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NOVEMBER 2013
VOL. 52, ISSUE 11

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★★ HIRING HEROES ★★



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Landscape Management

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FROM THE LM BLOG

> LandscapeManagement.net

Every month, LM government affairs blogger Gregg Robertson opines on a Green Industry-related regulatory or legislative issue. Check out some of his recent posts here:

"Native plants: Are mandates the answer?"
wp.me/p2BT0U-8is

"MS4: Get your share of the green infrastructure market"
wp.me/p2BT0U-8b8

"Green Industry labor crisis: Let's get busy"
wp.me/p2BT0U-809

SEEN ON TWITTER

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@Inbound_Agency: Cool profile from @LandscapeMgmt of Glenn Jacobsen, current @PLANET2005 president - buff.ly/H4izNN

@BetterWay2Learn: "Confessions of a Budget Freak" - ow.ly/pSjKs << Insight on budgeting from Frank Ross and @LandscapeMgmt

@FMcturf: What We're Reading: "How do I develop good people?" ow.ly/pS8p7 via @LandscapeMgmt

@LandscapeMgmt: @McKayLighting is hosting a conference in Omaha, which will include guest speaker @chris_heiler. ow.ly/pma4Y

FACEBOOK FEATURE » Question of the Week

Every Monday we query our Facebook followers. Here are a few of our favorite responses to a recent question. Share your response at [Facebook.com/LandscapeManagement](https://www.facebook.com/LandscapeManagement).

What was the first major piece of landscape equipment you invested in for your business?

- » **Kevin Gangi** A back brace
- » **Rick Longnecker** Isuzu cab over
- » **Jason Fawcett** Kubota L3400
- » **Matt Catelli** A rake



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EDITOR'S NOTE

MARISA PALMIERI EDITOR

Contact Marisa at 216/706-3764 or via email at mpalmieri@northcoastmedia.net.

Closing the gap

The U.S. military discharges about a quarter million service members annually and about 10 percent of post-9/11 veterans are unemployed. Those figures—and the landscape industry's dire labor needs—make it encouraging to see, as laid out in this month's cover story, at least a few landscape firms are recruiting skilled leaders from the armed forces.

Because the number of service members discharged and unemployed seems high, it's surprising to note just 0.5 percent of today's U.S. population has been on active military duty at any given time, according to the Pew Research Center. Compare that to about 9 percent at the height of World War II. There are many reasons for this (a shrinking military force, no draft in two generations and others) and the outcome of such a disparity is certainly up for debate. In any case, the result of this divide means many Americans—including veterans' potential civilian employers and coworkers—haven't been on the frontline of the home front.

I have been: My husband has completed three overseas deployments with the Army National Guard. I'm both proud of what he's accomplished and hypersensitive to the needs of returning service members readjusting to civilian life.

In the event you do bring on board a former or current member of the military, please consider the pointers that follow. They may seem like common sense, but surprisingly they're not. As the loved one of a person who has served, I'm asking for others to be

mindful of the potential gap between their perspectives and experiences and those of a veteran.

Do's and don'ts

Do thank them for their service and offer support, but don't make it a big deal. Doing so may make the veteran feel awkward. Certainly don't share any political views like, "I don't think we should be there in the first place."

Don't use war-related hyperbole to describe your job, such as "I've been diving on grenades around here all day." No, you haven't. You've been dealing with minor workplace inconveniences. It's not the same thing.

Do remember that while a veteran may be fully capable in his or her job and seem adjusted to being home from a deployment or working at a civilian job, that doesn't mean it has been an easy road. Forty-four percent of post-9/11 veterans say their readjustment to civilian life was difficult, compared to just 25 percent of veterans from earlier eras who say so, Pew reports.

Don't ask questions like, "What's the worst thing that happened to you over there?" Has anyone ever casually asked *you* to recall the most difficult day of your life? It's invasive, insensitive and could cause someone to relive painful memories. Just don't do it.

Finally, why not give your veteran employees a day off on Veterans Day? It's a federal holiday, but few private-sector businesses close that day, so it comes and goes without much of a to-do. One day may not seem like much, but the gesture will speak volumes about your appreciation for their service.

Landscape Management

HEADQUARTERS

1360 EAST 9TH ST., SUITE 1070, CLEVELAND, OH 44114

EDITORIAL STAFF

Editor Marisa Palmieri 216/706-3764 | mpalmieri@northcoastmedia.net

Associate Editor Sarah Pfledderer 216/706-3756 | spfledderer@northcoastmedia.net

Contributing Editors Heather & Jamie Gooch 330/723-3539 | hgooch@northcoastmedia.net, jgooch@northcoastmedia.net

Art Director Tracie Martinez 216/363-7924 | tmartinez@northcoastmedia.net

ADVERTISING STAFF

Publisher Bill Roddy 216/706-3758
Fax: 216/706-3712 | broddy@northcoastmedia.net

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

National Account Manager Carla Kastanis 216/363-7923
Fax: 216/706-3712 | ckastanis@northcoastmedia.net

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

BUSINESS STAFF

Vice President, Sales Patrick Roberts 216/706-3736
Fax: 216/706-3712 | proberts@northcoastmedia.net

Administrative Coordinator Petra Turko 216/706-3768 | pturko@northcoastmedia.net

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

Marketing Specialist Michelle Mitchell 216/706-7922
Fax: 216/706-3712 | mmitchell@northcoastmedia.net

Manager, Production Services Terri Johnstone 216/978-9622 | tjohnstone@northcoastmedia.net

Senior Audience Development Manager Antoinette Sanchez-Perkins 216/706-3750 | asanchez-perkins@northcoastmedia.net

MARKETING/MAGAZINE SERVICES

Reprints & Permissions Nick Iademarco 877/652-5295 | niademarco@wrightsmedia.com

Circulation List Rental Antoinette Sanchez-Perkins 216/706-3750 | asanchez-perkins@northcoastmedia.net

Subscriber, Customer Service 847/763-4942
For current single copy, back issues, or CD-ROM



CORPORATE OFFICERS

President & CEO Kevin Stoltman 216/706-3740 | kstoltman@northcoastmedia.net

VP of Finance & Operations Steve Galperin 216/706-3705 | sgalperin@northcoastmedia.net

VP of Graphic Design & Production Pete Seltzer 216/706-3737 | pseltzer@northcoastmedia.net

Editorial Director Marty Whitford 216/706-3766 | mwhitford@northcoastmedia.net

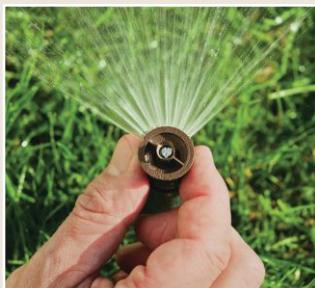
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John Deere donated \$400,000 in equipment to the National Park Service to restore the National Mall.

Deere makes major donation to National Mall

BY SARAH PFLEDDERER

Glance at the National Mall from an aerial view and you notice a divide in the grounds—a lush greenery on the east side in front of the U.S. Capitol building and a lawn in need of a face-lift on the west side in front of the Washington Monument.

That unbalance will soon come to an end.

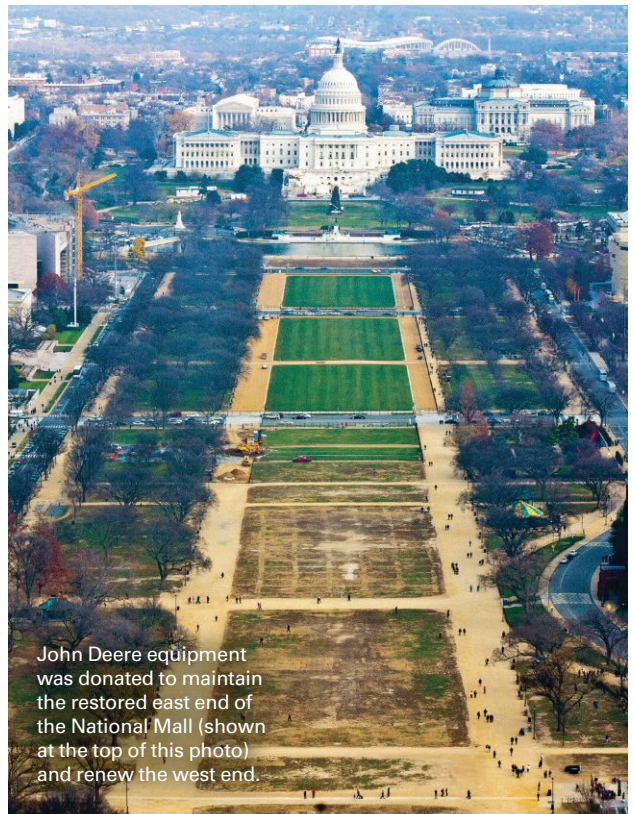
John Deere donated \$400,000 in equipment to the National Park Service (NPS) to maintain the restored areas of the National Mall (from 3rd to 7th Street) and to migrate that restoration west (from 7th to 10th Street). The renewal of the latter side of the mall was set to begin in October at the start of the 2014 fiscal year.

In an early celebration of National Public Lands Day, John Deere personnel as well as representatives from the Trust for the National Mall and NPS gathered at the National Mall Sept. 27 to unveil the donation.

“We recognize as a company that public lands are the cornerstone of our society and they serve many people in many ways,” said Denver Caldwell, manager of turf marketing and marketing support for John Deere. “Through this donation we hope to ensure the National Mall will continue to thrive as an enduring green space for generations to come.”

John Deere’s partnership with the NPS, Caldwell said, has been in the works for about 10 months and goes hand in hand with the National Mall plan.

Instituted in November 2010 the plan was set in place to revive and continually sustain the National Mall, making it functional for nearly 30 million visitors per year.



John Deere equipment was donated to maintain the restored east end of the National Mall (shown at the top of this photo) and renew the west end.

PHOTOS: JOHN DEERE

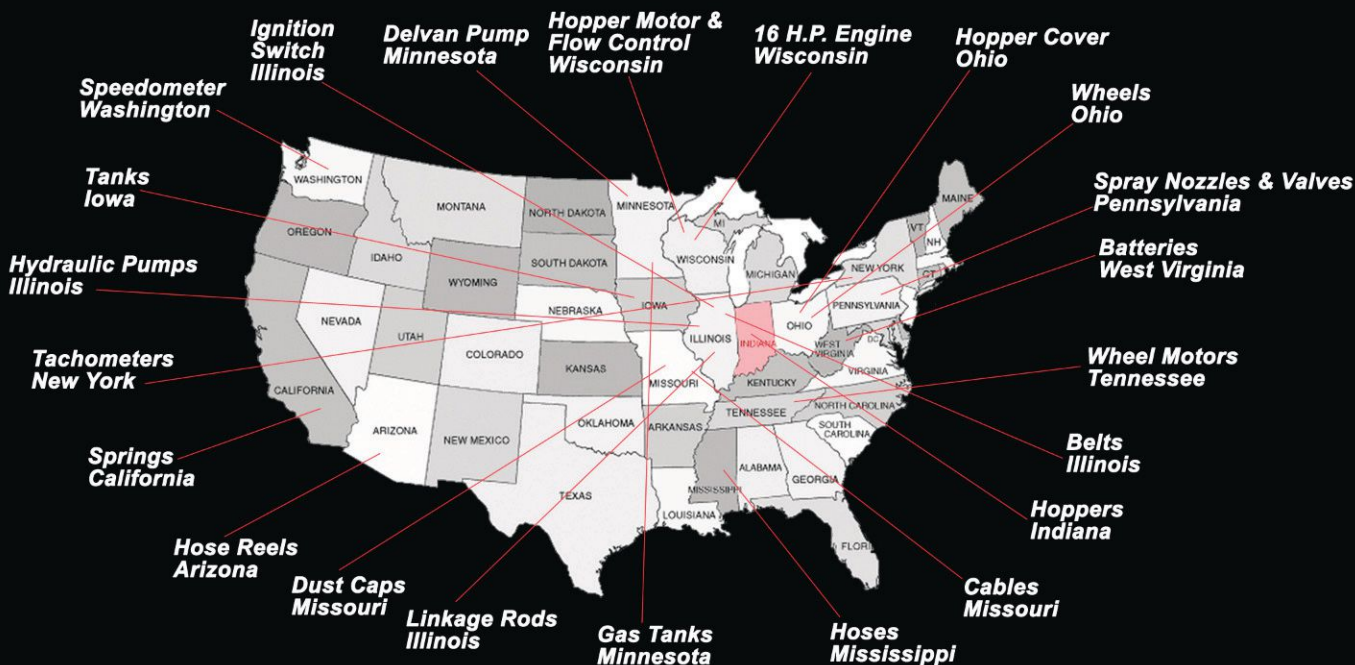
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Briggs unveils new mower engine BY MARISA PALMIERI

Briggs & Stratton Commercial Power unveiled a new zero-turn mower engine—the Vanguard V-twin 810cc Engine, available in 24 to 26 gross horsepower models with engine displacement of 810 cubic centimeters (cc).

“For the ZTR market, contractors want durability, reliability and most of all displacement,” said Dan Roche, marketing manager of commercial power for Briggs & Stratton, at a launch event and plant tour for the trade media in Auburn, Ala., in September. “We believe 810 cc is the optimum.”

There has been “displacement creep” in the ZTR engine market—to the tune of about 50 cc over the last four years, but increasing displacement often means increasing the footprint of the engine, Roche said. That’s not the case for this model.

Briggs officials were tight-lipped about which mower manufacturers will debut these new engines, except to say there are “launch customers” lined up that will be introducing mower models



A new Vanguard 810cc commercial engine rolls down the production line at Briggs & Stratton’s plant in Auburn, Ala.

featuring the engine in late 2013. However, Roche said mowers with cutting widths between 54 inches and 60 inches dominate the ZTR market, and this new engine fits those sizes well.

The new engine carries the Vanguard three-year commercial warranty.

This introduction marks a new “mid block” category for the Milwaukee-based

company, Roche said. The Vanguard 810cc falls between the company’s V-Twin Big Block engine line, which includes a range of engines from 25 to 35 gross horsepower and features engine displacements as high as 993 cc, and its “small block” V-Twin line with gross horsepower ranging from 13 to 23 and displacement in the high-400 cc to low-600 cc range.

MAILBOX



Right plant, right place

Thanks to Gregg Robertson for the great article on *Landscape Management.net* describing the pros and cons of using native plants (read “Native plants: Are mandates the answer?” at wp.me/p2BT0U-8is). I hope you don’t mind me sharing this with my students at Michigan State University. One of the courses I teach is landscape maintenance, and at least three times each week I remind them about the importance of “right plant, right place.” This article fits perfectly with the message I try to get across to these future leaders in the Green Industries.

Marcus Duck

*Coordinator & Academic Specialist
Department of Horticulture
Michigan State University
East Lansing, Mich.*

Saving the ash

You had an excellent editorial in the July *Landscape Management* magazine (“In the long run,” page 4, or wp.me/p2BT0U-7Gp).

Our local radio gardening talk show just addressed this issue and said landscape managers who sell ash protection are scabs. We have three known ash tree deaths in Kansas City and the neighborhood where the first Emerald Ash Borer (EAB) tree was found has dead ash all over the neighborhood.

It is our feeling at Ryan Lawn & Tree that we need a head start. We have started selling ash protection this year. All our people who will do ash protection have degrees in forestry or horticulture. We take what we do seriously.

When we look at an ash as a Ryan representative, we evaluate the tree’s value to the homeowner. If the tree is in a poor location, is of poor quality or for any reason is inferior in quality, we are not going to sell ash protection. But, we do not want to be playing catch up in three years when our city is losing 10 percent of the ash every year. Just the logistics of getting people trained to sell and apply tree protection products takes some time.

Larry Ryan

*President
Ryan Lawn & Tree
Overland Park, Kan.*

Kudos? Complaints? Share your thoughts with the *Landscape Management* team by emailing mpalmieri@northcoastmedia.net.

