



GET THE **DROP** ON IRRIGATION

ACCORDING TO THE EPA, there are about 13.5 million irrigation systems installed in U.S. residential landscapes, and more than 300,000 new systems are installed each year. Some of those systems contribute to wasted landscape irrigation water, which is estimated to be up to 1.5 billion gallons each day. Clearly, there is a need for the design, installation and maintenance of new, efficient landscape irrigation systems.

Landscapers are in the perfect position to profit from this need while helping to conserve the country's water resources.

Get with the program

If you subcontract irrigation installation, check out the U.S. Environmental Protection Agency's WaterSense partners (www.epa.gov/watersense/) to find irrigation professionals who have been certified under a WaterSense labeled program. The program labels courses and irrigation equipment that meet criteria for water efficiency. With water conservation becoming a more

PROPER PLANNING CAN REDUCE THE AMOUNT OF WASTED IRRIGATION WATER AND INCREASE PROFITS.

BY JAMIE J. GOOCH

widespread concern each year, it might be the right time for landscapers to get certified and provide their own irrigation services.

"There's no doubt that certification could help landscape contractors' businesses," says Rain Bird's Jennifer Riley-Chetwynd. "In some states, certification is required. We'll probably see more states embrace that. Homeowners are opening their eyes to the need to conserve. If they have a choice between certified and not, chances are they're going to choose a certified irrigation professional."

Andy Smith, external affairs director at the Irrigation Association, agrees. He says education is critical to water conservation.

"Frankly there are a lot of people out there who think if it's getting wet, it's getting watered — and that's just not so," he says.

The water needs of a lawn are different from those of a flower bed. Irrigation systems can be designed to efficiently deliver water to both.



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The Zahara[®] series of heat-loving zinnias has 20% larger flowers than other varieties and a unique array of colors. AAS winners Double Zahara Fire (shown) and Zahara Starlight Rose make an impact in the landscape, and have superior disease tolerance where *Z. elegans* varieties fail. These "Hot Summer Survivors" bred by PanAmerican Seed have very low water needs — a must for water-restrictive areas — and are outstanding in sunny, hot and dry conditions. For more information, visit www.BallLandscape.com.

Proper planning

Even if you're not ready to expand into irrigation services, there are many ways landscapers can help their clients save water, especially when it comes to landscape design. A properly designed landscape can use drought-tolerant color, ornamentals and trees, and place plants with similar water needs together.

"In the past, zoning dedicated to turf irrigation was also used for watering adjacent seasonal color beds," says Jeff Gibson, landscape business manager for Ball Horticultural Co. "This typically results in more water applied to the seasonal color beds than needed, in turn creating a host of disease and maintenance issues. The common problem most landscapes face is overwatering, not underwatering."

You shouldn't feel constrained when designing water-saving landscapes. Plant breeders have made great strides in creating varieties that don't sacrifice big blooms, performance or disease resistance for drought tolerance. Retailers and wholesal-

ers have also become more cognizant of selling native plants that have most of their water needs met via rainwater.

"These days, irrigation is rapidly changing, as are the low-water-need varieties plant breeders are developing today," Gibson says. "The incorporation of better-zoned irrigation, the use of 'smart' controllers, and low pressure/low water emitting heads are all improvements for better care of live plant material, turf or in the beds."

Still, according to the EPA, only about 10% of residential irrigation systems use "smart" weather-based irrigation controllers. But we may be on the verge of wider acceptance.

"A number of models are available now, and prices are coming down each year," says Dale Devitt, professor of soil and water and director of the Center for Urban Water Conservation at the University of Nevada, Las Vegas. "There has been extensive testing on them. In all cases, water savings associated with using smart controllers are at least 20%."

Water where you want it

Drip irrigation is another way to get precise amounts of water directly to the plants that need it. It can be used alone or as part of a larger irrigation system.

"The advantage of drip irrigation with sparse plantings like flowers and shrubs is that you're emitting water right to the root base," says Riley-Chetwynd. "There is no chance of it being knocked off course by wind, and very little lost to evaporation. The other advantage is that you can change emitters to give more gallons per hour for each plant."



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Different drip emitters (left) can be used to provide more water to individual plants. They can be used in conjunction with spray irrigation (above).

From materials to equipment, landscape contractors have options to create the best landscape for the site while conserving water.



“The tools are there for us to deliver efficient outcomes across the board — no question,” says Smith. “What we need to do as an industry are to pick up these tools and get to work educating customers.”

Irrigation design, installation, auditing and maintenance services present a great opportunity for landscapers to

FOR MORE INFO

The Irrigation Association: www.irrigation.org

The EPA WaterSense program:
www.epa.gov/watersense

WaterSmart Innovations 2010:
www.WaterSmartInnovations.com

The Irrigation Show 2010:
www.irrigationshow.org

The American Society of Irrigation Consultants:
www.asic.org

expand their businesses, retain current customers and save money for their clients over the long-term. With demands for water growing each day, you can feel good about (and market) the fact that your company is doing its part to help reduce the third of residential water that landscaping is estimated to use. 🌿

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From A to Zinnia

Color-filled Zahara from **Ball** love the heat and feature 20% larger flowers than other zinnias. They're disease-tolerant and need little watering, according to the company. Tolerant of sunny, hot and dry conditions, Zahara is available in rose, yellow, scarlet and a mixture (pictured). BallLandscape.com



Versatile viola

With a blooming season of fall to spring, summer in mild climates, **Sakata's** Rebelina can be used in winter baskets, patio containers and in the landscape. Featuring 1.25-in. flowers, Rebelina's many blooms offer a sweet, strong fragrance. Color options include blue and yellow, golden yellow (pictured), red and yellow, and purple and yellow. Sakata.com

Award winner

Goldsmith's *Dianthus Barbatus* 'Diabunda' is uniform in habit and timing, offering full, branched blossoms. Its six colors include pink pearl, purple, red, red picotee, rose and purple picotee, which was the recipient of the 2009 Fleuroselect Industry Award. GoldsmithSeeds.com

New colors for 2011

Pacific Plug and Liner introduces three additional colors — blue violet, ivory and magenta purple — for its Buddleia Buzz series, a group of compact plants ideal for patio containers and smaller gardens. Buzz will reach a height of 24 to 36 in., yet offers butterfly- and bird-attracting blooms the size of a much larger plant. Once established, it is also drought-tolerant. Hardy to USDA Zone 5, Buzz grows quickly in warm weather. PPandL.net



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Blooms ablaze

Park Seed's Chantilly Deep Orange offers a new color for the snapdragon family, as well as the new "butterfly" form — with open-mouthed flowers crowding along 4- to 4.5-in. stalks. Classified as an intermediate snap, this new variety reaches 36 to 40 in. high in bloom and spreads 12 to 18 in. wide. The blooms cluster tightly in spring and fall (and often through summer, in cool climates). ParkSeed.com

Vine divine

Garden Splendor's *Clematis* 'Crystal Fountain' begins flowering in late spring or early summer and continues into summer. Another strong burst occurs in late summer and autumn. With its multitude of double flowers and heights of up to 6 ft., it can be trained on archways, pergolas, arbors, trellises or even fences. Garden-Splendor.com



Compact shrub

New from **Proven Winners**, Soft Serve is a compact, conical false cypress with soft fern-like branches. The leaves are bright green on top and flecked with silver-blue on the underside. Use in shrub borders, hedges, specimen, perennial borders and containers. Soft Serve requires no to low pruning, and prefers moist, loamy, well-drained, lime-free soils. PWCertified.com

Formal foliage

'Tuxedo' from **Anthony Tesselaar Plants** is the first-ever black-foliaged ceanothus, or native California lilac. It made its U.S. debut in California in 2009, and is now available nationwide. Powder-blue flowers provide contrast against glossy, deep purple-black foliage in a fall-blooming shrub that grows to 8 ft. high by 6 ft. wide. Tuxedo is also drought-tolerant, and able to thrive on windy slopes and in coastal conditions. Tesselaar.com



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ACUTABOVE

GREEN INDUSTRY MAINTENANCE LEADERS » BY DAN JACOBS

Not many 40-year-old company founders can say they've led their companies for 25 years. **Ray Bradley** founded what would become Raymow Enterprises when he was 15 years old. Every time his friends would come over and ask to see Ray, his Mom would tell them Ray was mowing. From that came the name "RAY-MOW." The company now includes Southern Landscaping Materials and Ray Bradley Real Estate. *Landscape Management* contacted Bradley about the changes, challenges and opportunities his operation faces as it heads into its 26th year of business.



Starting business as a teenager, Ray Bradley has never worked for someone else.

INSIDE INFO

Company: Raymow Enterprises

Headquarters: Tampa, FL

Employees: 275 full-time

2009 revenue: \$12.5 million

LM Top 150 Ranking: No. 99

Key to being a maintenance leader: From our vantage point, the key to being a leader in this industry is pretty simple: Do what you say you are going to do when you say you are going to do it. My grandfather preached this to my dad, who in turn preached it to me. It seems cliché, but it has distinguished Raymow from our competitors on many occasions. We are in the relationship business as much as we are in the landscape maintenance business, so by living this motto our integrity is illustrated and our reputation — perhaps our most important asset — is protected.

» **Devaluing service.** With so many inexperienced competitors entering the market, the price — and, therefore, the value of grounds maintenance/landscape services — is being driven down. More often, we are seeing customers choose a contractor based foremost on price opposed to any other factor, such as experience/longevity in the marketplace, reputation, etc. This drives down the quality of service, because oftentimes, those submitting extremely low pricing cannot provide the level of quality service that we professionals in the industry have grown to expect and endeavor toward.

TOP OPPORTUNITIES

» **Recruiting.** The high unemployment rate has exposed a pool of highly skilled and educated Green Industry talent. This influx has afforded us the luxury of maintaining our high standards. We are able to spend time getting to know prospective employees during the interview process, to better determine whether they have the skills we're searching for — and whether their personality traits are well suited for our culture.

» **Eco-friendly services.** By demonstrating long-term monetary savings opportunities that can be achieved by performing environmentally conscious landscaping tasks for customers, we are able to create universally beneficial situations.

» **Culture.** The resilience of my staff and the preservation of our culture during the economic turbulence of the last couple of years have been a source of motivation and encouragement. I'm amazed by the accomplishments of a team whose perseverance and determination refuse to allow 'losing' to be an option.

TOP TRENDS

» **Water conservation.** In Florida, the business of conserving this most precious natural resource is big business. With an estimated 1 billion gallons of water being used outdoors every day in our state, Green Industry practices are vital to the conservation movement.

» **Overregulation.** Fertilizer regulation is not based on comprehensive and accurate research. The hasty decision to continue to pull products such as nitrogen-based fertilizers off of the shelf is both expensive and irresponsible.

» **Turf elimination.** In landscaping terms, turf is the least expensive material to install, but perhaps the most expensive material to maintain. We have noticed a trend wherein homeowners, homeowner associations and developers are choosing to install more landscape plant material in lieu of turf, which is a plus on many fronts. From the price of installation through to the maintenance and guarantee of the plant material, this option has proven to be mutually beneficial for Raymow as well as for our clients.

TOP OBSTACLES

» **Federal regulation.** From healthcare reform to tax legislation, the current administration continues to make decisions that adversely affect small businesses.

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The Horticulture and Crop Science Department, Cal Poly State University, San Luis Obispo, CA. Full-time teaching academic year, tenure-track position starting January 3, 2011. This position is responsible for teaching courses in landscape installation and maintenance, construction, contracting, plant materials and other horticulture classes. Duties include but are not limited to supervising undergraduate research (senior projects) and graduate research (Master's level) in areas of importance to California's landscape industry such as research in water-wise design, installation and maintenance, public uses of landscaped areas, and restoration; updating and refining Cal Poly's landscape program; and establishing a strong leadership role in California's landscape industry. The successful candidate will have the opportunity to further develop the curriculum in landscape horticulture as well as other horticulture areas and is expected to participate in scholarly activities (research, consulting, writing) as part of his/her professional development.

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Role reversal & the Age of Necessity

It's the circle of life. As our children grow into adults and we grow into grandparents, we hope our children remember at least some of the things we did for them and lend us a hand during our times of need.

The world's economy is no different. Welcome to seniorhood, America.

"Nine out of 10 people under the age of 15 live in developing countries," says Richard Tozer, a University of Texas graduate-level professor and business management consultant.

Speaking recently to members of the United Producers, Formulators & Distributors Association (UPF&DA), Tozer maintains business owners can expect OK economic times ahead, along with continued access to healthy talent pools.

"There will be slow overall economic growth, thanks primarily to emerging nations — but the U.S. will continue to battle high unemployment and underemployment," Tozer forecasts.

Tozer notes 16% of Americans are unemployed or underemployed, and predicts that daunting rate won't improve much in the next decade because:

- ▶ Ever-improving technology will drive automation further;
- ▶ America's aging Baby Boomers are entering their saving, not spending, years; and
- ▶ Business globalization will keep expanding our world of competitors.

"We need to pinpoint what we do best that makes the most money, focus on that and cut back

on everything else," Tozer says. "It's the age of necessity, not luxury."

And so begs the question: In this Age of Necessity, how can you better convince customers and prospects your landscape company's services are "must haves"?

Here are a few perception game-changers — tips to help move your services from the "Luxury" to the "Necessity" column of consumers' ledgers:

- ▶ Remind every customer and prospect — in all bids, during all property visits, on all invoices, and in all e-newsletters, direct mailings and print advertising — an appealing lawn and landscape can increase a property's value 15%, according to the Professional Landcare Network (PLANET).
- ▶ Property owners investing in lawn and landscape services typically recoup 100% to 200% of their investments, according to information on PLANET's website, www.landcarenetwork.org. In comparison, according to *Money* magazine, kitchen remodels provide investment recovery rates of 75% to 125%, and bathrooms 20% to 120%.
- ▶ Realtors estimate 95% of people looking to buy homes won't even get out of their cars if the for-sale properties lack curb appeal.
- ▶ Homeowners' and businesses' investments in tree installations can reduce nearby noise 50% percent and site temperatures as much as 9 degrees Fahrenheit, according to the U.S. Environmental Protection Agency and American Forests, a nonprofit conservation organization.
- ▶ Professional landscaping can reduce air conditioning costs up to 50% by shading the windows and walls of a home or business, according to the American Nursery & Landscaping Association's (ANLA's) website, www.anla.org.
- ▶ Ninety-nine out of 100 appraisers agree attractive landscaping increases the speed of home sales, according to a survey conducted by the Society of Real Estate Appraisers.

How's that for the customer's bottom line? Now, the key is to spread this good news with customers and prospects every chance you get.

In this **Age of Necessity**, how can you better convince customers and prospects your landscape company's services are **'must haves'**?