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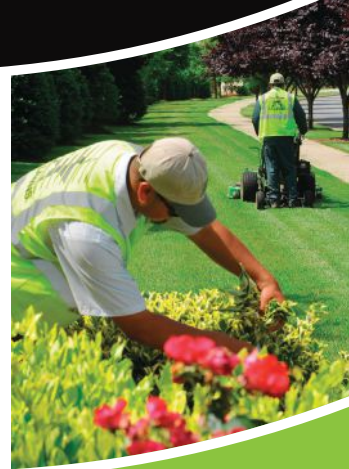
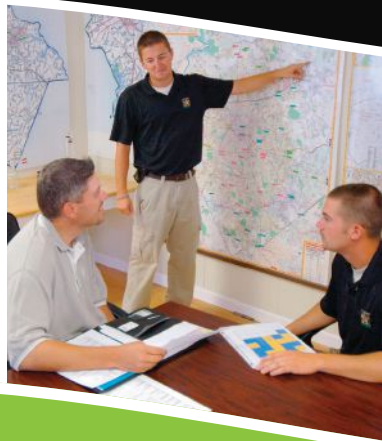
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A little end of the year introspection

Every year, as the last days of December begin to fade, I usually take a few moments to reflect on the year. It's been quite a year. I was promoted to Editor-in-Chief of this fine magazine. We're celebrating our 50th year of publishing the magazine and things are really looking up for 2012.

But it's not all been good news.

If you're a longtime reader of my column (thank you), you know I've written about my ongoing struggle to lose weight. A couple years back, I thought if I publically espoused my intentions with promises of updates on my progress it would shame me into success. It didn't work.

But if you've seen me recently, you might notice I'm a few pounds lighter.

I'm happy to report, since the end of February I've lost nearly 40 pounds. The question I get most often is, "How did you do it?" It's simple, really; I decided to eat less, eat more healthily and exercise regularly. No fad diets. Just a commitment to make the effort and stick with it.

Over the years, I've started exercise programs and diets; I've made promises to myself. But my countless attempts at losing weight were much like my father's at quitting smoking. As the old joke goes, quitting is easy; he did it dozens of times. It

My attempts at losing weight were much like my father's at quitting smoking. **As the old joke goes, quitting is easy; he did it dozens of times.**

wasn't until he was truly finally ready to quit smoking forever that he actually did so.

My catalyst came earlier this year (that February timeframe). I had been to the doctor and was waiting for some test results. They came while I was on the road at a show out West. My cell phone rang at about 6 a.m. "Mr. Jacobs," the doctor began, "you're a diabetic."

Talk about a wake-up call.

With the loving support of my wife (and my employer), I embarked on a new path. We started eating whole grains and more fruits and vegetables and stopped eating refined sugars. And we're now regulars at the gym.

I'm blessed. I don't currently need to treat this disease with medicine. My blood sugar levels have steadily declined thanks to my lifestyle changes. During my most recent appointment, the doctor told me I was still in the "risk" stage, but that's a lot better than where I was earlier in the year. I hope by my next appointment, in about three months, my numbers are even better.

I'm lucky. I got the diagnosis early and easier to do something about it.

Over the years, we've written many times about the importance of putting yourself and your family before the business. I'm lucky enough to work for a company that allows me to do that. Over the past several months I've had numerous doctors' appointments with nary a word from my superiors about my needing to leave early or come in a little late.

Of course, the job of putting out the magazine still had to get done each month. But I certainly didn't mind working at home on occasion (after finishing my workout at the gym) to make sure things ran smoothly.

I pledge that I will do my best in 2012 to get myself and this magazine in the best shape of our lives — and to stay that way. And whatever resolutions you make for the coming year, I wish you success. Have a happy and healthy new year.


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REASON #1: *Beautiful Cut*

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NEWS+VIEWS

GREEN INDUSTRY EVENTS, TRENDS AND TIPS

Turfco unveils its T3000i series of spreader-sprayer riding units

BY MARTY WHITFORD EDITORIAL DIRECTOR

Four years ago, Minneapolis-based Turfco Manufacturing introduced its popular T3000 spreader-sprayer riding applicators at GIE+EXPO. Refusing to rest on its laurels, the company spent the past two years listening closely to users of the patent-pending technology and incorporating key enhancements requested by leading lawn care operators (LCOs).

The latest series of enhancements to the Turfco spreader-sprayer applicators include, among others:

- › All new, hands-free speed control for unprecedented productivity and control;
- › A new pump system featuring extended life, minimal maintenance and easier servicing; and
- › A trim speed lock to trim properties at a consistent 3.5 miles per hour.

“LCOs across the country were co-engineers of our next-generation spreader-sprayer system, the T3000i series, launched at GIE+Expo this past

October,” says Scott Kinhead, Turfco’s executive vice president. “The T3000i is engineered to double productivity. Take a ride on a T3000i and you’ll quickly realize a level of profitability, comfort and safety never before seen in a spreader-sprayer.”

Key features

- › An ergonomically friendly steering wheel to circumvent operator fatigue while improving application accuracy;
- › A pivoting front axle and floating operator platform to minimize strain and shock on the operator;
- › Cruise control so the user can easily operate the machine’s multitude of spraying and spreading options while driving;
- › Unparalleled control and stability, even on slopes and uneven ground, thanks to two smartly positioned 8-gallon saddle tanks and a hydrostatic transaxle braking system;
- › A 120-pound spreader hopper and 120-pound carrier tray;



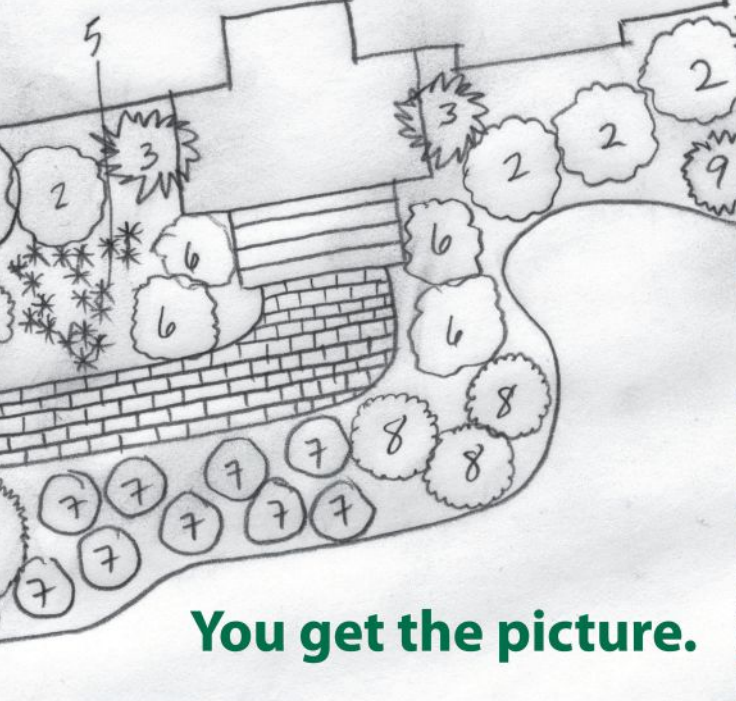
- › The ability to fit through a 36-in. gate for residences and then go next door to complete a 64,000-square-foot commercial application — up to 120,000 sq. ft. with an auxiliary tank;
- › A high-pressure/high-velocity spray system — adjustable to 4-foot, 6-foot and 9-foot widths — for larger droplets, better coverage, less drift and fewer callbacks;
- › Separate spreader and sprayer systems but matching effective widths at 6 feet and 9 feet;
- › An easily adjustable pressure dial that allows LCOs to quickly change spray widths from 6 feet to 9 feet;
- › A 4-foot trim spray and 15-foot wand for easy trimming and spot treatments on the fly;
- › Mechanical control of the applicator’s two-speed spinner: Just flick a switch to toggle to/from 12-foot and 8-foot applications;
- › The ability to quickly adjust rates for trimming widths to eliminate over-application and fertilizer waste;
- › A wrap-around deflector that helps avoid prills and reduces cleanup and material waste; and
- › Last but not least, Turfco’s T3000i is easy to use, making it ideal for operations with multiple crew members.

For more information on the T3000i sprayer-spreeder, please call 800/679-8201 or visit www.turfcodirect.com.

TURFCO’S TURNAER XT5

Minneapolis-based Turfco Manufacturing has developed a new steerable, reversible aerator, the TurnAer XT5. Designed to help lawn care operators (LCOs) keep their tines down and profits up, the TurnAer XT5 leverages Turfco’s patented steerable aerator technology along with a new hydrostatic drive system. The TurnAer XT5 features EasyChange tines and improved durability thanks to its low profile and unibody steel frame. The TurnAer XT5 uses drive chains that are covered and located outside the frame. The TurnAer XT5 is field tested to be up to 50% more productive than traditional aerators.

With Turfco’s new TurnAer XT5, LCOs now can turn and reverse while they aerate, increasing productivity while reducing operator fatigue. Visit www.turfcodirect.com/makingiteasy and register to win a TurnAer XT5 in March 2012 or one of five Apple iPod touches being given away through February 2012.



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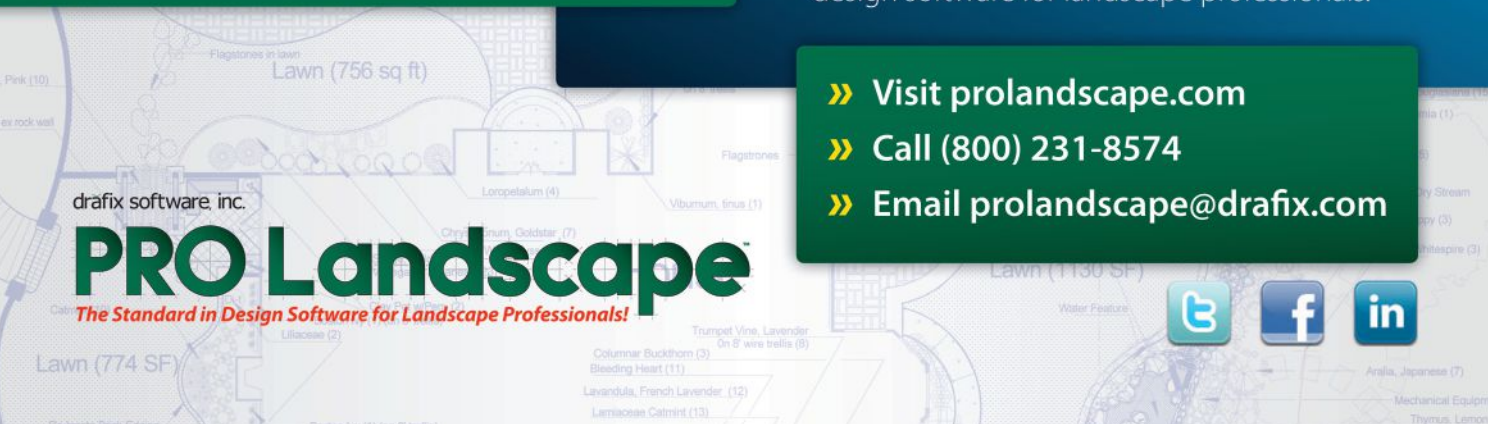
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PROGRESS



Hardly slowing down

When *Landscape Management* featured an article about landscape design 15 years ago at this time, customers valued green space, texture and natural colors. And decks and swimming pools were the amenities of choice.

Some of those preferences have changed today, and some haven't. But there's no doubt hardscaping materials, equipment, trends and techniques have taken giant leaps over the years.

A lot has improved in hardscaping since his early days in the industry, says Dickson DeMarche, FASLA, director of design for Connecticut-based LaurelRock.

DeMarche, who has worked in the field since 1964, says concrete pavers, for one, have made major strides.

"Back in the old days, when I first started practicing, concrete pavers were just beginning to come into play," he says. "When they first came out, they were not very great."

But over the years, concrete pavers became available in many more patterns, styles and colors. The material is much denser and more resistant now as well, DeMarche says. "One of the most important things is, they've improved their durability. Early on, the color would lighten up and you'd see a lot more sand and gravel exposed."

As more manufacturers gradually entered the market, pressure mounted to make each paver better than the last.

In fact, manufacturers changed the industry, says Ed Castro, president of Ed Castro Landscape. Because of manufacturers, today's flooring systems are more modular and concrete pavers make nicer patterns, Castro says.

According to DeMarche, among the most recent improvements in pav-

The design/build sector has advanced, along with the materials and technology that have shaped it.

ers is that sealants now come built in. "In the past," he says, "if you wanted the resistance you had to spray [the material] with a sealant after it had been laid down, and it was an additional cost."

Hardscaping materials resemble natural brick more these days as well. Faux brick looks a little more distressed, a little older, and it's more difficult for an untrained eye to distinguish it from real brick, DeMarche says.

Customers are different today

Just as materials have changed over the years, so have customers' preferences. Water features are nothing new, DeMarche says, but within the last 10 years they have become more popular.

Whereas swimming pools were the "end all, be all" in the 1960s and 1970s, he says, today's residential clients prefer fountains and waterfalls.

Residential customers have always enjoyed pools and gardens, says Castro, whose company will celebrate its 20th anniversary in 2012. What's new today is customers' desire for exterior kitchens and other add-ons that connect them to the outdoors, he says.

When it comes to connecting to the outdoors, sunrooms and screened porches once ruled. Now they've been replaced by outdoor "rooms" featuring cooking areas, fireplaces, water features, stainless steel products, bars and automated lighting that allow residents to lounge as comfortably as though they were inside.

"The interior and exterior should flow and connect," Castro says. That seamlessness is indicative of how hardscaping design has advanced, Castro says.

Technology helping shape the industry

Technology has played a major role in making outdoor rooms possible and in advancing the hardscaping industry as a whole. Computer-controlled devices have led to awnings that stretch themselves; screens that open with the push of a button; and lighting options where "you can highlight this and downplay that," DeMarche says.

Not only has technology created more options for customers, it also has changed the way design/build professionals work. They no longer have to go to the library to research information nor draft designs by hand. It makes for a much faster process, but there's a lot to be said for the old-fashioned way.

"There used to be down time between design phases," DeMarche says, "...and I think design was better because of that. I would have kind of an 'aha!' moment and all of a sudden I'd say, 'Gee, this is what we could do!' Design being a creative process, you can't just call it up on demand."

Landscape architects are still creative, he says, but they were even more so when their ideas had time to gel.

"Things move at a much faster pace today," DeMarche adds. "You need it when? OK, we can do that."



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12 resolutions for 2012

It's human nature to want to wipe the slate clean and start anew every so often — and what better time to do so as one year comes to a close and another begins anew?

Here are my goals for the new year:

- 1. Eat less. Move more.** Four simple words — but ones that are much easier to write than do. A wise man once quipped, “Fitness is the past tense of fatness.” I’m just hoping it can serve as the past *and* future tenses.
- 2. Spend less. Save more.** The cost of food, fuel, utilities, medical care and education will continue to climb — Great Recession or not. The good news is if I’m successful at Resolution 1, it automatically will fortify my efforts regarding Resolution 2 (*sans pizza delivery costs*).
- 3. Talk less. Listen more.** God gave each of us two ears and one mouth for a reason. Growing up with nine siblings, interruptions often seemed my only way to pry into conversations. Now that I’m allegedly “all grown up,” I have to constantly remind myself to take the cotton out of my ears and put it in my mouth.
- 4. Take less. Give more.** I’m not where I could or should be with this one, but I do experience magical moments of getting out of self and getting into others. My oldest brother, Jim, tried to help three people each day and not let anyone know about it. If others discovered his good deeds, they didn’t “count.”
- 5. Worry less. Pray more.** The worrying comes and goes, as does the praying. But the praying is gaining steam while the worrying is stalling. Perhaps they’re inversely related.
- 6. Work less. Play more.** If we work smarter, we can spend less time at work, more time at home, and be more successful on both fronts. No one on his deathbed ever said, “I really wish I had worked more.”
- 7. Grump less. Smile more.** I need to adopt an attitude of gratitude and carry it with me throughout each day. I’m blessed beyond belief. I need to cherish every moment I have with the special people, gifts and grace God showers upon me at home and at work.



- 8. Weep less. Embody more.** Grieving over the loss of loved ones is natural, but we better honor their memories by trying our best to embody the very traits we miss most about them.
- 9. Improvise less. Plan more.** A host of professional to-dos fall under this goal, including improving communication, strategic planning and tactical execution. “Winging it” is not a plan.
- 10. Order less. Coach more.** When it comes to effectively communicating our business vision, experience and expectations, *how* we share these is as important as *what* we share.
- 11. Bark less. Howl more.** Life is all about perspective. As Charlie Chaplin once said: “A day without laughter is a day wasted.”
- 12. Nap less. Live more.** Now’s not the time for napping. See Resolutions 1-11.