

## Bobcat

As a new M-Series model in the 6-ton weight class, the E60 features a completely new design that increases the comfort of the operator and the durability of the machine, while decreasing the frequency needed for some preventive maintenance tasks. Everything about the new excavator has been created to help keep operators working longer, including a spacious cab and a top-of-the-line seat to keep operators comfortable, and polymer shims to decrease wear on the lateral pins. The operator can adjust the seat nine ways, including moving or angling the armrests, joysticks and lumbar support. A number of attachments are available to make the machine suitable for several tasks. [Bobcat.com/excavators](http://Bobcat.com/excavators)

## Cub Cadet Yanmar



Built on a large chassis to accommodate a wide array of attachments, including a front loader with a universal quick-attach bucket, backhoe and three-point implements, the new Ex450 compact tractor can be used for everything from cutting grass to backhoe trenching and excavation. The unit is powered by a four-cylinder, liquid-cooled, 45-hp direct-injection Yanmar diesel engine. Other features include the Synchro Shuttle, a 9x9 transmission and fully hydraulic power steering. [CubCadetYanmar.com](http://CubCadetYanmar.com)

## Ditch Witch

The new 30hp XT855 is a compact, multi-function machine that features an excavator with a 260-degree swing, plus a tool carrier that can drive as many as 70 compact utility attachments. It offers a lift capacity of up to 1,080 lb. when equipped with optional extension legs. The excavator end features a 260-degree operating radius, enabling the machine to offset dig. The operator can dig against a footing, wall or fence, and dig trenches without having to move the machine. Zero-radius turning and 50-in. width help the XT855 maneuver in tight spots. [DitchWitch.com](http://DitchWitch.com)

# Z-SPRAY VS. the COMPETITION

	Z-SPRAY	Competitor A	Competitor B
True Zero Turn Maneuverability	✓		
By-Pass Agitation	✓		
All Stainless Steel Chassis	✓		
220 LB Hopper Capacity	✓		
Optional Auxiliary Tank	✓		
50' Hose Reel for Spot Spraying	✓		
G.P.S. Speedometer	✓		
8 m.p.h Transport Speed	✓		
3 Section Independent Boom	✓		
Hydraulic Drive Hopper	✓		
3' to 25' Variable Spread Width	✓		
4.0 GPM Pump	✓		
Standard 18 Gallon Spray Capacity	✓		
Up to 1 Gallon per 1000 capacity	✓		
Air Injection Low Drift Nozzles	✓		
16" Front Tires	✓		
20" Rear Tires	✓		
16 HP Electric Start Engine	✓		
Locking Caster System	✓		
5 Gallon Gas Tank	✓		
Z-Max & Intermediate	✓		
50 on Z-Max	✓		
not applicable		not applicable	not applicable












**L.T. Rich Products**  
 Call us at: (877) 482-2040  
 or visit us at: [www.zspray.com](http://www.zspray.com)


**Why choose anything else?**


*Preserve natural water drainage through a classic segmental permeable clay pavement system.*






**StormPAVE**





**RainPAVE**



**Pine Hall Brick**  
 earth friendly, naturally green  
[www.americaspremierpaver.com](http://www.americaspremierpaver.com) 800.334.8689



With his first job at All American Turf Beauty (AATB), the company his father started in 1976, **Kevin Johnson** earned \$48 delivering brochures in the Des Moines, IA, area. Johnson began his adult career at AATB in 1986 after graduating from Iowa State University with a degree in agricultural business. "Farming didn't appear attractive to me in the early 1980s — a time when farming was in crisis," he says. "I wanted to work outdoors and meet people. The family business allowed me to do that."

**Briefly describe your role with AATB today.** As president of our company, I'm heavily involved in strategic planning, budgeting, sales and marketing, employee training, and making sure we are getting the best pricing on a variety of employee benefits. As a management team, we get together one or two days each week to discuss current situations, problems and opportunities we need to take advantage of quickly.

**Describe your market — the regions and types of properties you serve.** Our service area comprises most of Iowa. Our average size lawn is about 7,000 sq. ft., with larger lawns in small towns, and smaller lawns in the core of our metropolitan areas. Ninety percent of our lawns are a mixture of cool-season grasses — mainly bluegrass, ryegrass and fine fescues. The other 10% are transitional warm-season that are more likely to grow in the southern parts of the state.

We're in a very competitive atmosphere with more than 700 registered companies licensed to do business in the state of Iowa. Mom-and-pop operations are predominant in small-town Iowa.

**What percentage of your company's revenue remains lawn care?** Lawn care and other related services — aeration, seeding and grub control — still comprise approximately 60% of our revenue.

**From a business standpoint, what is your impression of the 2010 spring lawn care season in your market compared to 2009?** 2010 has started strong. We've seen increased interest in lawn care compared to the previous two years. We feel good about achieving a 5% increase in the total square feet of area we treat in 2010

vs. 2009. This is the first time in several years we feel like we had a "normal" spring in terms of number of leads and sign-ups.

**Which of the services that your company offers have held up best during the recession?** When the economy is poor, we notice that people might reduce their spending on bigger-ticket items — irrigation systems, landscape lighting, Christmas lighting — but they still want to invest in having nice lawns.

**Most frustrating?** I am frustrated by being labeled as a "polluter of the environment" by so-called environmentalists who fail to understand and appreciate our contributions to providing healthy turf and safe areas for our children to play on. Most people don't

## AT A GLANCE

**COMPANY:** All American Turf Beauty

**FOUNDED:** 1976

**TITLE:** President

**LOCATIONS:** Headquartered in Van Meter, IA; branch offices in Ames, Waterloo and Cedar Rapids, IA

**SERVICE AREA:** Most of Iowa

**EMPLOYEES:** 45 full-time

**INDUSTRY INVOLVEMENT:** Board member of the Iowa Professional Lawn Care Association; past president of the Iowa Sports Turf Manager's Association.

**2010 BUSINESS OUTLOOK:** "Bright. Expecting 5% growth in lawn care."

**WEBSITE:** [www.allamericanturf.com](http://www.allamericanturf.com)

realize the changes we have gone through in the past 30 years. Better products, better agronomic knowledge — all of which allow us to provide better results with less pesticides being used.

It's a win-win that doesn't get any press play. I don't compromise my health, my employees' health, my children's health or my pet's health just to make a buck, as I've heard some "environmentalists" claim.

**I DON'T COMPROMISE MY HEALTH, MY EMPLOYEES' HEALTH, MY CHILDREN'S HEALTH ... JUST TO MAKE A BUCK."**



## If only everything worked as fast as Dismiss.<sup>®</sup>

Satisfy your need for speed with Dismiss herbicides, the fastest visible control of sedges available.

With all the things you have to do, you don't have time to wait around for your sedge control to start working. That's why FMC Professional Solutions formulated Dismiss turf herbicide for faster, visible control against yellow nutsedge and green kyllinga than any other product. And for most warm season grasses,\* FMC created Dismiss South herbicide to deliver all the sedge control of original Dismiss plus enhanced efficacy against purple nutsedge.

Dismiss and Dismiss South start working immediately, producing noticeable signs of control in just 24 to 48 hours. University research trials have demonstrated greater than 90% control within a week, even before other products begin to work. What's more, Dismiss and Dismiss South also prevent sedge tubers from germinating, helping you avoid future outbreaks and reducing the need for re-treat applications. Once you've experienced the fast-acting, long-lasting control of Dismiss and Dismiss South, you'll wish everything on the job kept you working at top speeds. For more information on Dismiss and Dismiss South, visit [www.fmcprosolutions.com](http://www.fmcprosolutions.com) or contact your local FMC Sales Representative or FMC Distributor.

**FMC**

FMC Professional Solutions

1-800-321-1FMC • [fmcprosolutions.com](http://fmcprosolutions.com)

  
**Dismiss**<sup>®</sup>  
TURF HERBICIDE

  
**Dismiss**<sup>®</sup>  
**South**  
HERBICIDE

\*Not for use on St. Augustinegrass. Always read and follow label directions. FMC and Dismiss are trademarks of FMC Corporation.  
©2010 FMC Corporation. All rights reserved.

# WEEDWATCH

STANDING SENTINEL TO PROTECT PLANT HEALTH



## CANADA THISTLE

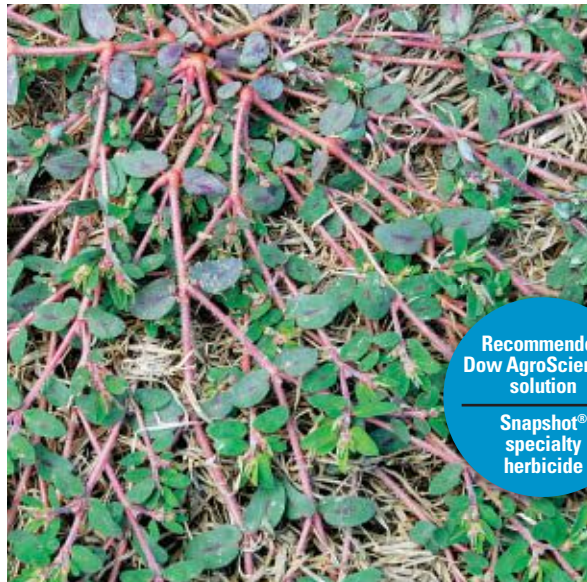
*Cirsium arvense*

### IDENTIFICATION TIPS

- ▶ This creeping perennial's extensive rhizome system can extend up to 3 ft. It features smooth, oblong, irregularly lobed leaves with spiny margins.
- ▶ Pink or purple flowers bloom in late June through September, growing in 3/4-in.-diameter clusters.
- ▶ Unlike musk and bull thistles, the stems and flowers do not have spines or prickles.
- ▶ It colonizes in tall clusters (1 to 3 ft. in height), particularly in open areas.

### CONTROL TIPS

- ▶ After the first flower buds are formed and before the first flowers open, apply foliar herbicides, which move down through the plant and injure the root system. Repeat applications on regrowth may be needed.
- ▶ Removing shoots can stimulate growth on underground buds, which can generate new shoots a year or more after top-growth has been destroyed. Hand-pulling or mowing just spreads the growth of this problematic plant.



## SPURGE

*Euphorbia maculata*

### IDENTIFICATION TIPS

- ▶ Red- or purple-tinged stems host opposite leaves, and emit milky juice when broken.
- ▶ Oblong leaves are smooth or sparsely hairy, from reddish-green to dark green in color — often with a maroon or purple spot in the center.
- ▶ The prostrate structure forms mats by branching from the base.
- ▶ This warm-season annual is found in disturbed soil, such as in gardens and flower beds, along

sidewalks, and in open turf areas.

### CONTROL TIPS

- ▶ Apply a broadleaf, pre-emergence herbicide in late spring. If you have germinated spurge, apply a post-emergent herbicide when the plants are small.
- ▶ Mulching of beds, adequate soil moisture and good fertility help control this species. Hand-pulling plants when they're small will minimize the seed deposits.

For more information regarding these and other turf weeds — and related control technologies and tips — please visit [www.DowProvesIt.com](http://www.DowProvesIt.com) or call 800/255-3726.

BROUGHT TO YOU BY



**Dimension**<sup>®</sup>  
Specialty Herbicide

**Gallery**<sup>®</sup>  
Specialty Herbicide

**Snapshot**<sup>®</sup>  
Specialty Herbicide

 **Dow AgroSciences**



## It takes courage to admit there's a problem.

Meet Frank. He's got what you'd call a "problem" with hand-weeding. Fortunately, there's Dimension<sup>®</sup>, Gallery<sup>®</sup> and Snapshot<sup>®</sup> specialty herbicides from Dow AgroSciences. They give Frank the kind of group therapy he really needs by delivering serious control of the toughest weeds in lawn and landscape settings. So go ahead and skip the awkward meetings. Come learn more about the portfolio of products proven to help kick the hand-weeding habit at [DowProvesIt.com](http://DowProvesIt.com).

[www.DowProvesIt.com](http://www.DowProvesIt.com) 800-255-3726

\*Trademark of Dow AgroSciences LLC. State restrictions on the sale and use of Dimension specialty herbicide products and Snapshot apply. Consult the label before purchase or use for full details. Always read and follow label directions. \*The swinging golfer logo is a registered trademark of PGA TOUR, Inc. ©2010 Dow AgroSciences LLC T38-000-018 (2/10) BR 010-60665 DATOTURF9072



**P R O V E N   S O L U T I O N S**



## BEST PRACTICES

BRUCE WILSON

The author is a partner with the Wilson-Oyler Group. He can be reached at [bwilson@questex.com](mailto:bwilson@questex.com).

# Use overtime only to your advantage

If you haven't already experienced excessive overtime, you are one of the lucky ones. Overtime is not all bad and can be a useful tool if used in a planned, controlled and well-thought-out way. What starts to hurt companies is when overtime is not planned and slowly gets out of control.

You must realize that overtime to an employee can become a reward for being inefficient or working slowly. Employees, for the most part, love overtime — and it can be addictive. Many employees will work as many hours as you are willing to give them. Some have a great work ethic and want to make more money; others just ride along on the gravy train.

### Benefits do exist

Overtime can help with varying demand situations:

- ▶ In the right instances, it is less expensive to work some overtime than to add and train a new, inexperienced employee. Once a new employee is hired, the tendency is to carry him or her even when the work demand does not justify it.
- ▶ Late in the season, when you lose employees through normal attrition, it is usually better to work shorthanded than to hire new, only to be faced with another person to layoff weeks later.
- ▶ Sometimes the spring season starts prematurely, and you bring on employees too soon. It might be better to work with smaller staffs and build overtime, rather than bringing on too many employees.

Another good use of overtime is to give it to deserving employees to keep up with urgent enhancements that must be done on the weekend to keep customers happy. It's better to give good employees occasional overtime rather than to add to an enhancement crew's size when the larger crew will not be needed when work load returns to a more normal level.

Overtime can also make sense as a way to leverage experienced employees, rather than hiring untrained employees. This is a slippery slope, however, because existing employees must produce

at a high level. As a long-term strategy, it usually does not make sense. This is a short-term solution that requires intense management to pay off.

Some companies pay crew leaders up to 30 minutes per day for loading and unloading at overtime, sending the crew home after 8 hours. This gives the crew leader a little more take-home pay in the busier season and can be cut back in the slower times.

### Preventing abuse

Once employees get used to overtime, many managers are afraid of taking it away for fear the employees will become unhappy. They do not manage it with a tight fist, and it slowly gets the best of them. This starts a chain reaction of bad decisions.

To prevent that, you must do two things:

**1. Adhere to a managerial approval process for granting overtime.** Do not allow crew leaders to call for approval at the last minute so they can finish a job. They should call in enough in advance for a manager to make a decision whether to re-prioritize the work or add to the crew to eliminate the need to do the overtime.

As an owner or senior manager, you must watch — track with each payroll — overtime hours and look for changes over what is normal planned overtime. Any changes require immediate investigation and corrective action.

Middle managers must have good justification to senior managers for any spikes in overtime. If they have not used good judgment, you should take away their right to approve overtime.

**2. Do not reward inefficiency or slow work effort with overtime.** If a crew, through its own lack of effort or thinking, ends up behind, do not give them overtime to catch up. Give the catch-up work to hard-working, efficient crews.

You control overtime. You must aggressively monitor and manage it through good processes and management, or you will become a victim. Once employees get used to overtime, it is like an addictive substance. It causes pain to break the habit.

# Legislative Day On The Hill

July 18 – July 20

# 2010



# REGISTER ONLINE

## Register Today!

[LandcareNetwork.org/  
cms/ldrr](http://LandcareNetwork.org/cms/ldrr)



## Renewal & Remembrance

July 19, 2010

Arlington National  
Cemetery



## Build Awareness

Plan now to join other green industry professionals to increase your knowledge about legislative issues that affect your rights and privileges and to participate directly in the political process.

## HONOR AMERICA'S VETERANS

Reaffirm your pride and patriotism as you join other PLANET member volunteers in dedicating manpower and equipment to enhance the beauty of Arlington National Cemetery.

### THANK YOU TO OUR 2010 SPONSORS

#### PLATINUM SPONSORS:



#### GOLD SPONSORS:



#### SILVER SPONSORS:



#### MEDIA SPONSOR:



#### HAT SPONSOR:



Registration Deadline:  
July 2, 2010



# PROJECT PORTFOLIO

A SCRAPBOOK OF DESIGN/BUILD OVERHAULS

*Hawaiian punch*

## THE MISSION

Create paradise in, well, Paradise.

Forest Lake, MN-based Bever Landscaping so impressed a local client with its design projects for him on the mainland that he decided to bring the crew over to landscape his property on the Island of Oahu, HI.

Controller Chris Hahn recalls that Bever landed the customer back in 2006, when they did landscaping for his Minnesota residence as well as some rental properties he owned. In 2008, he asked whether they could perform their magic on an estate he was building on the North Shore.

“He flew in crew members up to five times to complete the project,” Hahn says. “We also used a couple local landscapers to maximize our time there.”

The project was a designer’s dream: 270-degree views of the world’s best surf and sunsets, and miles of picturesque coast and beaches. The centerpiece is a pool landscape featuring hand-tooled Chinese quartzite and lava rock walls with travertine caps. Plants were selected not just for color and beauty, but for their tolerance to wind and salt. They create “waves” of foliage cover and tropical flowers, and serve to buffer the wind and inward views.

The project did have a few unusual situations to resolve in the process of construction. Most dealt with an imposed deadline of having the home exterior and landscape completed within a year, with all work in progress at the same time in a small workspace, and with a limited staging area. To accomplish the project efficiently, frequent organizational meetings were needed, and the landscape crew needed to act as support crews to accomplish various tasks on a day-to-day basis, such as installing conduits, gas lines, plumbing, septic, poured concrete and a variety of other trades.







## THE WORK

**1 | Location, location, location.** A view looking toward the end of the peninsula from an upper lanai shows off the pool landscape, shelter and masonry work. The barrier plantings along the sea wall include waves of spiny tradescantia, lemon bromeliad and crinum plants, as well as variegated hau.

**2 | Between a rock and a ...** This “before” view shows the roughed-in pool and home under construction as the landscaping plans were being developed, about a month before installation commenced. The rough-in pour, interior finish of the pool and the connection of equipment were done by outside contractors. Otherwise, the design consultation, pool coping, decking and utility hookups were done under Bever crews.

**3 | A font of inspiration.** The view looking toward the big surf over the infinite edge pool played a big factor in the overall design. Boulders at the end of the pool replicate the boulder formation in the ocean.

**4 | Let there be light.** The pool landscape as seen just after dawn, with the landscape lighting adding ambiance as it compliments the illuminated horizon.

**5 | Privacy, please.** The paver driveway and lava rock fence separate the estate’s properties, with a built-in planter to screen the adjacent house. Arkansas stone columns break up the expanse of walls and are illuminated with light fixtures.

**6 | A welcome sight.** The front entryway corridor features a hibiscus pattern in cut travertine, plus a mix of quartzite and concrete pavers against the lava rock planter walls.

**7 | Rock on.** The adjacent property’s entryway design and threshold into the house is done in quartzite, blending the different types of stone together.

*Now in its 41<sup>st</sup> year, Forest Lake, MN-based Bever Landscaping is a second-generation, family-owned company. Services include landscape design, architecture and imaging, hardscapes, masonry, irrigation, fencing, waterscapes, interiorscapes and lighting. Learn more at [BeverLandscaping.com](http://BeverLandscaping.com). This particular installation garnered a recent Environmental Improvement Merit Award from the Professional Landcare Network (PLANET).*

PHOTOS COURTESY: BEVER LANDSCAPING

# PROBLEMSOLVER

LANDSCAPE TROUBLESHOOTING TIPS » BY H. BRUCE HELLERICK

## PROBLEM

Keeping a property safe is always a concern. In this particular situation, an individual was walking on the sidewalk, saw a pretty flower along the wood line (left side) did not see the grade change and slipped and fell on the wet turf and fallen leaves. Thankfully, the individual was more embarrassed than angry. This situation could have turned bad with the “wrong individual” or if they had been injured. What could be done to correct this situation in the future?



## SOLUTION

There are several options to reduce the chance of an accident like this happening again in the future. The first would be to post “No Trespassing” signs on the site. This may not sound neighborly but it does help protect you legally. Another option is to install fencing between the walk and tree line to prevent trespassing on the site. Depending upon the style of fence selected the fencing could be very expensive and could also add to the cost of maintenance in the future. In this case, it was decided to install “No Trespassing” signs and add soil on the wood line side to match the grade of the sidewalk. Adding the soil helped solve the grade change issue and still simplified maintenance. It is a landscape manager’s responsibility to recognize potential safety hazards on their customers’ sites and then take action or make clients aware of these problems before an injury occurs.



Every day you see horticultural problems. Sometimes the solution is obvious, but others are much more difficult to solve. Brickman Group Senior Horticulture Specialist H. Bruce Hellerick tackles these issues in Problem Solver. He can be reached at [bhellerick@questex.com](mailto:bhellerick@questex.com).