industry when professionals are responsible for only about 20% of residential lawns and landscapes.


"I posed that same question to a regulator in New Hampshire once," replied the second contractor. "His response was, 'My friend, you're confusing science with politics.'"

Obstacles & Opportunities

Delaney's talk was one of a number of dual-track sessions that covered both technical and managerial topics.

During the general session on the second day of the program, "Trends in Lawn Care — The Future of the Industry," attendees also got to hear from representatives of some of the biggest players in the Green Industry, including: Russ Frith, president and CEO of Lawn Doctor; Tom Hofer, CEO of

continued on page 48



Lawn care and pest pros learn about the future of lawn care during the Lawn Care Summit.

New for LCOs



Sometimes getting ahead means not going back.

If your preemergence herbicide is causing callbacks among valuable tree and shrub customers, switch to the longest residual herbicides in new SureGuard® sprayable and BroadStar™ dry granule—both providing long-lasting control of many tough weeds. Your customers will be happy with the time you spend on their landscape. And you will be, too.

Fewer callbacks. More happy customers.

SureGuard® | **BroadStar™**
HERBICIDE | HERBICIDE



Products That Work, From People Who Care® | www.valentpro.com | 800-89-VALENT (898-2536)

Read and follow the label instructions before using.

BroadStar is a trademark and SureGuard and Products That Work, From People Who Care are registered trademarks of Valent U.S.A. Corporation. ©2010 Valent U.S.A. Corporation. All rights reserved. AM22456.03

LAWN CARE SUMMIT

continued from page 46

Spring-Green Lawn Care Corp.; Philip Dobbs, chief marketing officer of The TruGreen Cos.; and Harvey Massey, chairman and CEO of Massey Services.

Frith discussed many of the factors that led to the current economic condition, including an “entitlement mentality” that drove far too many Americans to buy houses with no money down. This, among other factors, created a perfect storm.

“These things are out of our control,” Frith said. “But we *can* understand the effect on our businesses and manage around them.”

Harvey Massey said the nation faces record unemployment, home foreclosures and bankruptcies — all of which contribute to resistance to price increases.

Massey did share one silver lining.

“It’s at times like these we must have a love affair with our people,” said Massey, adding, “I don’t believe there is

a bad economy as long as there is one; some (economies) are better than others. But there is an economy — people are spending money.”

Hofner spoke about the pressures the industry faces from environmentalists.

“The last thing we want to do is harm the environment,” Hofner said. “Today, organic and sustainable lawn care are niche markets. That could change and grow in the years ahead.”

New economic realities force people to do more with less money, said Dobbs, noting many are worried about their future employment and how to juggle their household budgets.

“People have less time and money, and more choices and information on companies and the products they use. If you offer clarity, you can improve your market share,” Dobbs added.



(Top) Harvey Massey (left) talks with Nick Dennis. (At left) Davey Tree's Paul McDonough leads a discussion with ValleyCrest's Dr. Barry Troutman.

PLANET and NPMA executives said they haven't decided whether the 2009 Lawn Care Summit was a stand-alone event or the start of an annual program. Any doubt about what attendees thought, however, was put to rest during the closing session — when an attendee stood up and said, “You said ‘if’ we do this again next year. It should be ‘when’ we do this again next year.” **LMI**

Which MOWER Makes you the Most Money?



Landscape SAFETY.COM
ONLINE SAFETY TRAINING

Training Pays.

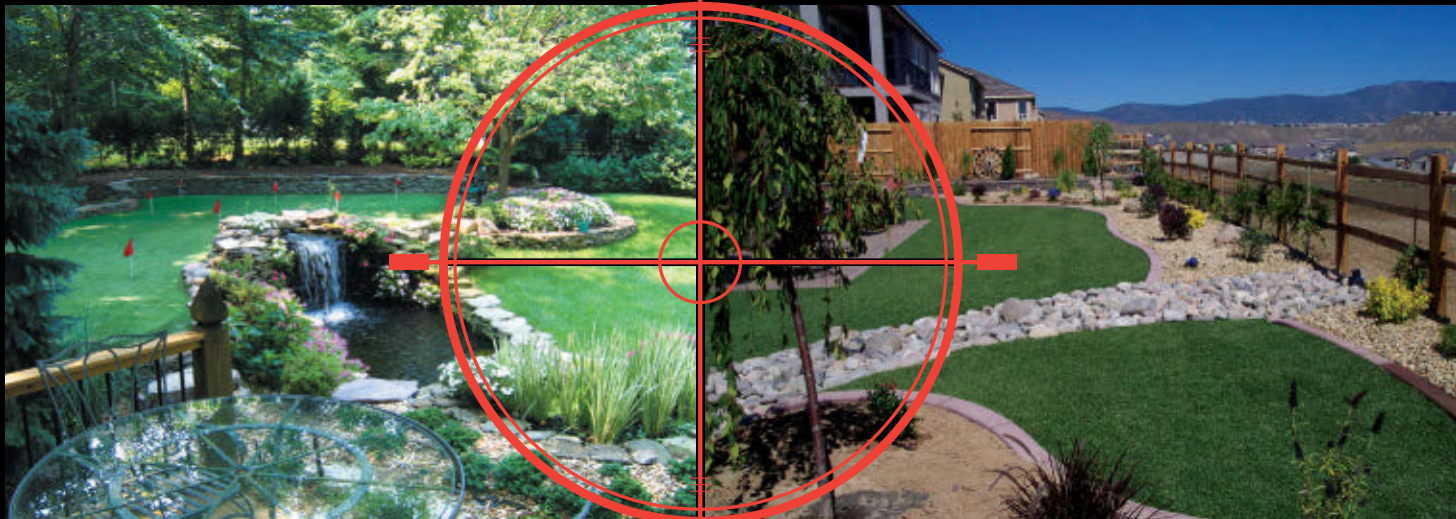
Call Your Professional Safety Advisors
Arden, David, or Jay.

1-877-482-2323

www.landscapesafety.com

**This Guy! - With Training
from LandscapeSafety.com**

SELL MORE LANDSCAPES WITH SYNTHETIC GOLF GREENS & LAWNS



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



CONTRACTOR ONLINE FORUMS

Learn from thousands of contractors how to successfully market and sell synthetic golf greens and synthetic lawns.

**CASH
FLOW PROBLEMS
ELIMINATED**



JOINING THESE FREE FORUMS 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

www.allprogreens.com/training

FREE DVD & SAMPLES 1-800-334-9005

RESOURCES

AD INDEX

Adkad Technologies.....	16
Agrium Advanced Technologies.....	Cover Tip
All Pro Putting Greens.....	11, 31, 37, 49
Alocet.....	28
Altunamats.....	12
Ariens Company.....	41
B A S F Corp.....	13, 23
Bayer.....	(reg) 18-19
BOB-CAT.....	39
Christmas Decor.....	14

Clip Sensible Software Inc.....	2
Converted Organics.....	33
Dow Agrosciences.....	3, 25, 35
Drafrix.....	Cvr 3
Dupont.....	5
Flame Engineering.....	38
Grass Stitcher.....	38
Hortica.....	17
Husqvarna.....	45
Hustler Turf Equipment.....	29
John Deere.....	Cvr 4
Kunz Engineering.....	12

L T Rich.....	16
Mistaway Systems Inc.....	10
Nufarm.....	26, 27
PermaGreen Supreme.....	(reg) 18-19
Pine Hall Brick.....	2
Rain Bird.....	9, 15
Tender Lawn Care.....	48
Turco.....	30
U S Lawns.....	Cvr 2
Valent Arena.....	43
Valent Broadstar.....	47
Versa Lok.....	21
Vista Professional Outdoor.....	50



He found an illuminating way to eliminate downtime.

With hands-on training, guidance and support from VISTA Professional Outdoor Lighting, you can profitably expand your list of services and also fill the void between irrigation and landscape projects. VISTA experts will show you how to utilize the skills you already possess to install outdoor lighting solutions at moneymaking margins.



**VISTA
PROFESSIONAL
OUTDOOR
LIGHTING**

Light up your bottom line.
Call 800-766-VISTA or visit www.vistapro.com today.



EDIT INDEX

3PG Consulting.....	20
Agrium Advanced Technologies.....	44
Brickman Group.....	38
Competitive Lawn Service.....	22
Davey Tree Expert Co.....	48
Dow AgroSciences.....	24
ERG.....	42
Floor Associates.....	34
Grass Roots Training & Consulting.....	7
Grunder Landscaping.....	44
Irrigation Association.....	42
ISS Grounds Control.....	34
Lawn Doctor.....	46
Lawns by Yorkshire.....	6
Mac's Landscaping.....	14
Massey Services.....	48
National Pest Management Association.....	46
Pacheco Brothers Gardening.....	40
PLANET.....	36, 46
Scotts Lawn Service.....	12
Spring-Green Lawn Care Corp.....	48
True Nature.....	44
TruGreen Cos.....	48
University of Florida, Gainesville.....	44
ValleyCrest.....	48
WaterScapes Pro.....	8
Wilson-Dyler Group.....	8, 32
Yardmaster.....	16

Indices are provided as an additional service. The publisher does not assume any liability for errors or omissions.

LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly (12 issues per year) by Questex Media Group LLC, 306 W Michigan St, Suite 200, Duluth, MN 55802. **Subscription rates:** one year, \$54, two years \$76 in the United States & Possessions; \$87 for one year, \$127 for two years in Canada and Mexico; all other countries \$165 for one year, \$246 for two years. For airmail delivery, include an additional \$75 per order annually. Single copies (pre-paid only): \$8 in the United States; \$10 in Canada and Mexico; \$15 all other countries. Back issues, if available: \$16 in the U.S., \$20 in Canada and Mexico; \$30 all other countries. Add \$6.50 per order for shipping and handling. **Periodicals postage paid** at Duluth, MN 55806 and additional mailing offices. **POSTMASTER:** Please send address changes to *Landscape Management*, P.O. Box 1268, Skokie, IL 60076-8268. Canadian G.S.T. number: 840 033 278 RT0001. Publications Mail Agreement Number 40017597. Printed in the U.S.A.



Copyright 2010 Questex Media Group LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including by photocopy, recording, or information storage and retrieval system, without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients, is granted by Questex Media Group LLC for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923 phone: 978-750-8400 fax: 978-750-4470; call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law. For those not registered with the CCC, send permission requests to questexpermissions@theygsgroup.com or phone 800-494-9051 ext. 100.

Landscape Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. *Landscape Management* welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. Questex Media Group LLC provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Questex Media Group LLC to make your contact information available to third parties for marketing purposes, simply call 866-344-1315, 847-763-9594 if outside the U.S. between the hours of 8:30 am and 5:00 pm CT and a customer service representative will assist you in removing your name from Questex Media Group LLC's lists.

