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
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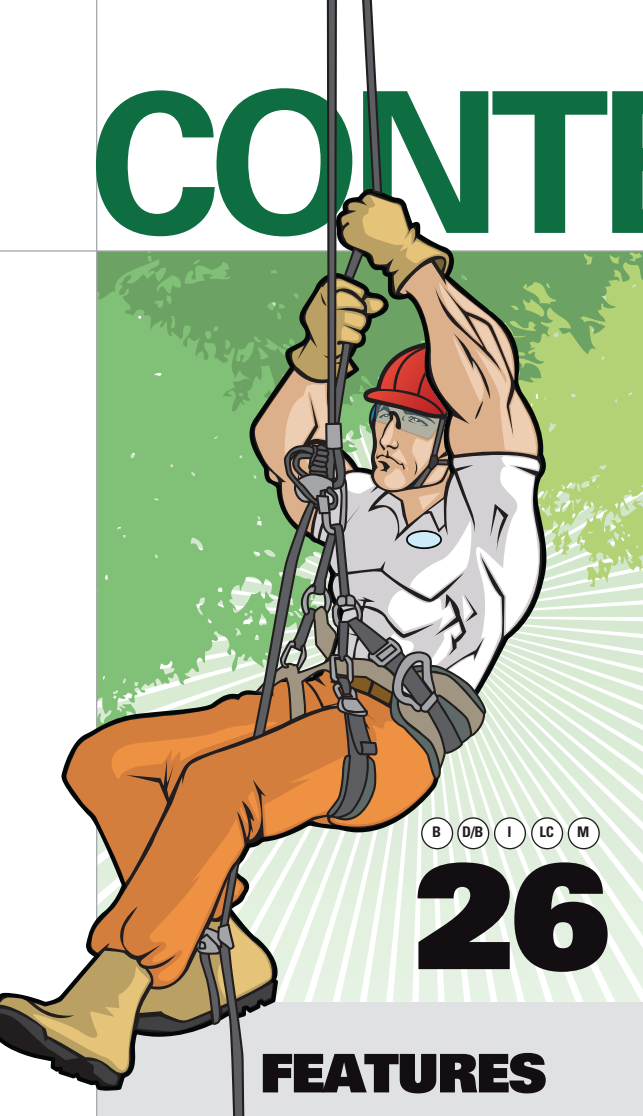
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CONTENTS

SEPTEMBER 2011
VOL 50, ISSUE 9



FEATURES

16 Safety superhero

Training turns employees into champions, which decreases injuries, improves productivity and helps keep costs in line. BY BETH GERACI

39 The picture of health

Behind the scenes at the environmentally friendly landscaping work for a new California hospital. BY JANET AIRD

42 Happy five-oh, Turfco

The first mechanical topdresser celebrates 50 years of consistent spreading. BY SETH JONES

LM MARKET MATCH We've made your life a little easier by supplying icons that direct you to stories targeting your core business.

B – Business, **D/B** – Design/Build, **I** – Irrigation, **LC** – Lawn Care, **M** – Maintenance

DEPARTMENTS

10 News & Views

GIE+EXPO in Louisville; Bobcat boot camp; Ball Horticulture landscape day; Legislative Day on the Hill



20 Progress

Advances in equipment, breeding and pesticides get the credit for today's better turf. BY BETH GERACI

38 Lawn Care Pro

Jim Campanella, Nashua, NH
BY DAN JACOBS

46 Weed Watch

Ground ivy; creeping beggarweed

49 LM Reports

Fertilizer and fertilizer blends; compact equipment

58 Add-on Biz

Three business partners recognize an untapped service segment: marking parking lots. BY CASEY PAYTON

60 A Cut Above

Russell Landscape Group, Dacula, GA
BY BETH GERACI

64 My Biggest Mistake

Business owner Jody O'Donnell learns the power behind managing man-hours. BY CASEY PAYTON

COLUMNS

8 Jacobs' Journal

BY DAN JACOBS

22 Hear Me Out

BY BETH GERACI

36 The Benchmark

BY KEVIN KEHOE

44 Profiting From Design **NEW!**

BY JODY SHILAN

52 Best Practices

BY BRUCE WILSON

IN EVERY ISSUE

62 Classifieds 63 Resources



SPECIAL SECTION

55 LIVESCAPES
Spring isn't the only time for colorful plantings.

ON THE COVER

Illustration by David V. Grigg,
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- Very valuable** — I get new product information and ideas about how to run my business better.
- Somewhat valuable** — I go most every year, and usually pick up some info.
- Of little value** — I'll attend if it's nearby and I've nothing better to do.
- Not valuable at all** — I've been to shows and get nothing from them.

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THE LM DAILY

Senior Editor Beth Geraci writes about the Professional Landcare Network's (PLANET) Renewal & Remembrance program at Arlington National Cemetery and Legislative Day on the Hill (see page 17). For more on those events and to get a personal slant on the news of the day, visit *LM's* blog site (landscapemanagement.blogspot.com/).

BLOG

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CLEVELAND HEADQUARTERS
600 SUPERIOR AVE. EAST SUITE 1100
CLEVELAND OH 44114 800/669-1668

EDITORIAL STAFF

Editorial Director Marty Whitford 216/706-3766 | mwhitford@questex.com

Editor-in-Chief Daniel G. Jacobs 216/706-3754 | djacobs@questex.com

Senior Editor Beth Geraci 216/706-3756 | bgeraci@questex.com

Contributing Editors Heather & Jamie Gooch 330/723-3539 | heather@goochandgooch.com, jamie@goochandgooch.com

Art Director Carrie Parkhill 216/706-3780 | cparkhill@questex.com

ADVERTISING STAFF

Publisher Patrick Roberts
216/706-3736 Fax: 216/706-3712 | proberts@questex.com

Northern National Sales Manager Dave Huisman
732/493-4951 Fax: 732/493-4951 | dhuisman@questex.com

Southern National Sales Manager Jason DeSarle
216/706-3758 Fax: 216/706-3712 | jdesarle@questex.com

Business Development Manager Ric Abernethy
216/706-3723 Fax: 216/706-3712 | rabernethy@questex.com

Account Executive Classifieds Kelli Velasquez
216/706-3767 Fax: 216/706-3712 | kvelasquez@questex.com

BUSINESS STAFF

Vice President Kevin Stoltman 216/706-3740 | kstoltman@questex.com

Administrative Coordinator Petra Turko 216/706-3768 | pturko@questex.com

Marketing Manager Ryan Bockmuller 216/706-3772
Fax: 216/706-3712 | rbockmuller@questex.com

Production Manager Amber Terch 218/206-2129 | Amber.terch@superiormediasolutions.net

Production Director Jamie Kleist 218/206-2107 | Jamie.kleist@superiormediasolutions.net

Audience Development Manager Carol Hatcher
216/706-3785 | chatcher@questex.com

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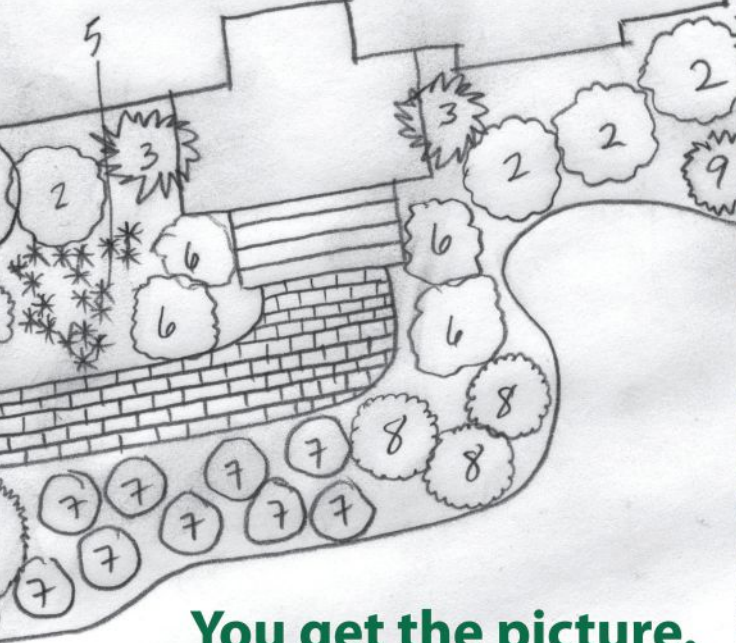
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Adjusting my mindset

There's nothing quite like your child's 18th birthday to make you feel older. By the time this article appears in print, Josh will have finished his 18th year and begun his sophomore year of college (see last month's column for more on that).

Children are constant reminders of not only how quickly time passes, but also how it seems to accelerate as they grow. Time, it would seem, is relative. As Albert Einstein once said, "When a man sits with a pretty girl for an hour, it seems like a minute. But let him sit on a hot stove for a minute and it's longer than any hour. That's relativity."

That notion describes how quickly time seems to pass as we watch our children grow.

For those of you without children of your own, there is another way to feel the ever-quickening passage of time. Each year, Wisconsin's Beloit College puts out "The Mindset List" (www.beloit.edu/mindset) to help professors better understand the incoming freshmen class. It's a look at how the world has changed since they were born — or more accurately, it's a description of what has always been true since they were born.

Like Josh, the bulk of this year's class was born in 1993. That group, the class of 2015, has never known a world without an Internet ramp onto the information superhighway, nor has there ever been a time in their lives when there weren't two women on the Supreme Court. For you movie buffs, Ferris Bueller and Sloane Peterson could be the ones sending their child to college.

I remember being awed by the birth of the World Wide Web and laughing at Matthew Broderick's school-ditching shenanigans in the 1986 classic film "Ferris Bueller's Day Off" (Yes, I know, shenanigans is a word the old caretaker used in his

rant after getting caught by Shaggy, Scooby-Doo and the gang on Saturday morning cartoons — one item not on the list, but should be).

Want more?

The class of 2015 is more likely to think LeBron James than Lyndon Baines Johnson when you refer to LBJ. Amazon has never been just a river in South America. O.J. Simpson has always been looking for the killers of Nicole Simpson and Ronald Goldman.

Feeling old yet?

The Mindset List was created by Beloit's former Public Affairs Director Ron Nief and Keefer Professor of the Humanities Tom McBride. According to the school's website, "It was originally created as a reminder to faculty to be aware of dated references, and quickly became a catalog of the rapidly changing worldview of each new generation."

Giving educators a sense of how their students perceive culture and the establishment makes sense. It makes sense for business owners as well.

It's not a bad idea for company executives looking to hire new graduates (millennials) to have a little perspective on how these younger workers view the world.

While you might remember the Bay of Pigs fiasco, they have never known a time when the U.S. government has not housed refugees and prisoners at Guantanamo, or at time when there's been an official Communist Party in Russia.

Not interested in, or able to hire, new grads? The Mindset List still might be useful. The first list was produced for the class of 2002 (those born in 1980). Those workers are now in their early 30s.

Warning. If you think the list for the class of 2015 makes you feel old, taking a look at the Mindset List for the class of 2002 is even worse:

Most have never seen a TV set with only 13 channels, nor have they seen a black-and-white TV. Really? Come to think of it, there's really not that much worth watching nowadays. Maybe we should return to just 13 channels.



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NEWS+VIEWS

GREEN GREENS TRIBES | EVENTS, TRENDS & TIPS

BY BETH GERACI SENIOR EDITOR

Louisville in the spotlight

When 18,000 industry pros descend upon Louisville's Kentucky Exposition Center for the GIE+EXPO (Oct. 27-29), they'll be greeted by 750 landscape product exhibits on an expanse of ground covering 425,700-sq.-ft. inside and 642,000-net-sq.-ft. outside. They'll be treated to outdoor product demonstrations, see the market's newest products and rub elbows with their counterparts. So it's not like there will be a shortage of things to see and do.

But the GIE+EXPO isn't the only game in town. There's also the city itself. Here are *LM's* suggestions for things to check out should you have time to kill.



OLD LOUISVILLE

A short cab ride from downtown, this charming historic neighborhood is renowned for having the country's largest number of restored Victorian homes. The neighborhood abounds with magnolia and oak trees, but its architecture alone makes it a standout.



FOURTH STREET LIVE!

The strip of restaurants, bars and shops in the heart of downtown provides no shortage of entertainment. Hit the strip Thursday, Oct. 27, when country band Stealing Angels ("Paper Heart") gives a free live performance (9 p.m.). Do it again Friday, Oct. 28, when country music legend Charlie Daniels follows suit in honor of his birthday (9 p.m.).



LOUISVILLE SLUGGER MUSEUM & FACTORY

Get a close look at the Louisville Slugger brand of baseball bats created by Hillerich & Bradsby in 1884. See bats swung by Joe DiMaggio, Hank Aaron, Babe Ruth, Mickey Mantle and other legends and tour the on-site factory, which produces 1.8 million bats per year.



21C MUSEUM HOTEL

Hardly your average hotel, the 21c triples as a contemporary art museum and an award-winning restaurant. Centrally located on Louisville's downtown Museum Row, the 21c was lauded by *Travel & Leisure Magazine* as "one of the most ambitious unions of art and hospitality ever undertaken." On display in October: "Cuba Now", featuring work by contemporary Cuban artists.



KENTUCKY SPEEDWAY

Kentucky hosted its inaugural NASCAR Sprint Cup race July 9. Big names such as Jimmie Johnson, Dale Earnhardt, Jr. and the night's big winner, Kyle Busch, raced before an energetic crowd of 107,000 fans. No race is planned for the weekend of the GIE+EXPO, but see www.kentuckyspeedway.com for a calendar of the 2012 season; it's worth the return trip.

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