

# YOU PLOW BECAUSE YOU LOVE IT

## YOU PLOW WITH THE FISHER® XLS™ SNOWPLOW BECAUSE LOVE DOESN'T PAY THE RENT.

“It cuts my plowing time by at least 25 to 30 percent from a V-plow. So if you have four commercial lots to take care of and you buy an XLS, it allows you to pick up another lot and make more money. It pays for itself and then some.”

~ Chris Wilson, Les Wilson & Sons Excavating Contractors, Westbrook, ME

“In the past 2 years, the rate of pay I make is greater. And with the increased productivity, it has more than paid for itself. I do some private neighborhood streets and in 10' wide mode, I can plow those streets in at least 1/3 less time than a V-plow.”

~ Todd Matson, Subcontractor for Troy Clogg Landscape Associates, Trenton, MI

“It more than pays for itself. I used to be kind of gun-shy about taking on new accounts in case I couldn't get them all done on time. With the XLS, you can take on more accounts because you can get more done in less time. It can definitely help you make more money.”

~ Mike Ferreira, Mike's Snow Removal, North Dighton, MA

The XLS snowplow hydraulically transforms to maximize plowing efficiency.



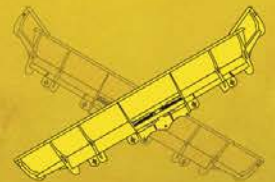
8' STRAIGHT BLADE



10' STRAIGHT BLADE



9' SCOOP



WINDROW

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# PROJECT PORTFOLIO

A SCRAPBOOK OF DESIGN/BUILD OVERHAULS

*Spatial awareness*

## THE MISSION

Create a colorful, turf-free environment in a very narrow space.

When called to this waterfront property, Dix Hills, NY-based Stephen Dubner Landscaping was asked to design a functional, low-maintenance and tranquil environment. Specifically, Dubner and his team were asked to design the plantings, screen the house mechanical systems and create spaces for outdoor enjoyment.

The clients did not mind the maintenance of flowering shrubs and perennials, but made it clear that they did not want turf — they thought it would be wasteful to cut the lawn every week.

The first part of the design process was to determine how guests should experience the garden. “The concept of having the walks meander between intimate spaces of the garden not only creates different experiences and views,” notes Dubner, “but it also creates the illusion of depth, making the narrow space feel much wider than it actually is.”

The team chose to use *Arctostaphylos uva-ursi* in lieu of turf, both for its durability and its bright red berries. “It thrives in the waterside environment, while giving us the spatial mass at the groundplane that a traditional turf would normally have occupied, all without the maintenance of grass,” Dubner points out.

“Careful examination of the planting and site design demonstrate a carefully molded relationship between lush plantings and intimate spaces,” he continues. “The natural look and mass of *Nipponanthemum nipponicum* proves the perfect balance to a detailed pergola.

“Now, whether the clients choose to cut flowers for a vase, walk the garden down to the beach or simply enjoy the view from the indoors, they are part of a great environment at this seaside retreat!”



PHOTOS COURTESY: STEPHANIE BARONE, STEVEN DUBNER LANDSCAPING

3



4

5



## THE WORK

**1 | Beauty beckons.** The custom cedar arbor directs guests into the garden beyond. Lush plantings of *Hydrangea macrophylla* and *Spirea x bumalda* 'Goldflame' blur the lines of the built and the natural.

**2 | A pop of color.** Upon rounding the path, guests enjoy a foreground of *Nipponanthemum nipponicum* and *Imperata cylindrical* 'Red Baron' — whose bold red contrasts against the neutral pavers and the deep green needles of an existing *Pinus thunbergiana*.

**3 | Hide and seek.** A little nook set off the main patio provides a place where one could escape to enjoy the views or some quiet time. *Thymus serpyllum*, with the ability to withstand light foot traffic, was planted between boulders and flat stones. *Juniperus chinensis* 'Torulosa' and *Hydrangea macrophylla* envelop the space for an intimate feel.

**4 | A swinging view.** The classic bench hung from the *Campsis radicans*-covered cedar pergola makes a great space to relax. *Cryptomeria japonica* in the background give scale to the space, while *Buxus sempervirens* relate it to the plantings along the back of the garage. *Arctostaphylos uva-ursi* and *Miscanthus sinensis* 'Gracillimus' flank the tumbled paver walkway.

**5 | Sea portal.** The team chose to leave the stairs leading to the beach in place, to represent a departure from the "built" environment back to the simple beauty of the sea. The mass of *Nipponanthemum nipponicum* provides one last splash of color and texture before hitting the beach.

*Steven Dubner Landscaping is Long Island's award-winning landscape development firm, creating landscapes and gunite pools for more than 40 years. SDL offers a full service from initial concept to completion: landscape development, site master plans, seasonal color and design, gunite pools and spas. With a separate division for premium commercial spaces, the firm has constructed some of the most prestigious commercial landscapes in the New York Metropolitan region. This project garnered a 41st Annual Environmental Improvement Grand Award from the Professional Landcare Network (PLANET). For more information, visit [StevenDubnerLandscaping.com](http://StevenDubnerLandscaping.com).*

# BETTER PRACTICES: PROPER GRADING



Good edging contributes to improvements in both aesthetics and safety.

Impress customers and reduce the risk of falling with proper grading.

BY **CASEY PAYTON**

**H**arry R. Rotz Jr., owner of Rotz Turf Renovation LLC in Chambersburg, PA, says it's not enough to put up warning or "No Trespassing" signs in areas where sidewalks weren't edged properly. He'd like to see proper grading done the first time around. But the seeming lack of interest in this issue has always bugged him, especially from a safety point of view.

"I've fallen several times myself and have seen others fall also," says Rotz, whose business does about 70% residential work. "I never want to be blamed for someone falling because of my shoddy work, so I always put in the extra time to do proper grading. Unfortunately, I have lost a lot of seeding jobs because of this problem through cost differences. I always dig the areas out and place good soil to make sure it is properly graded and not a fall hazard. Yet, it seems like I am always laughed at for it — and it never seems to matter since 'everyone else' leaves a dangerous edge. I see this not only in sidewalks, but in the islands of business and shopping centers."

Rotz says this has been a pet peeve of his for years, yet it never seems to be a problem to anyone else. "Most people say 'I can't see it from my house, so I don't

care,'" he says. "Or maybe people just don't think about it because it's been done wrong for so long that it's just taken for granted."

But Rotz says there are a few good reasons to start thinking about proper grading. Besides being a fall hazard and ultimate liability, poor grading is also not friendly to the environment. "If good soil is placed to grade correctly, it not only makes the job pretty, but it can help control erosion," he says. "The healthier the grass, the more oxygen is produced — and the more carbon is sequestered. It takes less labor, gas and chemicals to maintain the area."

Proper grading can also make long-term maintenance easier and more cost-efficient.

"[When done properly,] all you need to

*continued on page 46*

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HEAD-TO-HEAD.

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**One Tough Animal.**

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## GRADING

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do is run the wheel of the mower on the edge along these areas and you're done!" he says. "There's little or no trimming. There is less time spent going back with a string trimmer to clean up those spots. Also, if the person running the mower is instructed properly, there is no scalping to the grass

area and no damage to the mower."

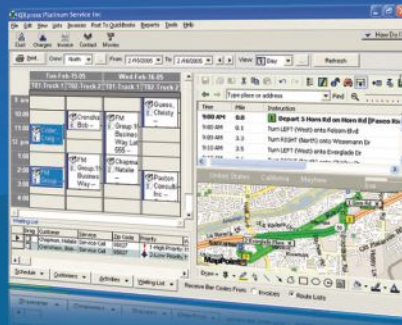
Because Rotz always does this extra work, he says his prices do end up higher.

"It does take more time and effort, and everyone expects to be paid for their time so it's certainly an extra cost," Rotz admits. "Sometimes I don't get the work because my estimate is higher.



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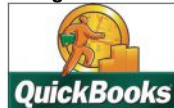
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Designed for:



Help customers see the value in grading. Talk to them about the benefits.

'Under-valued' is the understatement of the century. But anyone whose heart is in it and is trying to

do a good job knows his reputation is always on the line. The low-bidders are here today and gone on to something else tomorrow. Fortunately, I've been blessed with work, so my effort seems to be working."

Though he's been frustrated by a lack of regard for this important issue, Rotz says sometimes clients do recognize the extra effort he puts in, and why he's doing it.

"Most of the time it's the little guy that appreciates it," he says. "Many of the big guys just don't care — they want to do whatever they can to keep the cost down. But if it's the owner, I like to talk to them about the benefits. Then I can point to all the pros taking the time to do it right — how it will save them years down the road in maintenance costs, and the liability issues from lawsuits related to fall hazards. It's all about being able to see past the end of your nose and trying to make safety the top issue from the start, which will, in turn, also leave a more appealing job." **LM**

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

# FROM THE LARGEST PUBLICLY TRADED BUSINESS IN THE INDUSTRY... TO AN EVOLVING NATIONAL STAND-ALONE COMPANY

## HOW TRUGREEN LANDCARE'S SHIFT TO PRIVATE OWNERSHIP IS PAVING THE WAY FOR NEW BEGINNINGS

**TRUGREEN LandCare®**  
Exclusive interview with Mac McIvried, President

**Q: What does being a stand-alone company mean for TruGreen LandCare?**

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

**Q: What is happening with TruGreen LandCare today?**

On a daily basis, we are in the midst of setting foundational systems, processes and placing people in place to sustain, grow and develop our business while continuing 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.

**Q: What opportunities do you see in the road ahead?**

In all aspects of our business, especially as a stand alone entity, we have the opportunity to create. That said, 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. Additionally, we are optimizing the best resources to attract talent by partnering with industry organizations, colleges, universities and local communities. 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.

**Q: Where do you see TruGreen LandCare in the upcoming 12 – 36 months?**

TruGreen LandCare will be solidly established as a leader with a strong brand. Our systems, people and processes will be aligned with the continued growth of our business.

**TruGreen LandCare**  
9416 Doctor Perry Road  
Ijamsville, Maryland 21754  
Tel. 1-877-LANDCAR ( 1-877-526-3227)

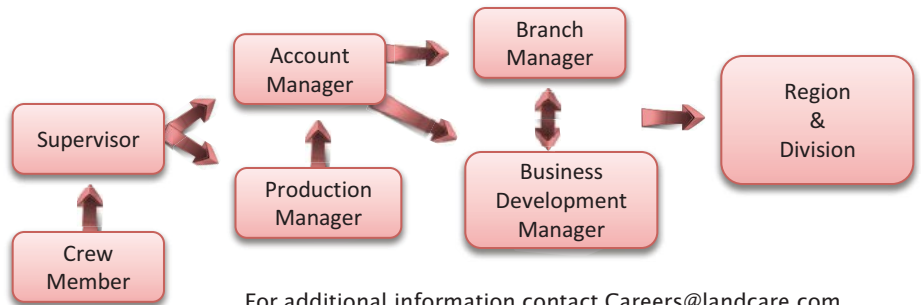
Talent Acquisition Group

We dove into conversations with TruGreen LandCare's senior leadership to find out what strategies are making their new vision a success.

### 1 Modifying organizational structure leads to more Opportunities –

Leadership and support teams for operational advancements and people development are being formed. Restructuring at a branch level has created additional career path opportunities for employees. New management tiers are focused on key initiatives allowing redistribution of workload.

- **2 tiers in Mid-Management**  
Account Manager: Operational Oversight, New Business development, Customer Service  
Production Manager: Field Productivity, Safety/Practical Training, Quality Control
- **1 tier in Sales Development**  
Business Development Manager: Strategic Sales Initiatives



For additional information contact [Careers@landcare.com](mailto:Careers@landcare.com)

### 2 Delivering a Comprehensive Portfolio of services –

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.



### 3 Keeping a strong hold in Prevalent Markets –

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.



Tropical trees can turn a Minnesota backyard into a pool-side paradise.

# ADD-ON SERVICE

Offering palm trees outside of a tropical climate may not be a big profit booster, but this Minnesota business owner found it offers value in other ways.

BY CASEY PAYTON

Palm trees and Minnesota are two things that don't seem like they'd go together. But James P. Sweeney saw an opportunity to fill a niche market by bringing palms to the Twin Cities. Sweeney, who is also founder and senior designer for Mom's Landscaping & Design, founded PalmTreeDirect.com to deliver a unique, resort-like theme to his clients' properties.

Several years after founding Mom's Landscaping, Sweeney decided that the idea of offering a palm tree service could really deliver that extra "wow factor" to his clients. "It's a fun and inter-

esting service," he says. "We all dream and aspire to the creation of an oasis or a little getaway, but including an actual palm tree in the landscape is unique and unexpected in a market where there are no hardy tropicals."

Though PalmTreeDirect.com is a subsidiary of Mom's Landscaping, from the start Sweeney wanted to market it as an "add-on piece that could also stand on its own," he says.

"The idea was to create a website and market and brand it differently than the main business," he explains. "By doing

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A SUPPLEMENT TO

# Landscape Management

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## THE INDUSTRY PULSE

# Road to Recovery

After years of survival mode, landscaping professionals learn to live, work and build their businesses in the new normal.

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