

Mac McIlvried
President

Mission Statement

Our mission is to remain a highly regarded landscaping company with operational excellence. Our foundation must be strong and we must practice continuous improvement each day.

TruGreen LandCare



Formerly part of the ServiceMaster brand, TruGreen LandCare is an independent company with different ownership, a newly engaged leadership team and strategic goals that align to our individual company's direction and mission.

TruGreen LandCare has emerged as a leader in commercial landscaping. The company attributes this to its talented group of specialized professionals driving the businesses across the country. With full-scope capabilities, having the right people in place and delivering clients a comprehensive package of landscape management services is essential.

On a daily basis, we are in the midst of setting foundational

systems and processes, and placing people who will sustain, grow and develop our business while we continue to meet the needs of our customers. We are focused on engaging and leveraging resources, expanding our portfolio, and achieving financial goals for our stakeholders.

In all aspects of our business, we have the opportunity to create. We want to implement refreshing ways of doing business and reach customers in a way that signifies our intent to establish and continue lasting relationships.

We are optimizing the best resources to attract talent by partnering with industry organizations, colleges, universities and local communities.

A comprehensive portfolio of services

- › Irrigation
- › Consulting
- › Design & Installation
- › Grounds Maintenance
- › Snow & Ice Removal
- › Specialty Services

How we operate

Branches operate as independent units with the advantages of a national company. Staff is empowered to manage the business as entrepreneurs delivering customized local service.

TruGreen LandCare continues to have a strong hold in markets throughout the United States. Its footprint extends throughout major metropolitan areas, from coast to coast.

TRUGREEN LandCare®

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877-LANDCAR (877-526-3227)
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Meet the LM Team



Dan Jacobs

Editor-in-Chief

Jacobs is a veteran of the Green Industry and an award-winning journalist. During his 20-year career, he has written for a variety of newspapers and magazines. He is a past president of the Press Club of Cleveland and a graduate of the University of Cincinnati and John Carroll University. He joined *Landscape Management* in 2006 as Managing Editor and was promoted to Editor-in-Chief in April 2011.



Beth Geraci

Senior Editor

Geraci has worked as a professional journalist for more than 15 years, including six years as a writer for the *Chicago Tribune*. A graduate of Allegheny College and Northwestern University's Medill School of Journalism, Geraci is an award-winning reporter who has expertise in both print and online media.



Marty Whitford

Editorial Director

Whitford is an award-winning journalist and editorial leader at Questex Media. He has served Questex's Green Group for four years, including two years at the helm of *LM*. He steered *LM*'s reader-driven print and Web site redesigns that helped the brand win a record number of awards from the Turf & Ornamental Communicators Association (TOCA). Whitford brings with him 18 years of experience in business-to-business integrated media.



Matt Lobe

Technical Editor

Lobe joins *LM*'s team as Web Editor/Marketing Coordinator. Lobe holds a bachelor of arts degree in journalism from Miami University in Oxford, Ohio. Prior to joining *LM*, Lobe served as a digital media editor with another Questex Media brand, *Nightclub & Bar (NCB)* magazine, producers of The NCB Show.

Ask anyone... *Landscape Management* is the **No. 1 resource** for business management content from one of the most experienced editorial teams in the industry! In fact, in 2011 *Landscape Management* celebrates its 50th year of publishing. With more than 50 years of editorial experience, there's no doubt the magazine that has supported Green Industry business professionals for 50 years will be around for 50 more!



Ken Hutcheson
President

Mission Statement

To provide our customers with the highest-quality landscape management program at competitive prices through a national organization of dedicated local owner-operators and their employees, supported by the expertise of today's most accomplished industry leaders. In pursuit of excellence we are committed to honest and forthright dealings with our customers, our employees and our vendors.

NATIONAL STRENGTH • LOCAL COMMITMENT

 Commercial Landscape Management at its best

U.S. Lawns
 4407 Vineland Road,
 Suite D-15
 Orlando, FL 32803

Phone: 407-246-1630
Toll-free: 866-781-4875
Web site:
www.uslawns.com or
www.uslawnsfranchise.com
E-mail:
Franchise@USLawns.net

U.S. Lawns

Grow or start your business today with U.S. Lawns!



Since 1986 we have helped existing landscape businesses and new business owners become successes within our franchise family.

Invest in your future with a U.S. Lawns franchise

Be your own boss. Discover income potential you never thought possible. Do it all by leveraging a nationally recognized brand and our record of 25 years of proven success by starting your own business with a U.S. Lawns franchise.

Commercial landscape management is one of the most sustainable new businesses you can start. Commercial property landscape must be maintained. And that's where you come in. Over 200 franchisees in more than 30 states have started with one thing in common: the desire to succeed as a business owner.

Business-to-business provides economic stability

Annual commercial contracts produce recurring income. As a U.S. Lawns franchisee,

you support only commercial accounts. Commercial properties need professional business partners to maintain their landscapes year-round and supply an accounting of costs and quality control. Our proven model allows your business to grow, regardless of the economy.

What about prior experience?

If you lack experience starting or expanding your own business, don't worry. Our industry professionals will support and train you, while your crews service the properties.

New offer for conversions:

If you already own a business, we can take your business to the next level. U.S. Lawns has brand recognition. We are the leading franchise company in the commercial landscape management industry.

We offer special finance options for those converting to a U.S. Lawns business. No money down! We have marketing and

systems for effective bidding, efficient routing, timely invoicing and business plans that set you on a growth path. The best part? You retain ownership of your business.

Our systems and support

You will have access to experts in commercial landscape maintenance, business and accounting. A regional franchise advisor will visit you as you get started and work to keep your success on track.

You will receive ongoing one-on-one mentoring in bidding and estimating, financial management, routing and scheduling, marketing and customer acquisition. You'll benefit from our corporate purchasing power for your equipment and supplies. We have support and training for your office procedures and human-resource needs.

With U.S. Lawns, get set to grow!





Bob Walker
President

Mission Statement

The only way for a small company to enter an established product market and stay there is to design products with irresistible superiority and uncompromising quality. A conventional product with conventional performance may be acceptable and even attractive when offered by a large established company; the same company cannot hope to survive in the marketplace where profit margins are small, competition is strong, and consumer loyalty to existing product lines is great.

WALKER MOWERS
out front mowing

walkermowers.com

Walker Manufacturing Co.
5925 E. Harmony Road
Fort Collins, CO 80528

Phone: 1-800-279-8537

Fax: 1-970-221-5619

Web site:

www.walkermowers.com

E-mail:

info@walkermowers.com

Walker Manufacturing Co.

Product focus:

➤ **WALKER RIDING MOWERS MEAN "PRODUCTIVITY"**

Contractors, municipalities and homeowners alike are finding the Walker Riding Mower to be one of the most compact zero-turn-radius mowers available. The tractor's size and maneuverability are designed to fit and do the work of mid-size walk-behind mowers with the increased productivity of a rider. Ten tractor models are offered from 13- to 31-hp with gas or diesel engines, and 13 mower deck sizes range from 36-74-in. with grass collection, side discharge or mulching capability. All decks tilt up to 90 degrees for easy maintenance and compact storage.

In conjunction with Kohler Engines, Walker has become an industry leader for Electronic Fuel Injection (EFI) designs in power equipment—an efficiency that offers easy starting over a wide temperature range, less maintenance, and improved



throttle response; along with considerable fuel savings.

Manufacturing facility:

Walker Mowers are hand crafted in our 216,000-sq.-ft. facility in Fort Collins, CO. Walker takes pride in being more than an assembly shop. We have a full metal fabrication area and a full staff of highly skilled welders. Our average term of employment is over nine years.



Technical and sales support:

Walker sells through two-step distribution throughout North America and around the world. Our distributors are factory supported for service but have their own in-house technical staff to support their dealer network.

Major product lines:

Commercial riding mowers and a full range of attachments make the Walker Mower a work horse all year long.



Western Products



Product focus:

For 60 years, WESTERN® snowplows have been the choice of the professional plower.

Major product lines include:

➤ **PRO PLUS®:** Since its introduction, the PRO PLUS has been a best seller that's big, tough and built to last. Designed for heavy-duty commercial and municipal applications, the PRO PLUS line fits a wide range of vehicles, from ¾-ton to F550-size trucks.

➤ **WIDE-OUT™ Adjustable Wing Snowplow:** The WIDE-OUT features a 9-ft. scoop and 9- to 10-ft. straight blade. With the leading wing angled forward, it delivers the ultimate in high-capacity windrowing. At the touch of a button, WIDE-OUT hydraulically transforms to perfectly match every plowing condition, delivering time-saving performance at each jobsite. It's the one plow that does it all.

➤ **MVP Plus™:** As the ultimate in speed and efficiency, the MVP Plus line takes V-plow performance to the next level with industry-leading speed and productivity. It's available in steel or poly in three sizes: 7½, 8½ and 9½ feet.

➤ **PRO-PLOW® & POLY PRO-PLOW®:** Leave it to the Pros. Designed to meet the requirements of the professional plower, the 7½- and 8-ft. PRO-PLOW models are available in both powder-coated steel and maintenance-free poly. An 8½-ft. model is offered in steel only.

➤ **HEAVYWEIGHT:** With the largest blade available from WESTERN, HEAVYWEIGHT plows are ideal for all-purpose, low-speed plowing. They are a great choice for clearing local streets, parks, county roads and large parking lots.

➤ **MIDWEIGHT™:** As a leaner plow with lots of muscle, the 7½-ft. MIDWEIGHT is a high-performance plow designed for personal and light commercial use. It's available

in powder-coated steel or high-density polyethylene.

➤ **HTS™:** The new WESTERN HTS snowplow is a full-size, full-featured plow designed for today's lighter half-ton 4WD pickup trucks, providing pro-like performance without the extra weight.

➤ **Ice control equipment:** WESTERN offers a full line of spreaders. Choose from ICE BREAKER™ hopper spreaders in 8- and 10-ft. lengths or the redesigned TORNADO™ poly/electric hopper spreader in 7- and 8-ft. lengths. A variety of top-performing tailgate spreaders are also available.

Manufacturing facilities:

Western Products' 150,000-sq.-ft. manufacturing facility is in Milwaukee. As a division of Douglas Dynamics, LLC, the country's leading manufacturer of snow and ice removal equipment, WESTERN® products and components are also manufactured in Douglas Dynamics' facilities in Rockland, ME.



Western Products
7777 N. 73rd St.
Milwaukee, WI 53223

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E-mail:
info@westernplows.com



Tim Fontana
VP & GM,
WorkTruck Transport

Mission Statement

WorkTruck Transport provides unique transportation solutions for truck and fleet owners to exceed customer expectations and fulfill a commitment of safe, responsive and professional delivery to all parties involved with the vehicle.

WorkTruck Transport
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1360 Union Hill Road,
Building 2
Alpharetta, GA 30004
Phone: 800-728-9235, ext. 685
Web site:
www.amerifleet.com

WorkTruck Transport

WorkTruck Transport’s Turn Key Ready Delivery - getting work trucks on the road faster

According to industry statistics, an average work truck produces \$1,500 in revenue per day. That makes for serious losses when new trucks are delayed in the delivery process. Unfortunately, when new units are ordered, up-fitted, and delivered to new car dealers to be picked up by employees, the traditional delivery process makes for serious delays in getting vehicles on the road. Industry experts say leaving pick up to employees takes up to 2 to 3 hours, and shipping alone can add up to two weeks to the process – a loss of \$21,000 per vehicle.

WorkTruck Transport’s Turn Key Ready Delivery program re-engineers the delivery process, improving delivery times and increasing revenue: The order is placed with OEM, OEM builds the vehicle, the vehicle is up-fitted, WorkTruck Transport picks up the vehicle at the up-fitter, inspects it, and completes all required services for the truck to be road-ready.

WorkTruck Transport can manage the entire process of logistics and every step of the way carries a \$6 million primary

insurance policy. In addition, even greater efficiency can be added when WorkTruck Transport picks up the used vehicles and takes them directly to auction or a remarketing center for immediate disposal.

The WorkTruck Transport process leaves truck pick up and delivery to our service delivery professionals, saving your employees the time and hassle of pick up, and increasing their productivity in turn. Before vehicles reach their drivers, WorkTruck Transport handles all license, title and registration services, another time-saving measure for employee drivers.

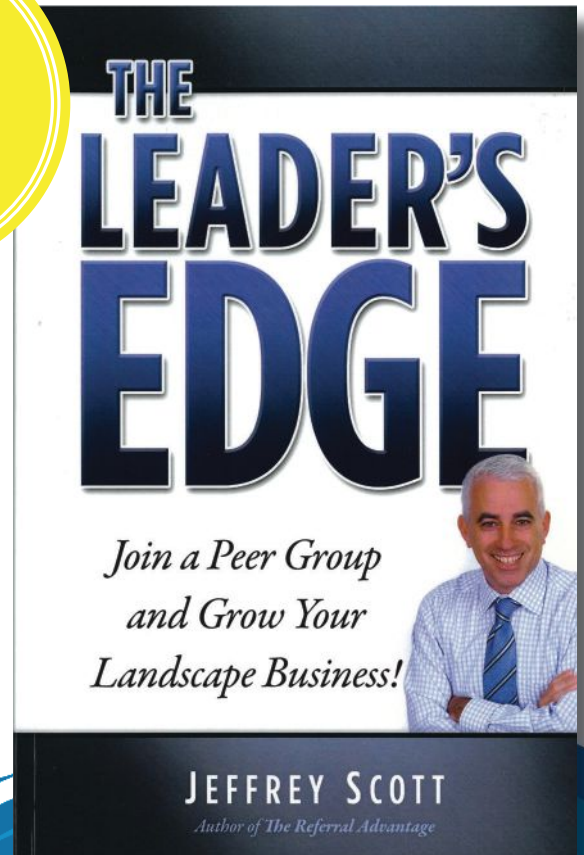
WorkTruck Transport can also inspect vehicles before and after delivery as needed. Delivery of units directly to end users gets trucks on the road immediately upon arrival, ready to produce revenue. WorkTruck Transport’s internal DOT and CDL compliance department hires, trains and tracks our service delivery professionals, ensuring a safe and compliant transaction, and earning WorkTruck Transport the highest federal safety rating available.

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THE LEADER'S EDGE

Join a Peer Group and Grow Your Landscape Business!

The Leader's Edge explains the benefits of joining a peer group. Joining a peer group will increase your company's profits, improve cash flow, and give you insight and usable ideas. There is more accountability to what works in the landscape industry. Scott's book shows how to get the most out of your active participation in the peer group and grow your business.

Author: Jeffrey Scott

shop.landscapemanagement.net/shop.php

Landscape
Management

LM REPORTS

YOUR GUIDE TO PRODUCT RESEARCH

MAINTENANCE: VEHICLES & ACCESSORIES

Mitsubishi Fuso Truck of America



The 2012 4-door Canter FE Crew Cab model offers the same advanced, highly efficient powertrain as the standard-cab Canter FEs. And for 2012, the GVWR has risen to 15,995 lb. and maximum body length has increased to 19 ft. Inside, the instrument panel has been refined, with a digital display that gives

the operator every detail of vehicle operation, fluid level and system status at a glance. The cab is fully trimmed; interior space and amenities have been improved, and storage areas increased, so a crew of seven can ride to the job site in comfort. With its new 4P10 dual-overhead-cam, dual-balance-shaft, dual-turbocharged, intercooled 4-cylinder diesel engine coupled to an advanced Mitsubishi Fuso 6-speed, DUONIC transmission, the Canter FE160 Crew Cab provides smooth efficient operation and car-like drivability all day, no matter how tough the duty. *MitFuso.com*

Hankook Tire



The new AH24 is designed as a premium regional haul, all-position tire that focuses on high-scrub situations where endurance, durability and high mileage are vital. AH24 was developed with adverse weather conditions in mind, and employs solid wide ribs and an improved kerf design to displace water for outstanding grip. An enhanced sidewall design is intended to prevent damage such as cuts and abrasions and to extend casing durability and tire life cycle performance. In addition, the new DH06 is a premium deep drive, open shoulder, regional haul tire developed for exceptional grip and control. An improved, deeper tread block design allows DH06 to offer extraordinary traction in rain, mud and snow conditions. Particular attention was paid to maximize DH06's casing life cycle mileage performance. *HankookTireUSA.com*



Gravelly

The new Truck Loader picks up leaves, grass clippings, mulch, plastic bottles and more. All models feature a lightweight, durable pickup wand combined with a steel-ribbed flexible hose designed to be quickly disconnected with an automatic shut-off switch. The 10- or 12-in. diameter intake hoses provide appropriate intake capacity for large and medium size jobs, and a 360° rotational discharge chute offers easy and efficient uploading in any direction. Three height adjustments allow for flexibility and extend cleanup capabilities. The unit features 20- and 22-hp Subaru engine options and a 5.8-gallon fuel tank for fewer fueling stops. Built for durability, the Gravelly Truck Loader's 29x65x29-in. frame has 11-gauge steel construction and a 5- or 6-blade steel impeller. Optional accessories and attachments include a tailgate mount kit, a steel flex house exhaust extension kit, a multi-directional exhaust with adjustable deflector chute kit and a discharge extension kit. *Ariens.com*



Cole Hersee

The new Voltage Sensing Relay & Timer (VSRT) conserves the starting power of a vehicle battery by shutting off auxiliary loads when either starting voltage drops

to a low level, or a pre-set timer times out. The 4x3x1-in. piece of equipment alerts the vehicle operator when starting voltage is low, then temporarily cuts off any non-essential electrical loads, thus conserving power to start. Its service life exceeds 1 million on/off cycles, operating for the entire lifetime of the vehicle. The device has a rating of 10A, and can handle many loads directly or drive a relay or solenoid for higher amperages. Overvoltage and overcurrent protective measures are also included, providing extra levels of assurance. The VSRT is also completely weather resistant, waterproof and dustproof, allowing it to be mounted anywhere on the vehicle while remaining reliable and functional. With minimal wiring and a snap-in connector, it does not require any additional heavy or bulky hardware, so installation is easy and simplified. *ColeHersee.com*

continued on page 191

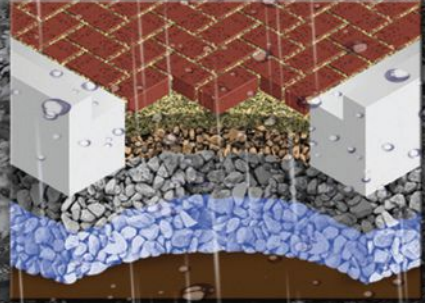


ood for you, good for the environment...

When installed in a permeable pavement system our permeable clay pavers allow rainwater to filter through and dissipate into the soil rather than carry excess pollutants into storm drains and waterways.



StormPAVE



- Strong - 12,000+ psi
- Durable - life cycle of 100+ years
- Colorfast - no pigments or dyes
- LEED - can help qualify in five categories

americaspremierpaver.com
800.334.8689



Pine Hall Brick



earth friendly...naturally green





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and paying less.**
That's intelligent.



Announcing new, lower list prices on a full range of Rain Bird products. To help you stay competitive in these challenging times, we've lowered list prices on many of our most trusted products. We hope these prices will help you continue to deliver the industry-leading quality that you and your customers demand. Putting performance in the ground and savings in your pocket. That's The Intelligent Use of Water.™

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