

EDUCATION

“The classes are a 10!”

Brian Pettie, Landscape Director
Arkansas State University, Jonesboro, AR



Increase Your Professional Knowledge
GIE+EXPO's educational programs help you sustain and grow your business. Learn from the experts, discover best practices from your peers and get hands-on practice with the newest technology. Knowledge gained during any of the educational tracks will more than pay for your trip.



Kentucky Exposition Center • Louisville, KY
Toll Free: (800) 558-8767 • Phone: (812) 949-9200
WWW.GIE-EXPO.COM • info@gie-expo.com
Oct. 23, 2013 - Dealers, distributors, retailers & media only
Oct. 24-25, 2013 - GIE+EXPO open to all in the industry

Hurry – Register early for \$2,000 travel prize!
Early-Bird Discount Ends September 11.

Co-located with
GIE+EXPO 2013



GIE+EXPO is SPONSORED BY



LM REPORTS

YOUR GUIDE TO PRODUCT RESEARCH

TRUCK AND TRAILER PRODUCTS



EZ Grade Land Leveler

Designed for pulling behind a truck, SUV or ATV, the new EZ Grade Land Leveler performs on dirt yards and gravel driveways/shoulders, and is also effective in snow clearing. The leveler features a 7-ft. leveling width and wireless remote control. It's transportable at full highway speeds.

K-Tec // KTecEarthMovers.com/land-levelers



Contractor toolbox line

Buyers Products offers a variety of toolboxes, including cross boxes (pictured), lo-side boxes, pork chop boxes and topside boxes. Available in aluminum, steel or polymer, each box is designed to use truck bed space efficiently while keeping tools safe with secure locking mechanisms.

Buyers Products // BuyersProducts.com

EZ Haulr

Transport virtually any make or model of walk-behind outdoor power equipment on any vehicle with a 2-in. receiver hitch. Lightweight powder-coated aluminum ramp assemblies mount to a heavy-duty 2-in. tubular steel receiver hitch extension. EZ Haulr's adjustable width ramps, with capacity up to 500 lbs., will safely transport equipment with wheel spacing up to 35 in. wide and up to 46 in. front to back, the company says.

Source One // SourceOneOPE.com/ezHaulr.html



Truck and trailer lights

LED truck and trailer products include tail/turn/brake lights, marker and clearance lights, dome and task lights, ID bars, license plate lights, strobes and direct replacement bulbs. LED safety flares, work lights and off-road light bars are also available. LED lights have six times the life span of incandescent bulbs, the company says, and use less power with no maintenance.

Super Bright LEDs // SuperBrightLEDs.com



It's Live *(and free!)*

Tune in to
FD2B Talk
Radio



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.

Tune in @ FD2B.COM!

UPCOMING PROGRAMS

DATE	SPECIAL GUEST	PROGRAM TOPIC	SPONSOR
9/4	Joe Pedatella , Consultant, <i>Spa 23</i>	Creating a Successful Corporate Culture	Sponsorship Available
9/11	Chris Rubino , Vendor, <i>Monrovia Growers</i>	New Plants Your Clients Must Have	Sponsorship Available
9/18	Jennifer Lemcke , Contractor, <i>Weed Man USA</i>	Why You Should Consider a Franchise	Sponsorship Available
9/25	Chad Forcey , Legislative Affairs, <i>Irrigation Association</i>	Lobbying and Governmental Regulations	Sponsorship Available
10/2	Angelo Valente , Consultant, <i>Drug Free Workplace NJ</i>	Partnership for a Drug Free Green Industry	Sponsorship Available

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

ABOUT THE HOST

Jody Shilan, MLA is an award-winning landscape designer and former landscape design/build contractor, who has sold tens of millions of dollars of design and installation work throughout his career. He now uses his 35+ years of experience to coach other landscape contractors how to easily and dramatically increase their sales by following his unique landscape design/build/sales process. He does this through public speaking, private consulting, group workshops and his "exclusive" members-only website www.FromDesign2Build.com.



jshilan@fd2b.com

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 or cmacgregor@northcoastmedia.net.

Coming in October!

2014 Business Planner



THE Most Read/ Requested Issue of the Year



"Since 2005, Landscape Management has been publishing the information-packed Business Planner. To assemble the editorial, we recruit the best industry contributors to put out a publication that will give readers practical information and new ideas with every page they turn. This year's issue focuses on some of the most frequently-asked questions by green industry professionals and is sure to be as popular as last year's How To edition."

— Marisa Palmieri, editor

To Advertise in the 2014 Business Planner contact:

Bill Roddy, Publisher, 216-706-3758,
broddy@northcoastmedia.net

Craig MacGregor, North American Sales Mgr.,
216-706-3787, cmacgregor@northcoastmedia.net

Carla Kastanis, National Account Mgr.,
216-363-7923, ckastanis@northcoastmedia.net

LMREPORTS

LANDSCAPE LIGHTING



LED fixtures and bulbs

Super Bright LEDs offers spot and floodlights, fountain/well/pond lights, RGB color changing, deck and up lights and direct replacement bulbs. Its G-Lux line features submersible IP68 solid brass and stainless steel fixtures with plug-and-play technology. The company also offers installation materials and power supplies.

Super Bright LEDs // SuperBrightLEDs.com



CoolLED drivers

Ideal for outdoor and landscape applications, Harvard's range of CoolLED drivers provide a high-performance solution for high-brightness LED lighting. Working alongside Harvard's highly efficient modular light engines, the drivers are available with Phase and 0-10V analog dimming, simple push wire connection and multiple fixing points.

Harvard Engineering // HarvardEng.com



Infinity Knuckle

The new, patent-pending Infinity Knuckle articulating mounting assembly for the 1096 Up & Accent fixtures uses a fully sealed spherical grommet to prevent moisture penetration. It passes the fixture wiring through the central hole in the knuckle mount stem to the supply connection splice point. When the supply connection is made, the light fixture is slipped over the knuckle mount stem and can be infinitely rotated to the precise position and locked into place with two screws.

Vista Professional Outdoor Lighting // VistaPro.com



Easy Plug Installation System

i-lighting has dramatically upgraded its Easy Plug Installation System with new wiring. Designed with the proprietary Lighting Simplified harness technology, each stair, deck and landscape Lighting kit can be installed separately or in conjunction through a series of connections that easily plug together using either end of the i-lighting extension cables.

i-lighting // i-lightingonline.com

Luxor ZD

The Luxor ZD provides zoning and dimming capabilities from a single, easy-to-use landscape lighting controller with a full color digital interface. Zoning allows lights to be programmed into preset vignettes, which can be activated for special occasions such as parties. Dimming allows LED lights to automatically emit any desired illumination percentage within a system.

FX Luminaire // FXL.com/luxor



permagreen™



PermaGreen™ has been leading the professional lawn care industry along the path of sustainability, fuel efficiency, labor savings and pesticide reduction for 31 years.

In 1997, PermaGreen™ turned the industry upside down by inventing the Ride-On Spreader Sprayer. This small, maneuverable, **easy to use** machine works well on large acreage and small lawns, alike, and **can be used every day on almost every lawn**. While riding a PermaGreen one technician can do up to twice the work, thereby eliminating extra employees, vehicles and overhead.

With the ability to blanket fertilizer and spray as needed, the environmental impact is lower, and the patented features of the PermaGreen™ Ride-On make it a **consistently accurate** pesticide applicator.

By providing better working conditions, PermaGreens help a company attract and keep quality employees. A lawn technician's job becomes a career - not a dead end, which makes the lawn care industry, itself, more sustainable. So, when the talk is about sustainability, innovation, fuel efficiency, labor savings and lower environmental impact...**it's gotta be a PermaGreen™**.

WIN A TRIUMPH!

Enter online for your chance to make your dreams come true!



Dream Big. Expect More.

permagreen.com 800.346.2001

© 2013 PermaGreen™ Supreme, Inc. U.S. Patents 6,366,600 & 7,954,573. PermaGreen™ is a registered trademark of PermaGreen™ Supreme, Inc. All rights reserved. (See permagreen.com for details.)

LED-MR16-6W lamps

The Orbit landscape lighting line now features more than 100 decorative fixtures that are "LED-ready." They are designed for all outdoor applications and include up and accent lights, directional lights, well lights, recessed wall lights, underwater lights and stone lights. Model S121 (pictured) is offered in a powdercoat sand finish and is fabricated from cast aluminum. It is also available in bronze, black, green and white.

Orbit Industries //
OrbitElectric.com



Design Pro LED 120V Accent Lights

Kichler now offers its Design Pro LED line of professional-grade landscape lighting in 120V accent lights. The sealed, integrated and fully potted accent light design uses Radiax optics to deliver the greatest lumens per watt in the industry, the company says. They are available in 3,000 Kelvin (K) (pure, white light) and 4,250 K (cool, white light), as well as a variety of beam spread options for optimal light effects for any landscape lighting job.

Kichler // Kichler.com

E-750
Electric Wheelbarrow
By PowerPusher

Move more. Move it faster!

Improve productivity and profits.

- Work earlier and later without noisy gas engines
- Reduce damage from heavy equipment
- Move up to 750 lbs at 3 mph
- Rugged, high torque, easily recharged
- 9 cu ft capacity with power dump
- Improve safety, reduce injuries

MORE INFO AT
www.electric-dumper.com

PowerPusher
A Division of NuStar Inc.

©2012 NuStar, Inc.

IT'S A CRIME

Never plant your trees or shrubs without adding
The Landscaper's BioNutrition!

YOUR PEACE OF MIND

Avoid plant loss and replacement which is time consuming and costly. Landscaper's BioNutrition gives you peace of mind and an insurance policy by offering a one-step method to reduce stress and transplant loss on trees and ornamentals. An easy to use granular product, combines 5 strains of beneficial soil bacteria, 11 strains of endo- and ecto-mycorrhizae, and key organic soil conditioners for the ultimate in tree and landscape preservation.

Now Contains Endo & Ectomycorrhizal
• With Polymer Gel
• 45 Billion Bacillus Subtilis Spores /Lb.
• L-Amino Acid Based

NEW FORMULATION!

GROWTH PRODUCTS

(800) 648-7626 • www.GrowthProducts.com

CLASSIFIED SHOWCASE

Every month the Classified Showcase offers an up-to-date section of the products and services you're looking for. **Don't miss an issue!**

ADVERTISING INFORMATION

Call Kelli Velasquez at 216-706-3767,
Fax: 253-484-3080,
E-mail: kvelasquez@northcoastmedia.net



Payment must be received by the classified closing date. We accept Visa, MasterCard, and American Express.

Mail LM Box # replies to:

Landscape Management Classifieds, LM Box # _____
1360 E. 9th St., Ste. 1070
Cleveland, OH 44114
(please include LM Box # in address)

BUSINESS OPPORTUNITIES

Incorporate
for as little as **\$99**

Visit www.incorporate.com
or call 800-616-0216

THE COMPANY CORPORATION

Save \$25 by scanning this code

HELP WANTED

FLORASEARCH, INC.
In our third decade of performing confidential key employee searches for the landscape/horticulture industry and allied trades worldwide.
Retained basis only.
Candidate contact welcome, confidential and always FREE.
1740 Lake Markham Road
Sanford, FL 32771
407-320-8177 ♦ Fax: 407-320-8083
E-mail: search@florasearch.com
www.florasearch.com

SOFTWARE

MANAGE your BUSINESS **FREE DEMO**
the SMART WAY ...

CLIP Software

- Schedules customer's jobs
- Routes crews in best order
- Tracks employees
- Finds your profitable customers
- Can bill from QuickBooks®

Why do 10,000+ companies run 2 Billion \$\$\$ through CLIP every year? **Because it WORKS!**

www.clip.com ♦ 800-635-8485

Keep your business growing. Advertise in Landscape Management.
Contact Kelli Velasquez today: 216.706.3767 kvelasquez@northcoastmedia.net

RESOURCES

AD INDEX

Air-O-Lator.....	34
BASF Corp.....	9
Dow AgroSciences.....	13
GIE+Expo.....	41
Growth Products.....	46
Irrigation Association.....	28, 36
John Deere.....	CV2
L. T. Rich Products.....	39
Mercedes Benz Sprinter.....	23
MistAway Systems.....	2
Mobil Delvac.....	19
NAFA.....	26
PBI Gordon.....	31
Perma Green Supreme.....	45
Polaris Commercial Vehicles.....	CV4
Power Pusher.....	46
PRO Landscape by Drafix Software.....	32-33
Propane Education & Research Council.....	11
Quali-Pro.....	CV3
RAM Corporate.....	5
Rain Bird.....	25
Solu-Cal USA.....	35
Super Bright LEDs.....	17
Syngenta.....	21
Turfco.....	27
US Lawns.....	3
Versa-Lok.....	7
Winfield Solutions.....	37

The ad index is provided as an additional service. The publisher does not assume any liability for errors or omissions.

[Coming in October: 2014 Business Planner]

You've got questions, we've got answers

In this year's edition of the *Landscape Management* annual Business Planner, we tackle the top questions landscape contractors ask—or the questions they should be asking—to run their businesses efficiently and profitably. Green Industry experts will answer inquiries such as “What do I do if I can't sell my business?” “What key performance indicators should I be tracking?” “When is overtime OK?” and many others in the categories of finance, marketing and operations.



LANDSCAPE MANAGEMENT (ISSN 0894-1254) is published monthly by North Coast Media LLC, IMG Center, 1360 East 9th Street, Suite 1070, Cleveland, OH 44114. **Subscription rates:** One year \$55, two years \$76 (U.S. and possessions), one year \$87, two years \$127 (Canada and Mexico) and one year \$165, two years \$246 (all other countries). Air expedited service is available in countries outside the U.S. and Canada for an additional \$75 per year. Current issue single copies (prepaid only) \$8 (U.S. and possessions) \$10 (Canada and Mexico) and \$15 (all other countries). Back issues (if available, prepaid only) \$16 (U.S. and possessions), \$20 (Canada and Mexico) and \$30 (all other countries) add \$6.50 per order shipping and handling for both current and back issue purchases. **Periodicals postage paid at Cleveland OH 44101-9603 and additional mailing offices. POSTMASTER: Please send address change to Landscape Management, PO Box 2090, Skokie, IL 60076.** Printed in the U.S.A.



Copyright 2013 North Coast Media, LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval without permission in writing from the publisher. Authorization to photocopy items for internal or personal use, or the internal or personal use of specific clients is granted by North Coast Media, LLC for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr, Danvers, MA 01923, phone 978-750-8400, fax 978-750-4470. Call for copying beyond that permitted by Sections 107 or 108 of the U.S. Copyright Law.

Landscape Management does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. *Landscape Management* welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. North Coast Media LLC provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you, if you do not want North Coast Media LLC to make your contact information available to third parties for marketing purposes, simply call 847-763-4942 between the hours of 8:30 am and 5:00 pm CT and a customer service representative will assist you in removing your name from North Coast Media LLC's lists.





David Frank

*president and CEO, David J. Frank Landscape Contracting,
Germantown, Wis.*



Who's your mentor? I've had many mentors at different periods of my career. When I was starting out at age 10, many of my clients became wonderful mentors, significantly because of my young age. At that time, I was fortunate to have some of Milwaukee's leading industrialists and businesspeople as clients and received consistent, generous advice from them.

As I became active in the Green Industry, pioneers such as Dick Brickman, Joe Marsh, Tom Lied, Lee Bruce and Ron Kujawa were of great assistance.

How does a 10-year-old start a landscaping business? I lived in a nicer neighborhood with affluent, older families who weren't able to physically garden. I had a reasonable amount of ambition and was able to start a "neighborhood gardening service," with the intent of improving my financial potential.

You said working in this industry today is harder than it used to be. Why? Twenty years ago, continuous improvement and implementing new technologies was a good strategy. Today, consistent, constructive change is integral to a business' survival. We've tried to embed it in our corporate culture so that we can be proactive rather than reactive.

The last time we spoke with you, you said your work is largely inspired by the Sagrada Familia cathedral in Barcelona and the Gardens of Versailles. What is it about them? The Sagrada Familia cathedral was innovative for its time [the 1880s], and it's a wonderful study of architect Antoni Gaudi, who was far ahead of his time.

The Kew Gardens in London, the Gardens of Versailles or the Butchart Gardens in British Columbia, which I visited this spring, are all inspirational for different reasons. The scale of some of these developments is staggering, and their quality inspires me.

What professional connections have influenced you most? Although my firm has affiliations with over 40 organizations, without a doubt I have been most influenced by my involvement in ALCA, now the Professional Landcare Network, as well as the Wisconsin Landscape Contractors Association. All offered me wonderful mentoring opportunities.



What advice would you give to someone starting a landscaping business today? It's critical to supplement your technical education with a level of business training, as well as an affiliation with a certified public accountant who understands contractor job-cost accounting. It's the same advice Green Valley Landscape founder Joe Marsh gave me in 1978.



OFF THE CLOCK

WHAT'S NEXT ON YOUR BUCKET LIST? Visiting Giverny and the Chateau de Vaux Le Vicomte in France.

HOW MANY SCUBA DIVES HAVE YOU LOGGED? 1,030, most recently in Playa del Carmen in the Yucatan Peninsula. The best ones have been the dives where we fed sharks and manta rays.

WHO'S IN YOUR FAMILY? I just welcomed my first grandchild this year, with another on the way this fall. I have a beautiful and wonderful wife, Jane Marie, as well as five children and two stepchildren.

WHAT'S THE BEST THING ABOUT WISCONSIN? The tens of thousands of inland lakes and lots of nature opportunities.



EVERY WEEK I LOOK FORWARD TO... Working with the best team in the industry



QUALI-PRO®

LARGEST PORTFOLIO. MORE SOLUTIONS.



Quali-Pro® Delivers More Value for Your Dollar

Our innovative formulations are University tested with proven results. Designed to help you prevent and eliminate diseases, weeds and pests. We're making "Basic" even "Better" by creating new and unique products to help keep Lawns, Landscapes, Nurseries, Greenhouses, Golf Courses and other general maintenance areas looking and playing their best. Just what you'd expect from Quali-Pro®, and you **Know The Sign®**.

Experience more of Quali-Pro® — Visit www.quali-pro.com or call 800-242-5562.

QUALI-PRO

> Basically Better™

POLARIS BRUTUS

Machines shown with optional accessories. See dealer for details.

WORK WILL NEVER BE THE SAME. INTRODUCING THE FUTURE OF PTO-EQUIPPED SIDE x SIDES.

When the job requires everything you have, it's nice to know that you have everything. Polaris® BRUTUS™ features full, out-front PTO capabilities. The innovative system delivers power directly from the vehicle's engine to drive a complete line of purpose-built front-end attachments. So you can sweep, mow, blow, lift, plow and scoop, all with one task-tackling vehicle. Add to that a hard-working diesel engine, hydrostatic transmission and a smooth ride we've spent 60 years perfecting, and you get more versatility, more capability and more comfort. But most importantly, you get more done.



SCOOP



BLOW



SWEEP

Warning: The Polaris BRUTUS is not intended for on-highway use. Driver must be at least 16 years old with a valid driver's license to operate. Passengers must be at least 12 years old and tall enough to sit with feet firmly on the floor. All SxS drivers should take a safety training course. Contact ROHVA at www.rohva.org or (949) 255-2560 for additional information regarding safety training. Polaris recommends that drivers and passengers wear helmets, eye protection, and protective clothing, especially for trail riding and other recreational use. Always wear seat belts. Be particularly careful on difficult terrain. Never engage in stunt driving, and avoid excessive speeds and sharp turns. Riding and alcohol/drugs don't mix. Check local laws before riding on trails. ©2013 Polaris Industries Inc.

Start changing the way you think about work.
POLARIS.COM/BRUTUS