

Does your insurance company think
“photosynthesis” is the latest
feature on a digital camera?



In a competitive business environment, you can't afford an insurance company that doesn't understand your business. Hortica has over 120 years experience in the horticultural industry. We provide specialized insurance solutions and loss control strategies that other companies don't deliver.

To learn how Hortica can help protect your business visit www.hortica-insurance.com or call 800-851-7740.


hortica
INSURANCE & EMPLOYEE BENEFITS
To guide and provide

WEEDWATCH

STANDING SENTINEL TO PROTECT PLANT HEALTH



Recommended
Dow AgroSciences
solution
Gallery® specialty
herbicide*

LAWN BURWEED

Soliva sessilis

IDENTIFICATION TIPS

- ▶ This low-growing, freely branched, winter annual germinates when temperatures begin to cool.
- ▶ This weed reproduces by seed. In early spring, it begins to grow rapidly, forming spine-tipped burs in the leaf axis.
- ▶ It has opposite, sparsely hairy leaves, twice divided into narrow segments, or lobes. Small flowers bloom in the spring.
- ▶ Its burs are often hard to see, but easily felt.

CONTROL TIPS

- ▶ Maintain a healthy lawn by fertilizing and mowing at the proper height and frequency. Healthy grass can outcompete burweed for light, water and nutrients to reduce the level of infestation.
- ▶ Once this weed develops its burs, it is difficult to control and may need multiple applications of a post-emergent herbicide.
- ▶ Apply a labeled pre-emergence herbicide in the fall, before burweed germinates. Activate with 0.5 in. of rainfall or irrigation.

Recommended
Dow AgroSciences
solution

Snapshot® specialty
herbicide*



HORSEWEED

Conyza canadensis

IDENTIFICATION TIPS

- ▶ Also known as mares-tail, this winter or summer annual can reach 6 ft. tall.
- ▶ Seedlings develop a basal rosette; young leaves are egg-shaped with toothed margins.
- ▶ Mature plants' leaves are entirely without petioles. They are alternate with entirely or slightly toothed margins.
- ▶ White, pink or yellow inconspicuous flower heads occur at the top central stem of this prolific seed producer.

CONTROL TIPS

- ▶ Glyphosate- and ALS-resistant biotypes of this species have been confirmed in the United States, and are spreading across the country.
- ▶ As an annual weed that can produce more than 200,000 seeds per plant, pre-emergence herbicides may provide the best option — and will limit the spread of the resistant biotypes.
- ▶ Make a fall and early spring application of an appropriately labeled pre-emergent herbicide.

* 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.

BROUGHT TO YOU BY  **Dow AgroSciences**

Dimension[®]
Specialty Herbicide

Gallery[®]
Specialty Herbicide

Snapshot[®]
Specialty Herbicide

 **Dow AgroSciences**



It takes courage to admit there's a problem.

Meet Frank. He's got what you'd call a "problem" with hand-weeding. Fortunately, there's Dimension[®], Gallery[®] and Snapshot[®] specialty herbicides from Dow AgroSciences. They give Frank the kind of group therapy he really needs by delivering serious control of the toughest weeds in lawn and landscape settings. So go ahead and skip the awkward meetings. Come learn more about the portfolio of products proven to help kick the hand-weeding habit at DowProvesIt.com.

www.DowProvesIt.com 800-255-3726

*Trademark of Dow AgroSciences LLC. State restrictions on the sale and use of Dimension specialty herbicide products and Snapshot apply. Consult the label before purchase or use for full details. Always read and follow label directions. *The swinging golfer logo is a registered trademark of PGA TOUR, Inc. ©2010 Dow AgroSciences LLC T38-000-018 (2/10) BR 010-60665 DATOTURF9072



P R O V E N S O L U T I O N S

LM REPORTS

YOUR GUIDE TO PRODUCT RESEARCH

MAINTENANCE: SPREADERS AND SPRAYERS

Grasshopper Mower

Apply pesticides, herbicides and fertilizers more effectively and efficiently with the Grasshopper Shielded Sprayer. The patented design contains the spray pattern for on-target application, even in windy conditions. The independent suspension and dolly wheels follow ground contours for precise and even spray application. Each spray chamber features four spray nozzles, which provide uniform coverage by applying finer spray droplets that coat vegetation instead of dousing it. Combined with True ZeroTurn maneuverability to avoid wasted motion, the result is up to 5.5 acres per tank — with fewer chemicals, faster application times and faster drying times. GrasshopperMower.com/sprayer



Turfco

The new T3000i series of spreader sprayers is still small enough to fit through a 36-in. gate, yet productive enough for large commercial

properties. New features include a patent-pending, hands-free speed control system, trim-speed lock and Santoprene pump. A speed-control pedal allows the operator to keep one hand free at all times to run the unit. Combined with the steering wheel, pivoting front axle and floating ride-on platform, the new feature enhances operator control and overall ease-of-use. Training time is also decreased, because the hands-free speed system is intuitive and easy to understand. Additionally, the positioning of saddle tanks, the low center of gravity and hydrostatic transaxle braking system deliver dynamic braking and easy control and stability on uneven ground and hills. TurfcoDirect.com



L.T. Rich Products

The Z-Spray line of spreader/sprayers provides a wide variety of applications. Spray capacities range from 18 to 75 gallons; fertilizer capacities are from 200 to 300 lbs. All units offer a hydraulic hopper system, varying spray and spread widths, stainless steel chassis, 50-ft. hose reel, GPS speedometer, and a 16-hp Vanguard Commercial engine. New for 2009 is a locking caster system, adding to hill capabilities. Z-Spray.com

R&K Pump & Equipment

Located in Pompano Beach, FL, since 1980, R&K is proud to be an American manufacturer. All welding, fabrication and assembly is completed in-house to ensure quality control and on-time deliveries. The company manufactures for some of the largest fleets in the Green Industry, and provides maintenance for more than 1,500 commercial spray units. RandKpump.com



Reddick Equipment

Since 1965, Reddick Equipment has been manufacturing sprayers for the lawn care, turf, deicing and agricultural industries, and provides parts for all major brands of spray equipment. Its lawn care skids are available as aluminum skid frames with poly tanks or as seamless fiberglass tanks with safety cross baffles, with capacity from 30 to 500 gal. Reddick.cc





SnowEx

The new SP-65 walk-behind broadcast spreader offers a professional option for ice management at an entry-level price. With its 100-lb. capacity, the unit is ideal for use on sidewalks, driveways and other tight applications. Capable of handling bagged rock salt and pelletized material, the spreader includes a non-corrosive polyethylene hopper with a single-slot port design and extra-wide throat opening to ensure a smooth, consistent flow of material. A handle-mounted adjustment lever allows accurate control of the feed rate. Featuring a 10-in. plastic spinner and heavy-duty Nylatron gear drive, the unit spreads up to 12 ft. wide. *TrynexFactory.com*



Hiniker Co.

Hiniker's dual-motor electric salt and sand spreaders allow users to tailor material application rates accurately and conveniently. Powered by the truck's 12-volt electrical system, these units provide individual variable speed control for both the conveyor and the spinner. The two electric motors offer quiet operation for residential and office applications. Hiniker dual-motor electric spreaders also feature blast control for quick, extra dense applications, and a reverse switch to clear jams quickly and easily. Standard hopper capacities are 1.50 cu. yd. for the 6.5-ft. model 635 and 1.80 cu. yd. for the 8-ft. model 835. *Hiniker.com*

TurfEx

The new RS7200 Spread-N-Spray is powered by a 200cc Honda GX200 engine with a 2:1 ratio gear reducer. Its heavy-duty transmission includes two forward gears, plus neutral and reverse. The unit comes with a hand-operated transmission disc brake, as well as a foot-controlled sulky band brake. The large-capacity hopper accommodates 150 lbs. of material that can be spread as wide as 11 ft. The balanced tank system holds 17 gal. of liquid and contains one fill port for quick, convenient refilling. The sprayer is powered by a 2-gpm pump, and the low-pressure nozzles offer multiple spray patterns. A spot sprayer is provided for weed-spraying applications. Designed for smooth, safe operation, the machine has a low center of gravity and easily handles rough or uneven terrain because of the sulky's sealed bearing pivot. *TrynexFactory.com*



continued on page 37



Solu-Cal USA

Granular Products
Providing Immediately
Available Calcium

Solu-Cal

Enhanced High Calcium Lime

- Apply less product with superior results
- University tested & industry proven
- 70 & 210 SGN



Solu-Cal S

Enhanced Calcium Sulfate

- Significantly less dusty gypsum alternative
- 95 & 210 SGN



Peak Iron + Mag

with Wolf Trax Technology

- No Surge Growth while providing Dark Green Color
- Coarse Grade 200 SGN

12-0-4 + Solu-Cal

with Controlled Release Nitrogen

- Supplements fertilizer with N, P, and Calcium
- May be applied to a wide variety of turf grasses

6-12-6 + Solu-Cal

- Starter fertilizer with soluble Calcium
- Supplements fertilizer with NPK and Calcium

All of our products contain

pH:Ca technology

Visit Solu-Cal @ GIS

Las Vegas, NV - Booth 2100

Feb. 27 - Mar. 1

Register to win a
free soil pH meter!



For more information, contact
Solu-Cal USA:

774-678-0288

www.solu-cal.com

**Demanding more
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.™

RAIN  BIRD®

continued from page 35



Broyhill

AccuPro 210 is Broyhill's answer to your dedicated sprayer needs. The new 27-hp Kohler version provides plenty of power, with a 5-speed manual GM transmission. Loaded with options that include spray controllers, foam marker, spray gun kits, motorized ball valve kits (to control flow) and more. Fifteen- or 21-ft. booms are available. Broyhill.com



PermaGreen

The 2012 PermaGreen Triumph Spreader Sprayer features a fuel-efficient 5.5-hp Honda horizontal shaft engine and wet clutch, a 150-lb. hopper and a 12-gal. spray tank. Its laser-cut and precision-stamped 100% stainless steel frame features custom-molded protective panels for both safety and style. Other features of the 1-acre-capacity unit include a patented spray system, drop-down handlebars and a patented articulated sulky for smooth ride on rough terrain. Permagreen.com/triumph

OPERATIONS: ENGINE OPTIONS

Kohler Engines

The Command PRO EFI Propane Engine (similar to the FlexFuel E85 above), which combines closed-loop EFI (electronic fuel injection) technology with the benefits of propane, is an efficient, environmentally friendly option that provides increased productivity and a lower overall operating cost. EFI engines integrate an oxygen sensor that analyzes the air/fuel mixture in the unit's muffler. If the oxygen level strays from the ideal mixture, the sensor triggers adjustments to the amount of fuel injected into the system. EFI technology then closes the loop between the air/fuel intake and the exhaust output to provide a constant stream of critical feedback, which helps deliver optimal fuel efficiency, provides easier starting, improves power and increases life span. KohlerEngines.com



Briggs & Stratton

The Vanguard power code is a square barcode on the engine that directs the user to important information for that engine model after being scanned with a smartphone's barcode reader. The code will provide the equipment operator with troubleshooting information suited for in-field support. Other highlights are: a dealer locator via GPS or zip code search; FAQs that include answers to operation and maintenance questions; a common replacement parts list for the specific engine; recommended maintenance instructions and schedules, including oil recommendations; advanced troubleshooting information for more technical engine repairs at the shop; owner's manuals by request or PDF download to the user's phone; and language preference, English or Spanish. BriggsAndStratton.com



Save nearly 50% on list price with proven Rain Bird performance.

TALK TO YOUR SALES REP OR DISTRIBUTOR



Rain Bird® 1804 Sprays:
Save more than 35% over Hunter® PROS-04 Sprays.*

Rain Bird List Price
\$215

Hunter List Price
\$340



Rain Bird® MPR and VAN Nozzles:
Save 30% over Hunter® Fixed Arc and VAN Nozzles.*

Rain Bird List Price
\$119

Hunter List Price
\$170



Rain Bird® 5004 Rotors:
Save more than 45% over Hunter® PGP-ADJ® Rotors.*

Rain Bird List Price
\$1025

Hunter List Price
\$1900



Rain Bird® 5004 Plus Rotors:
Save more than 50% over Hunter® I-20 Rotors.*

Rain Bird List Price
\$1135

Hunter List Price
\$2450



Rain Bird® 100 DV Valves:
Save more than 25% over Hunter® PGV-100G Valves.*

Rain Bird List Price
\$1950

Hunter List Price
\$2675



Rain Bird® ESP-SMT Indoor Controller:
Save 10% over Hunter® Pro-C plus Solar Sync.*

Rain Bird List Price
\$26000

Hunter List Price
\$29000

*Based on U.S. Rain Bird® list pricing effective January 1, 2012 and Hunter® list pricing effective September 5, 2011.

RAIN BIRD

DESIGN: LIGHTING

Kichler

The Design Pro LED Hardscape, Deck, Step & Bench accent lights are available in three new finishes to complement popular stone and decking colors. Ideal for illuminating retaining walls, columns, steps and other outdoor areas, the sand,

gray and textured white options join textured architectural bronze, bronzed brass, and copper finishes. Available in three sizes (6.9, 12.9 and 18.9 in.) and with or without brackets, these energy-efficient



fixtures feature a slim, 2/3-in. profile and low heat output. Because they hard-mount with just two screws in non-hard-scape applications, they also offer easy installation and expanded versatility. With a 40,000-hour lifespan, Kichler's hardscape lights illuminate outdoor areas with a pure, warm, white light, using 75% less energy than traditional incandescent or halogen lighting. Kichler.com



Your one resource for everything LED.

No other lighting manufacturer offers a wider selection of American-made LED solutions to meet your landscape design specifications.

- Accent
- Path
- Hardscape
- In-ground
- Underwater
- Specialty
- And more.

For your personal copy of this brochure, contact your Vista Sales Representative or Authorized Vista Distributor.



**VISTA
PROFESSIONAL
OUTDOOR
LIGHTING**

Call 800-766-VISTA or visit www.vistapro.com

Cooper Lighting

Designed to meet today's demanding energy and environmental needs, Cooper Lighting's LightBAR technology features the patented AccuLED Optics. The system's application-specific design allows lumen and energy output to be customized to fulfill the exact needs of the outdoor space — eliminating wasted energy and obtrusive spill light. Designed for both new construction applications or to replace inefficient luminaires, the next-generation LightBAR technology is available in two versions (7 LEDs and 21 LEDs), three standard colors, and 13 different optical distributions, providing versatility for every outdoor need, including area/site, floodlighting, wall mount, canopy and pathway solutions. CooperLighting.com



Acuity Brands

New American Electric Lighting AVPL is a LED post top lighting choice for local roads, commercial streetscapes, campuses and green spaces. The diecast aluminum unit offers the same approximate size and weight as its HID counterpart, and includes the same installation-friendly features. With its Valiant Colonial-style look, the AVPL combines traditional styling with cutting-edge technology and glare control. Acuity-Brands.com/outdoor



OPERATIONS: UTILITY VEHICLES



Kubota

The RTV900XT from Kubota is the newest version of its popular RTV900 workhorse utility vehicle model. Building on the strengths of Kubota's exclusive diesel-powered RTV900, the new model features a newly improved Kubota exclusive Variable Hydro Transmission (VHT) Plus2, which boasts substantial torque to maximize towing and hauling performance. The new transmission, coupled with smooth dynamic-braking and easier shifting, makes the Kubota RTV900XT ideal for the toughest residential and professional jobs. Kubota.com



Bobcat

Bobcat's new line of utility vehicles includes the 3200, 3400, 3400XL and 3450. Options and accessories are available to customize the vehicles to fit customers' unique needs. Improvements include performance enhancements such as more responsive acceleration, better payload capacities (up 33% from previous models), increased horsepower and top speeds, and electronic fuel-injected gas 4x4 models that start easier and run more reliably in higher altitudes. Other improvements include: high and low gears, a top speed of 30 mph, electronic fuel-injected gas 4x4 models, four-wheel independent suspension that improves agility over rough terrain, sealed CVT guard, skid plate, CV shield, radiator guard, composite cargo bed and RapidLink attachment mounting system on the 3450 model.

Bobcat.com




Deere

Gator Mid-Duty XUV 550 and 550 S4 crossover utility vehicles provide off-road performance, improved comfort, cargo versatility and the ability to transport as many as four people across all types of terrain. With independent, double-wishbone suspension, the vehicles provide 9 in. of wheel travel and as high as 10.5 in. of ground clearance to smooth out the ride. For the 550 model, users can choose from standard, high-back bucket seats or bench seats. The 550 S4 (pictured) comes standard with two rows of bench seats. Both vehicles have a top speed of 28 mph and 4-wheel drive. The 16-hp, 570 cc, air-cooled, v-twin gas engine provides greater speed and horsepower than most vehicles in its class, and the cargo box can carry as much as 400 lbs. of gear. The 550 model is small enough to fit in the bed of a standard pick-up truck. JohnDeere.com

AcRease

QUALITY PULL MOWERS

THE ACREASE MODEL PRO60V
60" WING MOWER IS THE SMART
CHOICE FOR MANAGING LARGE JOBS.



- Reduces Mowing Time
- Reduces Labor Costs
- High Mowing Speeds
- 23HP Twin Cylinder Engine

- Pulls Easily Behind
Zero Turn Mowers
- Very Maneuverable
- Professional Grade

KUNZ

ENGINEERING INC.

For a free catalog and product
DVD please call 815-539-6954
or visit www.kunzeng.com!



BEST PRACTICES

BRUCE WILSON

The author, of the Wilson-Oyler Group, is a 30-year industry veteran. Reach him at bwilson@questex.com.

Do office superheroes hurt profits?

*If we are all running faster and faster,
just where is it we are all headed?*

It's easy to be swallowed up by the constant flow of information — the pings, clicks, beeps, alarms and various reminders from people and electronic devices that demand our attention. How many times have you heard people say they couldn't finish one thing or another because they "ran out of time?" In reality, they were seduced by the call of the urgent.

Companies with urgency-driven cultures have employees who are out of sync with the audiences they serve. They've formed a reactive culture built on service recovery, creating an anxious work environment where burnout is common. In the landscape industry in particular, customers demand proactive service and responsiveness. But when unexpected problems, emergencies and interruptions dictate your relationship with customers or employees, it is called crisis management. And it erodes profits.

Stephen Covey wrote about the "Urgency of Addiction" back in 1996 in "First Things First" — before smart phones, social media and email made time management even more challenging. Sometimes, the tone is set by a management whose members live in a zone of urgency and enjoy the whirlwind and attention that atmosphere creates. They like being hero managers, always coming to the rescue and fixing things.

Companies that fail to address the issue lose business and jeopardize profitability, thanks to service recovery spending, overtime costs, and a general lack of efficiency. Often, in diagnosing the profit shortfall, they fail to identify the true problem.

Solution strategies

Correcting the problem is not hard, but it is nearly impossible, unless, that is, the company commits to making fundamental changes.

That involves several things:

- ▶ You need a plan that addresses how the company should do things in a proactive manner.
- ▶ You need to establish a culture of accountability, where people must follow the plan and work proactively.
- ▶ You must discipline people when their lack of planning, discipline and organization sets them back on the road to firefighting.
- ▶ You must be willing to invest time in fixing the causes of the problem, not just the symptoms.
- ▶ Leadership must be aligned in recognizing that a culture of constant crisis is a serious obstacle to success... and align in fixing it.
- ▶ Finally, you must not personally fall prey to the addiction.

The benefits of instilling best practices in crisis management are enormous. A proactive culture has motivated employees. They take pride in their work and serve your customers better. In fact, they are happier because they are not distracted by chaos. As a result, customers are satisfied with the service they receive and continue to invest in the relationship. It is a win-win for the customer, the company and the employee. The company grows, and profits improve. If it sounds too good to be true, try it and see.

Effective crisis management is a critical skill. My version of an old Chinese proverb says, "The superior manager prevents crisis. The mediocre manager attends to impending crisis. The inferior manager treats crisis."

Which one are you?

