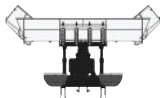




IT KNOWS WHEN TO FOLD 'EM



Windrow Right Position



Scoop Position



Windrow Left Position

Automatically.

Blizard® SPEEDWING™ thinks for itself with wings that **automatically** fold forward or back, based on blade angle, to maximize plowing efficiency. It's the cost-effective multi-position plow that's as easy to use as a straight blade.

For straight-ahead plowing, both wings fold forward, defaulting to the scoop position for more snow-pushing and stacking capacity. **When angled for windrowing**, the trailing wing folds back in line with the moldboard while the leading wing retains its forward position to capture more snow, reduce spillover and utilize the entire blade.

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Wanna Live Large? Dream Big.

I'm dedicating this month's column to big dreamers and doers — people like College Football Hall of Famer Lou Holtz and future National Basketball Association (NBA) Hall of Famer Mickey Whitford.

Real difference makers dream big. Equally important, they follow that up with action — driven by an unquenchable desire to achieve the seemingly impossible.

At age 28, Holtz was unemployed and had no money in the bank. It was the lowest point of his life. Holtz was feeling very sorry for himself, so his wife, Sarah, bought him a copy of "The Magic of Thinking Big." Sarah told Holtz his main problem was he didn't have any goals.

Holtz read the book, and one day soon after sat down and wrote a list of all the things he wanted to do: Go to the White House for dinner, meet the Pope, be on "The Tonight Show," be head football coach at Notre Dame, make a hole-in-one, parachute out of an airplane, etc. All told, Holtz created a list of 107 life goals.

When Sarah came home from work, Holtz

excitedly showed his bride his life list. Sarah — eight months pregnant with their third child — was not overjoyed her husband had spent the entire day making his lofty list, instead of looking for a job.

But after making his life list, Holtz went on to achieve almost all of the seemingly unattainable goals. Why? Largely because the list had given him clarity about his future and the things he wanted to be, do and have for himself and his family.

As Holtz — who led the Fighting Irish to the national championship in 1988 — frequently says, "If you're bored with life ... if you don't get up *every* morning with a burning desire to do things ... you don't have enough goals."

Another big dreamer and doer I really look up to is our 16-year-old son, Mickey. Filled with dreams and a burning desire as big as his golden heart, Mickey recently created a "Bucket List" — his list of things to accomplish before he moves from this life to the next.

Check out Mickey's goals in the sidebar below. Then sit down and jot down yours — and chase those lofty goals like you own them!

MICKEY WHITFORD'S BUCKET LIST

Eat a cake from Carlo's Bakery (aka "The Cake Boss").

Visit Spain.

Volunteer for a missionary trip.

Meet NBA all-star Kevin Durant.

Dunk on a 10-foot-tall basketball hoop.

Bench-press 200 pounds.

Watch a buzzer-beating shot from the stands of an NBA game.

Ride a jet ski.

Star in a movie.

Meet the President.

Attend the Summer Olympics.

Be in New Orleans for Mardi Gras.

Run with the bulls in Pamplona, Spain.

See the Golden Gate Bridge.

Visit all 50 states.

Be interviewed on a talk show.

Receive knighthood from the Queen of England.

Be listed as one of *People* magazine's "50 Most Beautiful People."

Make the front page of a major newspaper.

Own a Chevy Camaro.

Stay in a log cabin.

Go to the Super Bowl.

Throw out the first pitch at a Major League Baseball game.

Eat Chipotle, Taco Bell and McDonald's all in the same day.

Hit a buzzer beater.

Make a half-court shot during a contest at an NBA game.

Eat in the world's fanciest restaurant.

Visit Dubai.

Pay for a stranger's meal.

Send a message in a bottle.

Ride an elephant.

Visit Alaska to view the Northern Lights (aurora borealis).

Be at Times Square on New Year's Eve to watch the ball drop.

Storm a football field after a major victory.

Storm the basketball court after a major win.



GXV690

Zero Turns, Zero Headaches.

Commercial crews know how to run the wheels off a mower. When it comes to that kind of wear and tear, some engines just don't cut it. The new, exceptionally quiet, lightweight and low-vibration Honda GX V-Twin engines deliver the power, durability and fuel efficiency that commercial crews need to work quickly and cost effectively. And a 3-Year Warranty* proves that when we say our engines are reliable, that's a claim we stand behind. So if you're looking for an engine that works as hard and long as the people it's made for, stop spinning your wheels. Log on to engines.honda.com and find out how you can put our engines to work for you.



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*Warranty applies to all Honda GX Series Engines, 100cc or larger purchased at retail or put into rental service since January 1, 2009. Warranty excludes the Honda GXV160 model. See full warranty details at Honda.com. For optimum performance and safety, please read the owner's manual before operating your Honda Power Equipment. ©2011 American Honda Motor Co., Inc.



PROGRESS



Light it up

Landscape lighting pros revel in the field's dramatic progress.

Environmental consciousness

The International Dark Sky Association (IDA) was founded in 1988 by astronomer David Crawford, Ph. D. and Dr. Timothy Hunter. Today it has strong support among landscape lighting professionals questing to reduce nighttime light pollution.

"We're trying hard to come up with meaningful criteria to still allow a good lighting portrait to be done and still maintain Dark Sky," Herren says.

LED lighting is gaining momentum, too. Herren, for example, says he has been "100 percent LED" for four years. "LED is the biggest movement right now," he says. "Literally, it's changing the way we look at lighting."

Gosselin goes so far as to say that the change from halogen and incandescent lighting to LED "has been the biggest and most dramatic change in lighting in the last 100 years." LED has invigorated the industry, he says.

Whereas in the 1990s LED lights "were so white they looked blue," they now resemble a typical halogen lamp, Dross says. LED lights are more expensive than other types, but they're worth it, Gosselin says. Not only do they last between 10 and 15 times longer than halogen lamps — about 40,000 hours — they also are easy to install, cost less to maintain and use 75% less energy. "You save money in so many ways," says Gosselin.

Lighting up the future

The "big bad monster" in LEDs is heat, which will destroy an LED, Gosselin says. But LED electronics that facilitate heat dissipation are reaching new milestones, so much so that LED is at the core of landscape lighting's future.

shaped and a partial dome shaped, Dross says. Not to mention, there were few color options, reducing glare was hardly a priority, and fixtures were large and monochromatic.

"In the early days of lighting there was no such thing as a demo kit, so there were really rudimentary tools," says Tommy "The Lighting Geek" Herren. "It was mostly about fixtures."

Lighting as an aesthetic

In the mid-1990s people began thinking of lighting as an aesthetic that could enhance a home, says Dross.

"People were actually using light as a method to design," he says. "Prior to that people felt that landscape lighting was relegated to making sure you didn't trip on the steps when you're going to visit Aunt Mary."

The shift gave consumers an "emotional connection to their yards," says Herren. "That's a completely different ballgame than just buying fixtures."

Depending on the level of its artistry, lighting can add value to a home or take it away. "Bad lighting can make a really great house look like just a trailer," Gosselin says. "And really good lighting can make a cheap place look great. It finishes it all off. It ties the ribbon around it."

In residential communities today, there is an "I want to be better than the neighbors" attitude, Dross says. Homeowners seek drama in their exterior lighting, savoring the stark contrast of darks and lights.

Landscape lighting has come a long way since its nascence. Gone are the clunky fixtures, glaring bulbs and high, electric shock-inducing voltage that dominated the days of yore. In their place are smaller fixtures and wires, more environmentally sound bulbs and myriad more varieties of everything.

Early days

Bill Locklin pioneered lighting for landscapes in 1959, when he invented low-voltage landscape lighting.

"He's basically the grandfather of landscape lighting. He made landscape lighting a viable industry," says Paul Gosselin, president of the Association of Outdoor Lighting Professionals (AOLP).

The "Grandfather of Landscape Lighting" improvised with everything from mayonnaise jars and coffee cans to headlights and 12-volt batteries. He also coined the term that inspires the field's artisans today: "See the effect and not the source."

Low-voltage landscape lighting changed the industry, says Jeff Dross, corporate director, education and industry trends at Kichler Lighting.

Fifty years ago, before low-voltage lighting became widely used, says Dross, hard-wired landscape lighting was the norm. It was expensive, buried deep below ground and with 120 volts, presented a high risk of electrical shock.

Low-voltage lighting, on the other hand, "was closer to the earth, buried 6 inches," Dross says. "There's not a risk of electrical shock with 12-volt. You won't get that jolt that would throw you against the wall."

Initially, the industry used only a couple types of lights — a basic cone-

Multibillion Dollar-Weed, Turf Market Awaits Informed Diligent Ap

By J. C. REDD

OF THE best ways for a con-

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LAWNENVY

DAVID SWANIGAN

Area Sales Manager, Bayer

“Using **Celsius**® has allowed me to have **peace of mind** and worry less after treating a customer’s yard.”

— Darren Wentz, Earth Keeper

HOW TO ACHIEVE AN ENVIABLE LAWN WITH A HERBICIDE

A LAWN TO ENVY

For lawn care operators, the best advertisement is a lush and green lawn. Darren Wentz, owner of Earth Keeper, turned a poor quality, weed-infested lawn into the most effective advertisement in town (pictured right). How did he do it?

Using Celsius® WG as the foundation of his herbicide treatment program, along with good agricultural practices.

When Wentz first treated the lawn, in late April, it was riddled with an assortment of weeds, including dollarweed. With the results he achieved by early August, Wentz was able to save a customer from re-sodding a lawn while promoting his business in Myrtle Beach, S.C.

“It’s hard to find a product that covers such a large spectrum of weeds, works on a majority of problems on different turf types, and offers turf safety,” said Wentz. “Other products cover a broad spectrum of weeds but can’t compete with the ability that Celsius can be used year round. It’s nice that I can use Celsius in the heat of summer when weeds really become a challenge. “Using Celsius has allowed me to have peace of mind and worry less after treating a customer’s yard.”

HOW TO GET THE RESULTS

Celsius is a new generation post-emergent herbicide developed by Bayer that provides post-emergent control of over 120 broadleaf and grassy weeds in several types of turf. Celsius is intended to be applied as a foliar spray at rates between 2.5 - 4.9 oz per acre to St. Augustinegrass, bermudagrass, zoysiagrass and centipede-grass.

Industry professionals have multiple options when making post-emergent



— Late April

Before Celsius WG Herbicide

— Dollarweed and various other weeds

Early August —

After Celsius WG Herbicide

Healthy St. Augustinegrass —

Now is your chance to have a lawn like this. Get Celsius for the low price of only \$85/bottle.

herbicide applications with Celsius. Factors such as spray equipment, the size of the area treated and the weed density within that area, determine which application method to follow.

Broadcast applications can be made to entire or smaller areas, known as zones. Broadcast applications are made using a specific amount of product per acre, or per 1,000 ft², and can be done with a boom sprayer or a hand held gun. It’s important that the applicator and the equipment be calibrated, so that an accurate amount of product is delivered properly to the area.

For more information on applying or purchasing Celsius, visit www.BackedByBayer.com or contact your local Bayer Area Sales Manager, Bayer authorized distributor or Bayer Customer Service at 1-800-331-2867.



Celsius®

Protect yourself against theft

DETERMINED THIEVES CAN SOMETIMES THWART EVEN THE MOST CAREFUL CONTRACTORS. INSURANCE IS ONE WAY TO PREVENT INTERRUPTIONS TO YOUR BUSINESS.

STOLEN EQUIPMENT AND property is a huge issue in the landscape industry. After all both are left unattended, as crews finish up the job. Other times equipment is stolen right from headquarters. With thieves becoming increasingly clever — and bold — it's important to take preventative steps to protect your property. But because you can't protect against *everything* it's also critical to be covered by insurance.

Zachery Bruce, loss control manager with Hortica Insurance & Employee Benefits, has seen it all.

"Thieves will actually use the insured's vehicle to hook up their trailer and drive away," says Bruce. "Typically we're able to recover the vehicle and the trailer because it's the items inside that they want. They're easier to resell without being traced."

Bruce says that a trailer left outside headquarters isn't always safe either. Even though some may park their trailers up against the building so that it's difficult to open the back doors, Bruce says there've been cases where thieves have literally cut right into the side of the trailer and unloaded it that way.

"Unless you've stored everything inside of an alarmed building with security cameras and locked doors, you aren't going to find a security method that is 100% thief-proof," says Bruce. "But fortunately there are a lot of precautions you can take. The more difficult for a thief to steal from you, the more likely they'll just move on to the next guy with no security methods in place."

One of the more commonly stolen landscape items is a zero-radius turn mower, says Bruce, because of its high resale value. Anything portable such as backpack

blowers or weed eaters are a target of theft. Bruce says it's important crews don't leave those types of items unsecured and unattended in the back of a truck. "If you don't take the time to secure those items, they could easily disappear while your crews are working."

Bruce also recommends registering high-value equipment with the National Equipment Register (**NER.net**) and getting your company name or logo on as much equipment as you can.

"If it has your name and/or logo painted on the side, a thief might not want to mess with it," he says. "They're looking for items that are easy to resell. Etching the serial number somewhere other than the data plate because that's the first thing a thief will remove. If you etch it somewhere hidden, that's something to tell law enforcement, and they can look for the etching should the piece be recovered."

Bruce says to choose carefully where you leave your equipment overnight. Simple lighting can make your facility more secure. "You also want to think about how open it is," says Bruce. "If you have trees or shrubbery blocking the property, a thief might go unnoticed," he says. "Consider cutting down large trees and keeping shrubs pruned. Some of our clients have installed heavy duty security fences and barbed wire."

But even with all of these precautions, Bruce says that determined thieves are going to find a way to get in.

"We had one case where the thief stole a company vehicle and just drove it right through the gate," he says. With Hortica, if you have business interruption coverage on your policy, the company would pay for rental of equipment until the equipment is replaced.

"If the company purchased the mulch from a distributor, it would be covered," says Bruce. "We would cover the wholesale price of the stolen product."

If equipment was stolen, it's important to file a police report and getting in touch with your insurance agent. "You can't prevent everything, but you can make yourself less of a target," Bruce says.

Payton is a freelance writer with six years of experience covering landscaping.

When barbed wire doesn't cut it, insurance can save the day.



RC VS. ACV

While every insurance policy is different, it is important to know whether your equipment is insured as "Replacement Cost" (RC) or "Actual Cash Value" (ACV). With a total loss, RC coverage will reimburse the full cost to replace the damaged unit with equipment of like kind and/or quality. It is important to note that with most insurance policies until you actually replace the item, only actual cash value is due. With an ACV policy your carrier owes you what that piece of equipment is worth at the time of loss. In most cases this is established utilizing the cost to replace with new equipment of like kind and/or quality less depreciation based on the age, condition and life expectancy of the equipment in question. At Hortica, if the mobile equipment is specifically scheduled on the insurance policy, a claim is settled on the RC Basis.

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INSURANCE & EMPLOYEE BENEFITS
To guide and provide

Roger Jacobi founded AgriLawn in 1991, with a “We Care” attitude. An Oklahoma State University-educated agronomist and International Society of Arborists-certified tree care professional, Jacobi began planning for his future early on by turning AgriLawn into an employee-owned company. Reflecting on two decades in the business, Jacobi talks about his company and how the industry has changed.

Why did you and your wife Ramona, choose to become an employee-owned company in 2007? We were looking at options to remove ourselves from the business over time, while maintaining our commitment to our employees and customers. When we learned more about the employee share ownership plan (ESOP) model, it was a great fit. We chose this route as opposed to entertaining buyout offers from national players.

What benefits do you find in being an employee-owned company? Even prior to establishing the ESOP, we strived to create an ownership culture within the company. Now that our company is valued on an annual basis, the employees see they have a stake in the outcome.

How has the industry changed in the 20 years you've been in business? Thanks to the Internet, it's easier to access resources such as product manufacturers, trade associations and universities, to enhance our field

knowledge. Also, the introduction of new products has broadened our pest management options. And many new technologies are available to help manage the business.

What challenges did you face growing your business to its present size? Making sure we were properly staffed at critical times to handle growth cycles. Also, adding employees who had more knowledge, experience and contacts than me in areas such as information technology/networking, marketing, compliance with Department of Labor regulations, and maintaining our fleet of trucks and equipment.

Your company has participated in a number of charitable activities, including GreenCare for Troops. Why are those programs important to the organization? We have a large military presence in our area (Tinker Air Force Base),

and we are proud to help these families in some small way. We look for opportunities to help out the larger community, and we enjoy the camaraderie these experiences provide.

What challenges do you see in the coming years for the industry? Regulatory pressures are always on the radar, as is being able to attract desirable job applicants to support growth. Also, maintaining margins that are sustainable — in light of increased competition and the volatile costs of fuel and fertilizers.

What are the biggest opportunities moving forward? Educating and supporting field and office staff to deliver exceptional customer service; valuing professionalism; committing to excellence; and maintaining positive relationships with coworkers, customers, vendors and regulatory agencies.



COMPANY: AgriLawn

FOUNDED: 1991

HEADQUARTERS: Oklahoma City, OK

TITLE: Founder/President

YEARS IN THE INDUSTRY: 25

INDUSTRY INVOLVEMENT: PLANET, ISA, NPMA, Pesticide Rules Advisory Committee member (Oklahoma), Turfgrass Advisory Committee member (OSU at OKC)

SERVICE AREA: Oklahoma City and surrounding communities

NUMBER OF LOCATIONS: 1

EMPLOYEES: 34

SERVICES: fertilization and weed management on lawns; targeted insect and disease management on lawns; plant health care for trees and shrubs; perimeter pest management; indoor pest management; soil testing; lime and sulfur applications; aerations; and seeding

HOBBIES: running marathons, gun range target practice, reading, watching sports

FAMILY: wife Ramona, and children Jessica, Juliana and Justin

WEBSITE: AgriLawn.com

“WHILE PERFECTION IS UNATTAINABLE, IT IS CERTAINLY A GOAL TO REACH FOR EVERY DAY.”

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You have enough things to worry about. But with **FreeHand[®] 1.75G herbicide**, money-draining re-treats aren't one of them. **FreeHand 1.75G** enables you to control a wide range of grasses, broadleaf weeds and sedges with one application. And since **FreeHand 1.75G** utilizes two highly effective active ingredients and two unique modes of action, it's a great resistance management tool, too. Don't lose profits to re-treats. Treat it right the first time, with **FreeHand 1.75G**.

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WEEDWATCH

STANDING SENTINEL TO PROTECT PLANT HEALTH



BARNYARDGRASS

Echinochloa crus-galli

IDENTIFICATION TIPS

- ▶ Ligules are absent in this summer annual.
- ▶ Rolled in the shoot, leaves have a distinct white mid-vein that becomes keeled toward the basal portions of the leaf.
- ▶ Its thick stems are tinted maroon at the base, and are often branched at the lower nodes. It may reach 5 ft. in height.
- ▶ Seedheads form terminal panicles comprised of individual spikelets.

CONTROL TIPS

- ▶ Apply a pre-emergent herbicide labeled for barn-

yardgrass control in mid to late spring for optimal control. One barnyard-grass plant can produce thousands of seeds, so preventing germination of the seed is critical.

- ▶ These seeds germinate and thrive in moist conditions in soils with high nutrient content. Cultural practices that will help reduce germination include proper fertilization and watering for the soil and turfgrass species present. Light, frequent irrigation increases the potential for barnyard-grass seed germination.



PEARLWORT

Sagina procumbens

IDENTIFICATION TIPS

- ▶ This native, perennial broadleaf weed resembles moss, and typically inhabits disturbed sites or areas of moist, frequently irrigated turf.
- ▶ Prostrate to ascending stems root at nodes and form a mat.
- ▶ Leaves are narrow and hairless with pointed stems. They run opposite along the stem, but appear to be arranged in whorls.
- ▶ Seeds are spread by water splash and foot traffic.

CONTROL TIPS

- ▶ Prevention and early eradication of this weed is important because of the prolific nature of the plant to set seed — and the ease of which the seeds can be spread.
- ▶ Two- and three-way herbicides that contain fluroxypyr will eradicate existing plants. Proper maintenance of turf will keep lawns healthy and diminish bare spots where pearlwort will thrive.
- ▶ A pre-emergent herbicide containing isoxaben prevents germination.

* State restrictions on the sale and use of Snapshot apply.

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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