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Every Wednesday, 7–8 pm EST!

FD2B Talk Radio is a weekly internet radio show for landscape design/build contractors who want to take their companies to the next level.

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UPCOMING PROGRAMS

DATE	SPECIAL GUEST	PROGRAM TOPIC
2/20	Jay Murray , Contractor <i>Landscape Safety Training</i>	Online Safety Training
2/27	Josh Ferguson , Attorney <i>Kent/McBride, PC.</i>	Legal, Contracts, Risk Management
3/6	Daniel Tal , Author/Designer <i>Ambit-3D</i>	Graphics, Sales, SketchUp
3/13	Joe Salemi , Vendor <i>DynaSCAPE</i>	Design Software, Marketing
3/20	Jeff Korhan , Consultant/Author <i>True Nature Inc.</i>	Social Media, Marketing
3/27	Rich Arlington , Consultant <i>Rich Arlington & Associates</i>	Business, Team Building

Remember: all shows are archived for later listening at FD2B.COM!

ABOUT THE HOST

Jody Shilan is an award-winning landscape designer with more than 35 years of experience in the green industry. In addition to hosting FD2B Talk Radio and managing FromDesign2Build.com, Shilan is a regular presenter at industry events and writes the "Profiting from Design" column for *Landscape Management* magazine.

Shilan earned his Bachelor of Science in Landscape Architecture (BSLA) from Rutgers Cook College and his Master's Degree in Landscape Architecture (MLA) from the University of Massachusetts.

Shilan is a National Green Centre "Rock Star" and a Professional Landcare Network (PLANET) Trailblazer.



LISTENERS LOVE IT!

"I love listening to FD2B Talk Radio. I appreciate the candid yet light-hearted conversations he has with his guests. And the topics are relevant and on-point." —Chris Heiler, president & founder, *Landscape Leadership*

"Jody has brought a great variety of industry resources to a single media channel. I feel that the topics are relevant and the concise manner in which they are delivered saves me time. The format allows for feedback and questions, which I find helpful." —Michael McShane, president, *Plantique*

"FD2B Talk Radio is not only informative and insightful, but it's also entertaining. Each week I look forward to learning the next guest speaker and topic of discussion." —Amanda Bell, landscape designer, *Landscape Design by Amanda*

"I listen to FD2B Talk Radio to educate myself on the landscape design/build topics to better my business. Jody responds to all my questions promptly and with helpful hints you can't get anywhere else." —Kim Stratton, landscape designer, *Stratton Landscape Design*

Interested in FD2B Talk Radio sponsorships? Contact Craig MacGregor 216-706-3787.

Let's roll

Bocce ball court construction drives revenue for a division of Brewer Landscape Construction.

WHAT GAME DOES Pro Football Hall-of-Fame coach John Madden play when enjoying his outdoor living area? Not *Madden NFL 13*. He plays bocce ball.

"John and Virginia have been great in helping to promote the game and our business," says David Brewer, president of Boccebrew Inc., a division of Brewer Landscape Construction, Novato, Calif. "We started including bocce court installations back in the early 1990s, and now it consumes most of our business."

Dubbed "Italian bowling" by some, bocce is played on rectangular outdoor courts measuring 12 feet by 60 feet. The surface is hard-packed by using clay soil and oyster shell with a topping of oyster shell flour, limestone or decomposed granite.

The construction can be as plain or as ornate as a client would like. Some courts are surrounded by 4-foot stone or brick walls; others feature outdoor lighting or trellises to reduce sunshine on the playing area. Thus, the design/build price can range from a few thousand dollars to tens of thousands of dollars.

Although a well-designed bocce court can add value and beauty to outdoor living areas, the real purpose is social, says Brewer. "Folks come over for a barbecue, have a glass of wine or a beer and the balls start rolling."

Maintenance, especially in spring and summer, keeps Brewer's crews busy. "We recommend resurfacing with oyster shell at least once a year," Brewer says. "The oyster shell can be purchased at most farm and garden supply stores. Depending upon the design, applications vary, but regular service costs between \$250 to \$600."

Brewer says that although many of his clients are professionals, "the beauty of the game, and of the simple construction, is that bocce fits almost any pocketbook."



Brewer Landscape Construction has a separate division, Boccebrew Inc., for its bocce court installation business.

Brewer came to bocce court construction by accident. "To be honest, I didn't know anything about bocce until my ex-wife asked me to build a court for her," he says. "My business grew from there, the more people saw it, the more people liked it."

Over the years, Brewer has come to specialize in bocce court construction. "It's really a central part of our business now," he says. "The margins are good, and just as with any other business, the more complex and detailed the build, the more room to increase the margins."

"The real task is to place the court in an area where it becomes aesthetically pleasing and blends seamlessly within the landscape," he says. "We think we do that better than anyone. After all, we've been at it a long time."

Like the build itself, Brewer says, bocce rules can be simple or inordinate. "There is a national and an international federation, with proper rules and sponsored tournaments and all that, but mostly, people keep it simple and have a good time with it," says Brewer. "It's a great lawn game and anyone can learn to play, so it's perfect for families looking to spend some quality time together."

Most of Brewer's business comes from referrals, but Brewer Landscape Construction also promotes its bocce service on its website and by involving itself in the local community. The nearby city of San Rafael has built 10 outdoor courts at a city park and also has two indoor courts. Brewer says, "The game is really growing in popularity."

Ingles is a freelance writer based in Columbus, Ohio.

» SERVICE SNAPSHOT

COMPANY: Boccebrew Inc./ Brewer Landscape Construction

HEADQUARTERS: Novato, Calif.

SERVICES: Landscape design and construction, specializing in bocce court design

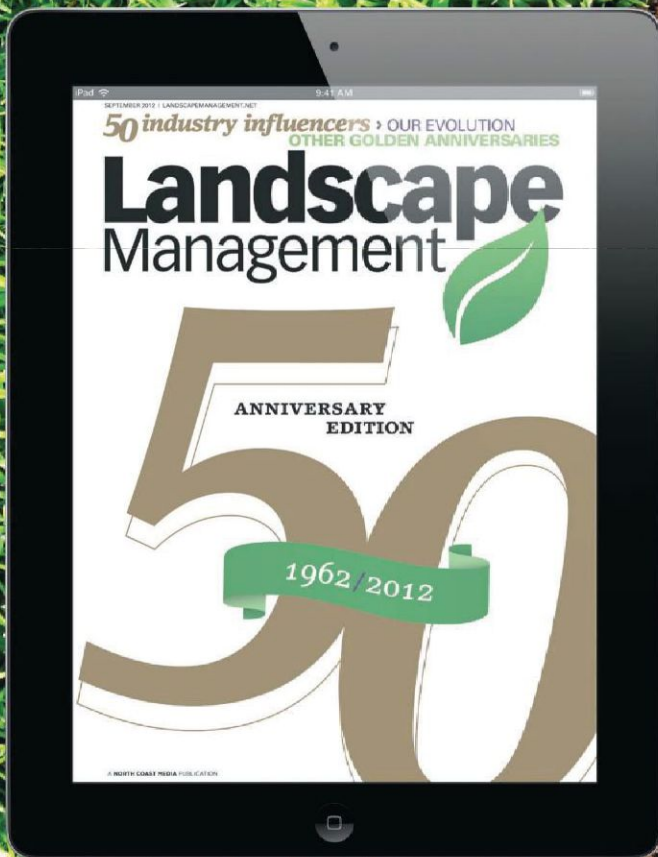
CLIENTELE: 90% residential; 10% commercial

EMPLOYEES: Three full-time designers and 10 seasonal maintenance employees

WHY BOCCO COURT CONSTRUCTION? According to the World Bocce League (WBL), more than 2 million Americans play bocce regularly and 25 million have tried it at least once. The WBL is working to introduce the game to youth and disabled veterans, to help stimulate a greater following. Bocce is now played in the Special Olympics and the World Corporate Games.

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Grasshopper Mower

The Shielded Sprayer for Grasshopper zero-turn mowers allows professionals to apply pesticides and fertilizers effectively and efficiently. 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. Zero-turn maneuverability eliminates wasted motion, spraying up to 5.5 acres per tank with fewer chemicals, faster application times and faster drying times while keeping chemicals away from the operator and non-target areas.

GrasshopperMower.com/sprayer

Northern Tool & Equipment

Connect the NorthStar 55-gal., 3-point broadcast and spot sprayer to your tractor's Category 1 3-point hitch to spray a 14-ft. swath, or use the spray gun for spot spraying. It's equipped with a high-grade NorthStar NSQ Series pump for better priming, increased durability and superior resistance to harsh environments and corrosive chemicals. *NorthernTool.com*



TurfEx

Capable of spraying all liquid solutions, the new TL-80 and TL-80SS (stainless steel, pictured) electric-powered push sprayers feature 12-gal. polyethylene tanks. A front-mounted, adjustable-height boomless nozzle is capable of spraying between 48 in. and 72 in. wide. Each unit is equipped with a profes-

sional-duty, variable-tip spray wand on an 8-ft. hose. A switch toggles between nozzle and spray wand operation. Each unit can spray approximately 120 gal. per charge, and the battery charge time is 12 to 16 hours. *TurfExProducts.com*



L.T. Rich Products

The JR-36R is designed to be the first rackable zero-turn ride on sprayer. Featuring a 20-gal. spray tank and a 35.5-in.-wide rear wheel base, the unit includes a 4.0 GPM pump, FloodJet nozzles, and a three-nozzle boom for spray patterns that can vary from 4 ft. to 8 ft. wide. Constant bypass agitation makes spraying wettable powder permissible. A speedometer and pressure gauge assist operators with spray calibration. For hard-to-reach areas, the unit is equipped with a 25-ft. coil hose. *Z-Spray.com*



Buffalo Turbine

The 360-degree nozzle control allows Buffalo Turbine's Cyclone 8000 to complete large-scale jobs in a fraction of the time. Hurricane Force winds help the Cyclone 8000 to outperform the work of several traditional blowers, the company says, allowing employees to be allocated to other tasks. *BuffaloTurbine.com*

Reddick Equipment Co.

Reddick Equipment's 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 gal. to 500 gal. *Reddick.cc*



Agrium

Calculate your fertilizer cost savings with Agrium's Square Foot Advantage Calculator and qualify to win a Turfco T3000i Spreader/Sprayer. Begin by visiting the Driven By Duration website. An easy-to-use calculator will take you through the steps to compare

the total cost-in-use of what you're currently using to a single application of Spread it & Forget it. Either way, you'll be qualified to win a Turfco T3000i Spreader/Sprayer. The chance to win ends Jan. 31. *DrivenByDuration.com*

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ENGINES

Kohler Engines

The Command PRO EFI line of engines from Kohler Engines offers 34 and 38 horsepower models. This family of products now encompasses 16 different engines ranging from 19 to 38 horsepower. The Kohler closed-loop EFI engines include an oxygen sensor that analyzes the air/fuel mixture in the muffler. If the oxygen level strays from the ideal air/fuel mixture, the sensor triggers adjustments to the amount of fuel injected into the system. The carburetor-free design of the EFI line can lead to fuel savings compared to comparable carbureted engines, the manufacturer says.



KohlerEngines.com

Honda Engines

Honda Engines' new Best-In-Class series starts with the GCV160 engine. Regardless of engine series, each Best-In-Class engine model features lower weight, improved cooling, innovative design enhancements, more flexibility in use and the possibility of future personalization by end users. Honda engine models meet or exceed all EPA and CARB regulation requirements.

PowerEquipment.honda.com

Briggs & Stratton Commercial Power


Briggs & Stratton Commercial Power's Vanguard Vehicle Power Lineup includes engines in the 13- to 23-gross horsepower range. The lineup has been proven to meet the rigorous challenges of off-road utility vehicles on numerous well-established brands, including E-Z-GO, Club Car, Cushman, Bad Boy Buggies, Argo, Toro and John Deere. These engines include technology that reduces engine and oil temperatures by up to 30 degrees.

VanguardEngines.com


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Digital Project Portfolio

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Dina Dwyer-Owens

Chairwoman and CEO of The Dwyer Group, parent company to The Grounds Guys



Who's your mentor? Jesus Christ, first and foremost. My faith drives everything in my life. Also, my father, Don Dwyer, the founder of our company. I look to every relationship I have as a learning experience. Other people I constantly learn from are Mary Thompson, the president of Mr. Rooter. She'd say I'm her boss, but I learn more from her. And the same goes for Mike Bidwell, our president and COO. He's always teaching me things.

What advice do you have for other people who, like you, have filled their parents' shoes in business? Be you. Don't try to be them. We'll never live up to it. You've got to be you, and you can't be afraid to say what needs to be said, respectfully.

It's been a year since your appearance on "Undercover Boss." Would you do again? Yes. It was an incredible experience. Risky, but incredible.



Were there any unintended consequences of being on "Undercover Boss?" Two things come to mind. One is we knew there would be uncomfortable things to address. Having a franchisee not following the system on national TV ended up being one of greatest benefits. Now it's not just me and the team encouraging franchisees to follow our systems, it's the consumer saying, "This is what we expect from The Grounds Guys or Mr. Rooter." That's going to help them be better franchisees. The other big thing is I'm shocked to have so many viewers who have contacted me personally to tell me how much they enjoyed it and what they learned from it.

The Dwyer Group's Code of Values is close to your heart. Which one of the values is your favorite? I think more often about the ones I need the most improvement on. That would be listening. I have a tendency to think about what I want to say next and not give the person the full respect of my attention.

How does a small company implement its own set of values? It's almost *easier* when you're small. If you're the leader, you've got to be the one who's leading by example. If you're asking the team to do something you're not willing to do, they're not going to buy into it. If you haven't yet created a set of values, get your team involved. Or, if you'd like to use ours, that's great. We just ask that you give us credit if you put them in print.

Visit the Web Extras section of LandscapeManagement.net to view The Dwyer Group's Code of Values.

OFF THE CLOCK

WHAT ARE YOU READING?

I'm not reading anything right now, but I'm always listening to a spiritual or business book on summary. Right now it's a Les Brown program that's educational and motivational about managing change.

WHAT WOULD YOU HAVE FOR YOUR LAST MEAL? Turkey and dressing, because it reminds me of holidays and time with family and friends.

FAVORITE VACATION SPOT?

The Cayman Islands. That's where my father passed away, actually. It was his favorite spot, too. As a family, it's one place we can really relax. My next favorite is Deer Valley, Utah.

DESCRIBE YOURSELF IN THREE WORDS. "I love life." I just try to make the best of everything.





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