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For more information visit BackedByBayer.com/Celsius



 Bayer Environmental Science



Celsius[®]

Murdannia nudiflora (Doveweed) is a summer annual identified by its fleshy, narrow lance-shaped leaves as well as its stems that root at nodes. Doveweed is also identified by short leaf sheaths with short hairs on the upper margins. Doveweed usually germinates later in the growing season than other summer annuals and can be found from Virginia, into Georgia, through Florida and west into Texas.

SUSTAINABLE LAWN CARE

MONSANTO CO.

HEADQUARTERS: St. Louis, MO

TOP BRANDS:

1. Roundup ProMAX
2. QuickPro herbicide
3. Certainty Turf herbicide

BUSINESS ADVICE FOR LCOs THIS YEAR:

From a manufacturer's perspective, we recommend operators choose herbicide products that have shown consistent quality and professional performance, and have the highest quality ingredients. It's also important that after the purchase, operators have support from, and access to, experienced experts in the business.

— Brent Renfrow, marketing manager



NUFARM

HEADQUARTERS: Burr Ridge, IL; Melbourne, Australia

TOP BRANDS:

1. Millennium Ultra 2
2. Escalade 2
3. 4-Speed/4-Speed XT

BUSINESS ADVICE FOR LCOs THIS YEAR:

In this still-recovering economy, LCOs need to be looking for any edge they can get in providing the same or better performance for less investment. Whether it's restructuring routes to cut fuel costs or looking at post-patent chemistry to reduce herbicide costs, no factor is too small to overlook.



— Brian Rund, director, branding & marketing services

PETRO-CANADA LUBRICANTS INC.

HEADQUARTERS: Mississauga, Ontario, Canada

TOP BRANDS:

1. Clear Choice – Lawn Selective Herbicide
2. CIVITAS – Turf/Golf Course Fungicide
3. Pure Spray Green – Horticultural Insecticide and Fungicide



BUSINESS ADVICE FOR LCOs THIS YEAR:

Find a way to differentiate yourself from your competitors. In this industry, many of your competitors utilize the same control products that you use. You either need to differentiate on your service or provide new products or offerings that are going to set you apart from the competition.

— Reinie Drygala, manager, lawn care and agriculture sales



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*patent-pending design

CORONA.
SEASON AFTER SEASON

QUALI-PRO

HEADQUARTERS: Raleigh, NC

TOP BRANDS:

1. Prodiamine 65 WDG
2. Imidacloprid 2F
3. Dithiopyr 40 WSB

BUSINESS ADVICE FOR LCOs THIS YEAR: Do good work for a fair price and never forget the power of word of mouth advertizing within your area of influence from satisfied customers. Make sure you set realistic expectations up front with your customers so you are not setting yourself up to fail.

— Russ Mitchell,
marketing director



SEPRO CORP.

HEADQUARTERS: Carmel, IN

TOP BRANDS:

1. Cutless Granular Landscape Growth Regulator
2. Octane Herbicide
3. Pentathlon Fungicide

BUSINESS ADVICE FOR LCOs THIS YEAR:

Labor is the highest input cost for most landscape/lawn care contracted work. There are products (example: Cutless Granular Landscape Growth Regulator) that will reduce labor costs and provide the opportunity to gain more efficient use of the available labor. The result should be reallocation of existing labor to other jobs, resulting in more profit per man-hour.

— Roger Storey, vice president,
turf and ornamentals



SYNGENTA

HEADQUARTERS: Global- Basel, Switzerland; USA- Greensboro, NC

TOP BRANDS:

1. Barricade
2. Heritage
3. Meridian

BUSINESS ADVICE FOR LCOs THIS YEAR:

My advice to LCOs is to maintain their strategic direction in 2011. It's important as a business to establish a long-term plan and a path to achieving key objectives. It's then very important to be disciplined enough to follow that plan in spite of what challenges come. Maintaining the strategic direction for your organization will allow more long-term goals to be met.

— Dan Steltz,
market manager,
lawn & landscape



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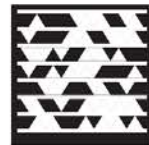


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AT A GLANCE

COMPANY: Turf Doctor Inc. dba Weed Man

FOUNDED: Turf Doctor (1994), Weed Man (2000)

HEADQUARTERS: Fresno, CA

TITLE: Dr. Jeffrey Kollenkark, President

YEARS IN THE INDUSTRY: 19 lawn care / 30 total in Green Industry

SERVICE AREA: Fresno, Kings, Tulare Counties in San Joaquin Valley

INDUSTRY INVOLVEMENT: Member of PLCAA and PLANET since 1981

NUMBER OF LOCATIONS: One

EMPLOYEES: In season, 14 full-time, 20 part-time

SERVICES: Fertilization, weed, insect, disease, aeration, lawns and flowerbeds

REVENUES: This year's goal is \$2.4 million

PERSONAL HIGHLIGHTS/HOBBIES: Travel, golf and exercise (the last not always so fun)

FAMILY: wife, Melissa; five children (ages 12-30), nine grandchildren

Needing an attention getter for his 1994 lawn care company start-up, **Dr. Jeff Kollenkark** bought a couple of box-style ambulances, complete with emergency lights, and plastered his Turf Doctor company logo on their sides. (He's allowed to do it. He's a doctor, right?) But since joining the Weed Man team in 2000, Kollenkark has been using more traditional service vehicles in his San Joaquin Valley, CA, operation.

Jeff, you started on the manufacturer/supplier side soon after earning a Ph.D. at Purdue University, then switched to the service side.

Tell us about that. I really enjoyed working for roughly 14 years as an R&D rep for both Elanco and Ciba-Geigy, and I loved the turf and ornamental industry people. It was a tough decision. I had a great boss, Dr. Doug Houseworth, and a great T&O team, but my family came first. I thought there would be a few job opportunities back there (California), but they quickly disappeared and so I started my own lawn care company, Turf Doctor, in order to stay in a field that I loved and to pay the bills.

We understand that you used unusual service vehicles when you founded Turf Doctor.

I wanted to work around the concept that Turf Doctor could fix sick lawns and keep healthy ones healthy. I picked up two box-style ambulances and logoed them up with the company information. It attracted a lot of attention from people, as they would pull off to the side of the road or make their heart skip a beat as we pulled up in front

of their neighbor's house to treat the lawn. Of course, it really caught people's attention when one of the guys accidentally turned on the strobe lights as he was driving down Shaw Avenue — not such a good idea. It would be killing us now, as they only got 4 miles to the gallon.

In 2000, you joined the Weed Man franchise system. Tell us about that. I was not initially interested as Weed Man was granular and I was liquid. Plus, they were really pushing telemarketing, which I could not see myself doing.

I agreed to meet Roger Mongeon in Scarborough the summer of 2000, but I was really thinking that I might want to franchise my Turf Doctor, and that I could get some ideas.

I was overwhelmed with the effort and support required to support a franchisee, and that convinced me that I had no interest in reinventing the wheel for myself.

The San Joaquin Valley is not your typical lawn care market. Tell us about it. It is a unique market. Even though we don't see snow and we

have 30 to 40 days over 100° Fahrenheit in the summer, we still have roughly 55% of our lawns as tall fescue and the balance common and hybrid Bermudagrass. There is an occasional Kentucky blue/rye or St. Augustine. Crabgrass pressure is severe, and so we go with split applications of pre-emergent starting in January. Crabgrass is usually germinating by mid-February.

We have eight rounds per year, every six weeks, for the basic service programs.

How did the Recession affect your company? How is your 2011 season looking so far?

The latest figures I heard was that Fresno was at 18.2% unemployment, and it might be higher because I suspect a lot of people have given up looking. I have seen our retention rates drop from 84% before the Recession to an average of 74% the last two years. We are striving for 80% this year.

Last year was our first year in 16 years that we did not grow. The Recession did have an impact on this, and our sales execution was lackluster as well last year. This year, we have been seeing great

results in new sales. We just need to stop the bleeding on the retention side and be willing to adjust programs, to keep even partial programs in place if necessary.

I think we have a good shot at reaching our goals of \$300K in net new business this year, but we will have to be hitting on all cylinders.



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KIKUYUGRASS

Pennisetum clandestinum

IDENTIFICATION TIPS

- ▶ This aggressive perennial grass is adapted to warm, temperate climates.
- ▶ The prostrate plant spreads by producing a network of thick, fleshy stems that can form a thick mat above the soil.
- ▶ Its leaves are folded in the bud. The ligule is a fringe of hairs, and there are no auricles.
- ▶ Growth begins in late spring, and a rapid growth rate continues through summer and into fall.
- ▶ Carbohydrates, stored in the stems, can be used for regrowth after cultivation.

CONTROL TIPS

- ▶ Clean up the infested area with a product containing triclopyr. Multiple applications four to six weeks apart may be required.
- ▶ Clean mowing equipment to remove any seeds or stem sections before taking equipment from an infested site, as it is easily spread.
- ▶ Dense turfgrass and mulched ornamental areas block out sunlight and reduce the vigor of kikuyugrass.

* State restrictions on the sale and use of Dimension specialty herbicide products and Turflon Ester Ultra apply. Consult the label before purchase or use for full details.



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COMMON LESPEDEZA

Lespedeza striata

IDENTIFICATION TIPS

- ▶ This prostrate, free-branched summer annual features inconspicuous purplish flowers.
- ▶ Leaves are trifoliate, with lance-shaped stipules and hairs along the leaf margins.
- ▶ Small single flowers grow from the leaf axils on most of the nodes on the main stems.
- ▶ Commonly found on soils with low fertility, it grows close to the ground in thin turf and dry, compacted areas.

CONTROL TIPS

- ▶ One of the best control options for this summer annual is to keep it from germinating. In spring, apply a pre-emergent herbicide labeled for control of common lespedeza. A product containing dithiopyr will control your grassy weeds, as well as lespedeza and many other broadleaf weeds.
- ▶ If turf is thin or compacted, alleviate compaction, raise your mowing height, and keep the soil's pH and fertility levels within appropriate guidelines for your turf.

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

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YOUR GUIDE TO PRODUCT RESEARCH



Cole Hersee Co.

Designed for use on vehicles containing a cargo compartment, the compact FlexMod 48636 Electronic Timer unit automatically turns off interior lights, protecting starting batteries from being drained by lights left on for extended periods. To operate interior lights, the vehicle operator presses a momentary switch, which provides up to 20 minutes of lighting, after which the unit offers increasingly urgent warnings within the cargo compartment before the lights turn off. The unit can then be reset. FlexMod can be controlled from two switches, so one can be installed at the back of a compartment and one at the front. The timer works on 12- and 24-volt systems, is waterproof, dustproof and vibration-proof. ColeHersee.com

DESIGN/BUILD: LIGHTING

Meyda Custom Lighting

The new Rockport Wall Sconce (29561) is designed to illuminate the exteriors and interiors of residences, retail, hotel, restaurant and commercial settings. Hand finished in Black, the 10-in.-wide fixture features White Faux Alabaster. The fixture is handcrafted by skilled Meyda artisans in the company's manufacturing facilities in Yorkville, NY. It stands 22.25 in. tall and 7 in. deep. Custom colors, designs and sizes are available, as are energy-efficient lamping options. The sconce is UL-listed for wet locations. Meyda.com



Schröder Lighting USA

Crafted with fine aluminum and glass to create robustness, efficiency and elegant aesthetics, NEOS allows for a multiplicity of applications, including floodlighting buildings, monuments, bridges, stadiums, arenas and playgrounds. Three floodlights are offered in four sizes, with power ranging from 35 to 1,000 watts, operating on 120- to 347-volt systems. Three beam spreads are available, including narrow, wide and asymmetrical. The standard NEOS mounting bracket provides a wide range of adjustment for precise, lockable aiming. Energy-efficient lamping technology ranges from T6, ED17, ED18, ED28 and ED37 Metal Halide, to ED17, ED18 and ED25 high-pressure sodium lamps. Options include louvers, glare shields, protection grids, color filters, wire guards, fuse holders and tenon adapters. A variety of finishes are available: Textured Black, Textured Gray, Textured White, Textured Bronze and Smooth Aluminum, plus custom colors. Schreder.us



Bulbrite

Ideal for outdoor use, Bulbrite Bug Lights can be used for outdoor security fixtures, downlights and portables. They are available in compact fluorescent (CFL) and standard incandescent lamps. Both are designed with a bright yellow finish, which repels insects. The CFL Bug Light offers 75% energy savings and lasts eight times longer than standard incandescent lights. The 15-watt CFL has an A19 shape with an E26 base, and is UL-listed for damp locations. It is equivalent to a 60-watt incandescent, runs on a 120-volt lighting system, has a Color Rendering Index of 82, and an average life of 6,000 hours. The lights are available in four wattages: 25-, 40-, 60- and 100-watt A19 versions with E26 bases. Each has an average life of 2,500 hours. Bulbrite.com



Chance

Chance, a business unit of Hubbell Power Systems Inc., in collaboration with Enterprise Properties Inc., a family of precast concrete companies, introduces the C/E Pole Foundation System. This engineered pole foundation and protective precast concrete collar system installs up to four times faster with a higher quality finished appearance and damage resistance. The two-part system provides a strong, distinctive pole base that can be easily customized in size, color and finish for initial construction. The C/E Pole Foundation System's consistent height above grade and durability of the 6,000-psi concrete collars instill more lifetime value than cast-in-ground concrete bases. ABCChance.com



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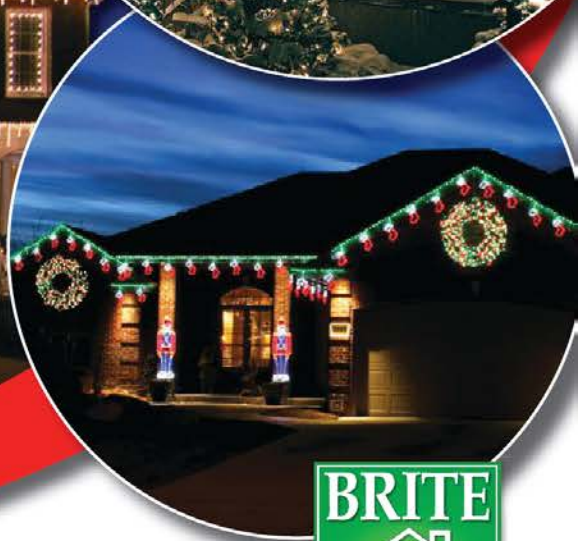


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Architectural Area Lighting

AAL introduces the Largent LED as part of its new Designer SSL Series of high-performance area luminaires featuring exclusive MicroEmitter technology. It features a modern geometric housing design, and is the first post-top luminaire to feature the exclusive MicroEmitter LED technology — allowing the light to be precisely aimed with minimal glare. Largent LED is available with four distribution patterns (Type 2, 3, 4 or 5) and two color temperatures: 60LED-WWW and 60LED-BW. Field replaceable upgrade kits are available, including existing HID-to-LED retrofits. An entire EmitterDeck assembly, including drivers and 20 LED MicroEmitters (60 diodes), is provided, along with a replacement dome assembly for the luminaire. Largent LED's finish consists of a five-stage pretreatment regimen with a polymer primer sealer, oven dry off, and top coated with a thermoset superTGIC polyester powdercoat finish available in 13 standard colors. [AAL.net](#)



Vista Professional Outdoor Lighting

Vista introduces best-in-class LED products that use up to 80% less energy than traditional sources. They feature precision-engineered optics and a pleasing warm white light. The new 3000 series LED accent fixtures offer a rugged design to protect against moisture and heat, assuring long life. Three different emitter packages are offered matching 20-, 35- and 42-watt halogen sources, each available with different beam options: narrow spot, medium flood or wide flood. Each fixture is rated for more than 17 years of normal use, and allows field replacement of internal components. Units are built to order in Vista's California facility in your choice of 15 finishes. [VistaPro.com](#)



Orbit/Evergreen

Orbit/Evergreen presents an expanded series of 120-volt floodlights in powdercoated cast aluminum or heavy-duty ABS plastic. Promoting nighttime safety and security, the versatile floods are also designed to highlight architectural details and landscape design. Models range in width from 8 to 15 in.; depths vary from 4.25 to 7.25 in. Fixtures include one to three PL13 lamps, depending on model size. The cast aluminum fixtures have a tempered glass lens and are featured in black, bronze, green or white finish. ABS plastic luminaires have an acrylic lens and are offered in black. An adjustable knuckle allows any fixture to be rotated for precise subject illumination. [OrbitElectric.com](#)



Cooper Lighting

The McGraw-Edison Ventus, an outdoor LED area luminaire, incorporates Cooper Lighting's modular LightBAR technology and AccuLED Optics system. It can provide up to 75% in energy savings over traditional High Intensity Discharge (H.I.D.) outdoor sources. The luminaire is offered in two- to 12-IP66 rated LightBAR system configurations, with a choice of 15 unique optical distributions — including a family of proprietary Spill Light Eliminator optics. The Spill Light Eliminator optics drastically reduce spill light from behind the luminaire and redirect light to the task surface, resulting in increased task efficacy. Featuring rugged, die-cast and extruded aluminum construction, the design allows for passive cooling and natural cleaning of the extruded heat sink, ensuring reliable operation. Backed by a five-year warranty, the luminaire is Dark Sky Compliant, solving the public concern of both light trespass and sky glow/light pollution. [CooperLighting.com/LED](#)



IlluminFx

Illuminating the massive "Cradle of Champions" sculpture, installed in Sundance Square, the heart of Fort Worth, TX, are IlluminFx's new Rio Series of energy-efficient, user-programmable LED fixtures. This new system features a variety of colored lighting options, and can be user-programmed to execute up to 24 lighting scenes of varying duration in four distinct light shows per unit. Light shows are created through an easy-to-use Windows-based program. And because of the Rio Series' energy-efficient LEDs, the system uses about one-fifth the amount of energy of traditional lighting systems. [IlluminFx.com](#)

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