



If you're
not mowing,

you're not
making money

Your parts source can make the difference

How quickly you get a part replaced can be the difference between downtime and up, between making lots of money and making less. At John Deere, we take pride in providing commercial grounds-keeping customers like you with the parts you need to stay on the job and maximize profits. In fact, we offer several methods to access parts fast – including some solutions you won't find anywhere else.

Your local John Deere dealer understands your business and offers many services to support it.

- An exceptional parts inventory of:
 - Original Equipment Manufacturer (OEM) parts.
 - All Makes parts for other, major mower brands.
- Highly trained service technicians who speak your language.
- Unsurpassed parts distribution and support channels.

If your goal is making money, let us partner with you.

More convenience, productivity *and* savings

We want your business. And we're not above tempting you with a coupon to encourage you to experience our advantages. Redeem this coupon by:

- Bringing it in to your local John Deere dealership.
- Ordering online at JDParts.Deere.com. Enter coupon code 51773. You can pick up parts ordered through JDParts the next business day at your dealership, or they can be direct-shipped to you.



We spend our uptime finding ways to increase yours

Parts OnSite™

This unique program is built on a common-sense approach – it's easier and faster to grab parts stored at your place of business and get right back to work than it is to drive to the parts store. With Parts OnSite, your dealer* regularly visits your place of business to help you maintain your own inventory of high-wear and maintenance parts.

- Special financing options are available so you can stock up now and pay later. Ask us about our Buy Now/Pay Later** financing options today.
- We also offer an attractive, spacious Parts OnSite cabinet to store your parts inventory. That way, you stay organized *and* productive.

Fast response if part is out of stock

It won't happen often but if your John Deere dealer doesn't have the part you need in stock, he can order it for quick delivery to his store! He can do this thanks to:

- One of the most extensive parts distribution networks in the world. (Deere has three in Canada alone.)
- An average, on-time fill-rate of 98 percent.

With parts solutions like these, you know we mean business.

Don't risk downtime due to lack of parts. Partner with the most professional source possible – John Deere.

* Subject to dealer participation.

** Subject to John Deere Financial approval and dealer participation. Minimum finance amount may be required. See your dealer for details. Programs subject to change, without notice, at any time.

Save 20% on purchase of any set of John Deere OEM mower blades***



***Offer applies to purchase of any set of John Deere OEM mower blades purchased from March 1, 2012 through May 26, 2012. Get 20% off the total purchase price before applicable taxes and shipping charges. Offer is subject to change without notice at any time. See your John Deere dealer for more details. Limit one coupon per person per product. No facsimiles will be accepted. Redeemable only at participating John Deere dealerships in Canada and on JDParts.com. Dollar amounts referenced are in currency of country of residence.

Note to dealer: Offer valid when customer purchases any set of John Deere OEM mower blades. Offer expires May 26, 2012. To receive reimbursement and for program rules, visit <http://couponredemption.deere.com>. Select the "20% off Blades - Magazine Ad (51773)" offer. You will need coupon code, customer name and transaction information to claim redemption. May 31, 2012 is the last day to claim redemption. Limit one coupon per recipient.

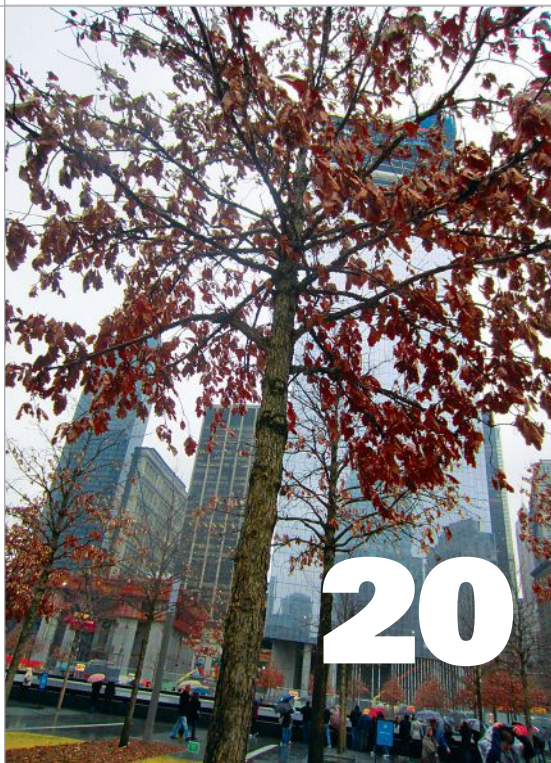


JOHN DEERE

JohnDeere.com/Parts

CONTENTS»

APRIL 2012
VOL 51, ISSUE 4



FEATURES

20 Standing tall (B) (D/B) (I) (M)

The 9/11 Memorial's urban forest is rooted in much more than soil. BY BETH GERACI

14 Preparing for an insect invasion (B) (LC)

An unusually warm winter means additional stress on trees from increased pest pressures. BY JOSEPH DOCCOLA

34 Building community (B) (D/B)

Providing beautiful, meditative and functional outdoor spaces to help a community center better serve its members

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

8 News & Views

Cat comes home;
Trouble in paradise

12 Progress

From push-alongs to ride-alongs, sprayers and spreaders have modernized with the times.
BY TOM CRAIN

33 Lawn Care Pro

The Milligan family, Strathmore, Ontario
BY DAN JACOBS

36 Weed Watch

Crowfootgrass;
Japanese stiltgrass

39 LM Reports

Lighting; hardscapes



43 Add-on Biz

Emerald ash borer
BY CASEY PAYTON

45 A Cut Above

Common Grounds Landscape Management, Knoxville, TN
BY MARK LEITMAN

48 My Biggest Mistake

Failing to take advantage of good times
BY CASEY PAYTON

ON THE COVER

Photo by Jamison Lackey,
<http://jamisonlackey.com>

COLUMNS

10 Jacobs' Journal

BY DAN JACOBS

18 Whits' World

BY MARTY WHITFORD

32 The Benchmark

BY FRANK ROSS

38 Best Practices

BY BRUCE WILSON

IN EVERY ISSUE

46 Classifieds 47 Resources



NATIONAL STRENGTH • LOCAL COMMITMENT



Commercial Landscape Management at its best

BUSINESS OWNERS – TAKE ADVANTAGE OF OUR NEW OFFER OF \$0 DOWN TODAY!*

Since 1986 we have helped existing landscape service businesses become a success within our franchise network. Join us and it will change your life.

6 SHFIDQ IQDQFIQJ 2 SWRQV
IRU ([LVMQJ %XVLQHVVHV
%XVLQHVV 0 RGHO) RU6 XFFHV
%LGGIQJ (VMP DMQJ 6\ VMP V
6 DQV 0 DUNMQJ 3 URJDP V
&RLSRDIM 3 XLFKDVLOJ 3 RZ HU
2 QJRIQJ 6 XSSRUVE\ ,QGXVM ([SHJW



New Offer for Conversions:

If you already own your own business, we can help you reach your commercial growth goals. U.S. Lawns has brand recognition. We are the leading franchise company in the commercial landscape management industry! We have operational systems and support that are second to none. Seriously. Look us up. Ask our franchisees.

Now we are offering special finance options for those who are converting their business to a U.S. Lawns franchise. Not only will you be joining the leader in the industry, you will be taking advantage of our newest financial outreach to conversions. **NO MONEY DOWN!** That just is not an offer you want to pass up. If you were ever considering a franchise, now is the time and we are your future. We have the marketing you need. We have the systems for effective bidding, efficient routing, timely invoicing and business plans that set you on a growth path. The best part? We are NOT acquiring your business. You still retain ownership of your business.

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



*Individuals must qualify for \$0 down financing. Qualifications are based upon credit worthiness & gross billings of the existing business.

Call us today at 1-866-781-4875

franchise@uslawns.net

www.USLawnsFranchise.com

ONLINE NOW

» WWW.LANDSCAPEMANAGEMENT.NET

THE LM DAILY

DID YOU CATCH THE LATEST FROM THE BLOG?

» **Fred's Take: Rising fuel prices don't have to raise your blood pressure**

Do NOT assess fuel charges to your invoice. Your customer works with set budgets, and raising your price may force them to take bids. If you do opt to use fuel charges, do not add them to your invoice without speaking to your customer first. Remember, their business is also being impacted somehow by rising fuel costs.

Visit landscapemanagement.blogspot.com/ to get the latest from the LM staff and from a few top Green Industry contractors.



Pinterest OF THE MONTH

Caterpillar sends off a group visiting its Sanford, NC plant in style. View our posts at: pinterest.com/landscapemgmt

TWEET, TWEET

The Professional Landcare Network (PLANET) Day of Service program gives contractors an opportunity to give back to their communities. Follow our tweets: @landscapemgmt



WEBINAR

Were you able to attend our "Marketing to the Affluent" webinar series? In case you missed it, you can find the archived recordings here: www.landscapemanagement.net/webinars

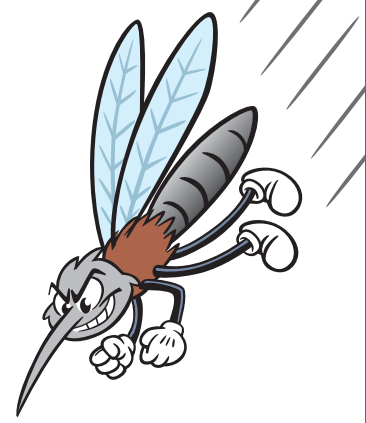


ILLUSTRATIONS BY: iSTOCK INTERNATIONAL, INC.; PHOTO BY: DAN JACOBS

HELP! LANDSCAPE PROFESSIONALS
We are actively seeking dealers to sell, install and service our innovative outdoor misting systems that effectively control mosquitoes and other annoying insects.

GREAT MARGINS & RECURRING REVENUES!

Could you Spot A Great **BUSINESS** Opportunity



If It bit YOU On The \$@%?

BECOME A MISTAWAY DEALER TODAY! 1-866-485-7255 WWW.MISTAWAY.COM

You might not hit your
target on the first shot.



FREEHAND[™]
1.75G HERBICIDE



But you can target weeds and
take them out the first time.

FREEHAND[®]
1.75G HERBICIDE

You always aim for optimal weed control. Now you can hit the bull's eye with **FreeHand[®] 1.75G herbicide**. Using two highly effective active ingredients and two unique modes of action, **FreeHand 1.75G** enables you to control a wide range of grasses, broadleaf weeds and sedges with one application. **FreeHand 1.75G** is perfect for all planting beds and warm-season turf and an effective resistance management tool. Don't miss the mark and lose money on re-treats. Hit your target the first time with **FreeHand 1.75G**.

BASF
The Chemical Company

TIMELESS

SUPERthrive®
The Original Vitamin-Hormone solution for all your planting needs
A Tree-Saver's Secret Weapon

Maximize potential when transplanting trees, plants, & lawns

SUPERthrive®
WORLD'S FAIR
1940 Gold Medal
The Original Vitamin-Hormone solution

See our Free Trial Offer at www.SUPERthrive.com

Vitamin Institute – 12610 Salicoy St. South, North Hollywood, CA 91605 – 800.441.8482 (VITA)

Landscape Management

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 Wallace 216/706-3780 | cparkhill@questex.com

ADVERTISING STAFF

Publisher Jason DeSarle
216/706-3758 Fax: 216/706-3712 | jdesarle@questex.com

North American Sales Manager Craig MacGregor
216/706-3787 Fax: 216/706-3712 | cmacgregor@questex.com

National Accounts 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

Vice President of Sales Patrick Roberts
216/706-3736 Fax: 216/706-3712 | proberts@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 Specialist 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

MARKETING/MAGAZINE SERVICES

Reprints landscapemanagement@theygsgroup.com | 800/290-5460 x100

Gwen Coryell Circulation List Rental 609/275-2900 x118

Customer Services Subscriber/Customer Service
landscapemanagement@halldata.com | 866/344-1315; 847/763-9594 if outside the U.S.

Paul Semple International Licensing
714/513-8614 Fax: 714/513-8845 | psemple@questex.com

For current single copy, back issues, or CD-ROM, call 866/344-1315; 847/763-9594 if outside the U.S.

QUESTEX MEDIA CORPORATE OFFICERS

President & Chief Executive Officer Kerry C. Gumas

Executive Vice President & Chief Financial Officer Tom Caridi

Executive Vice President Antony D'Avino

Professional Plant Protection



Ready-to-Use Liquid



Soluble Powder Concentrate

MOST EFFECTIVE — LONGEST LASTING

Proven to out-perform and out-last all other repellents !

Non-toxic, safe for pets and the environment

Visit our **DEALER LOCATOR:** www.plantskydd.com

or purchase direct from
Tree World Plant Care Products Inc.
Call today—toll FREE! 1-800-252-6051

#1 Choice of Professional Landscapers

From Ordinary to Extraordinary and everything in between.

Current



Proposed



PRO Landscape® Companion

Introducing PRO Landscape Companion for iPad/ Tablet – the perfect complement to PRO Landscape. Wow customers and enhance your sales potential even more using the latest technology.

PRO Landscape is the most complete design software on the market, providing the perfect set of design tools for landscape contractors, designers, architects, as well as garden centers. Use PRO Landscape for all your design needs:

- Photo Imaging
- Site Plans (CAD)
- Night & Holiday Lighting
- Complete Customer Proposals
- Irrigation Designs
- 3D Designs

For almost 20 years PRO Landscape has been the best selling landscape design software for professionals. The same easy-to-use tools that make it great for new construction also make it the best software for renovation projects.

Extraordinary is Just a Click or Call Away!

prolandscape@drafix.com

prolandscape.com • 800-231-8574

PRO Landscape

DESIGN SOFTWARE



prolandscape.com



NEWS+VIEWS

GREEN INDUSTRY EVENTS, TRENDS AND TIPS

Cat comes home

Manufacturing jobs are coming back to America.

Well maybe not in the droves that would put an end to unpleasant unemployment numbers, but at least one company, Caterpillar, is doing its part. The manufacturer of all types of construction

equipment, including a new line of Tier IV-ready skid steers, mini excavators, compact track loaders and multi-terrain loaders, announced in mid-February it will start building small-track type tractors and mini hydraulic excavators at a new plant in Athens, GA. Some 1,400 people will be employed at the new

plant when it's fully operational.

The new facility will be part of Caterpillar's Building Construction Products (BCP) Division, which is based in Cary, NC.

Earlier in the year Caterpillar launched its D-series of skid steers and compact track loaders. Caterpillar invited a gaggle of press members to its North Carolina facilities to get a look at the new models and enjoy a little "stick time."

According to the company, the new Tier IV ready machines offer increased fuel efficiency and productivity. For more information on the new products, visit your local Caterpillar dealer or the company's website: www.cat.com.



TROUBLE IN PARADISE

BY DAN JACOBS EDITOR-IN-CHIEF

Whenever you hear the words "mutual self destruction," you want to tread carefully. Tom Oyler, of the Wilson-Oyler Group, knew that many of the attendees of the Professional Landcare Network's (PLANET) Green Industry Great Escapes program would have a difficult time accepting his message.

"I'm wearing white, because I have a dark message," Oyler quipped as he took the stage to give his keynote presentation.

The content of Oyler's words were a sharp contrast to the relaxed surroundings of the event, held at the Atlantis Resort on Paradise Island in the Bahamas. But attendees weren't

there for just the fun and games.

Contractors are far too focused on their competitors and not enough on innovating, Oyler said. And while there is nothing wrong with eliminating waste, eking out a percentage point here and there is a temporary fix. Competitors — if they haven't already — will simply copy that approach and your advantage is gone. Doing something no one else can replicate is what will truly separate a company from its competitors.

And proving he's not all talk, Oyler said he's working with a company to bring a new way to manage staffing to blow away the competition.



One of thousands of fish in the Atlantis resort's numerous aquariums.

That carbureted engine in your ZTR is okay. And that's being generous. Generally speaking, it usually starts and doesn't give you too much trouble. At least that's what it wants you to believe. Fact is that little gold digger is secretly milking you for every penny in your piggy bank. And doing it with a smile.

'Cause every time you fill up, two things happen: your wallet

EMPTIES FASTER THAN A CHEAP PIÑATA.

And your kids' college dreams try to find a happy place. Good news though: Common sense just called and said you can have your purse back. There's another option. It's called the

KOHLER COMMAND PRO® EFI ENGINE. Not only does it start on command, it can **SAVE SERIOUS CASH ON FUEL** compared to that vampire you got now. And did we mention there's

NO CARBURETOR? So you can nix all those carburetor maintenance nightmares as well. The cat's officially out of the bag, muchacho. "Okay" isn't going to cut it any more. Your kids want to learn stuff.



KOHLER.ENGINES

KOHLERENGINES.COM/EFI



What we don't need to learn from Steve Jobs

Walter Isaacson's recent biography of Steve Jobs, the demanding former head of Apple, apparently doubles as a management guide for many executives. Some have even donned the deceased executive's trademark black turtleneck sweater.

I'm all for learning from others. I've had a number of bosses over the years, some good and some very, very bad. I nearly quit a job after receiving an email from one mid-level manager who reprimanded me for doing something that "wasn't my job." The problem was, it was my responsibility. It was a task given to me by his boss. Yet I nearly responded to the vicious, curt and overall demeaning tone of his email with a "four-letter" filled resignation letter. Fortunately, I allowed myself to calm down before hitting the send button. I used the delete button instead, but within a few months I chose to move on.

Jobs was known for his brusque, often intimidating style. He also possessed extraordinary talent and drive. My former mid-level manager seemed to share Jobs' natural "gift" for bullying. The problem was he didn't have Jobs' track record of success, nor had he earned the respect of those he regularly berated, something that Steve Jobs clearly had.

There's a danger in selectively picking and choosing certain traits to emulate. Jobs was effective not because he could bully people or because

he focused so intently on design or any other single trait for which he is so admired. It was the package, the complex and nuanced way all those traits melded together that allowed Jobs to succeed.

As Isaacson said (in an article in the *Wall Street Journal* discussing executives using his book as a management bible): "I hate when people say, 'I'm like Steve Jobs, I drive people to perfection.' I say, well, make sure you have his talents as well."

In other words, wearing black turtleneck sweaters and bringing employees to tears with a harsh and degrading demeanor isn't going to help you build your company.

I'm not suggesting there isn't something to learn from Jobs. Quite the contrary. He did some extraordinary things (that might be the understatement of the year) and had a vision and drive that surpassed the majority of executives. He was able to do what he did because of the unique makeup of his personality. Hijacking "pieces" of someone else's approach and simply dropping them like bombs on your employees will most likely have harmful effects.

My goal has been to adopt and apply the traits I most admire and eschew the ones that leave me feeling at best unappreciated or at worst abused. But to make them work, I must make them my own.

Trying to shoehorn Jobs' management style into your business will likely be about as effective as installing a Windows operating system onto your Macintosh computer. You might be able to make things run, but the two weren't created for each other. And why would you want change your approach in the first place? You created and built your business with your unique talents. You developed a team that has become accustomed to your management style and works well within it. There is always room to learn, adapt and grow. Chucking that aside and adopting the Jobs approach seems foolish — something Steve Jobs certainly wouldn't have done.

My goal has been to **adopt and apply the traits I most admire** and eschew the others.