

BUSINESS SOFTWARE • GPS TRACKING • PROPOSAL BUILDING
• SOIL HEALTH • IRRIGATION • ENGINES • FERTILIZER •
BLADE SHARPENING & BALANCING • BATTERY POWER
• WATER FEATURES • SPREADER/SPRAYER • EDGING •
MARKETING • PLANT GROWTH REGULATORS • LIQUID ANTI-
ICING & DEICING • PLOWING • INSECTICIDE • MOWERS •
SAFETY SOFTWARE • BUSINESS SOFTWARE • GPS TRACKING
• PROPOSAL BUILDING • SOIL HEALTH • IRRIGATION • ENGINES
• FERTILIZER • BLADE SHARPENING & BALANCING • BATTERY
POWER • WATER FEATURES • SPREADER/SPRAYER • EDGING
• MARKETING • PLANT GROWTH REGULATORS • LIQUID ANTI-
ICING & DEICING • PLOWING

Q&A

WITH THE **EXPERT**

BUSINESS SOFTWARE • GPS TRACKING • PROPOSAL BUILDING
• SOIL HEALTH • IRRIGATION • ENGINES • FERTILIZER •
BLADE SHARPENING & BALANCING • BATTERY POWER
• WATER FEATURES • SPREADER/SPRAYER • EDGING •
MARKETING • PLANT GROWTH REGULATORS • LIQUID ANTI-
ICING & DEICING • PLOWING • INSECTICIDE • MOWERS •
SAFETY SOFTWARE • BUSINESS SOFTWARE • GPS TRACKING
• PROPOSAL BUILDING • SOIL HEALTH • IRRIGATION • ENGINES
• FERTILIZER • BLADE SHARPENING & BALANCING • BATTERY
POWER • WATER FEATURES • SPREADER/SPRAYER • EDGING
• MARKETING • PLANT GROWTH REGULATORS • LIQUID ANTI-
ICING & DEICING • PLOWING

Q&A WITH THE EXPERT BUSINESS SOFTWARE



Q&A WITH JOE SALEMI

Product Marketing Manager, DynaSCAPE Software

1 How do you recommend we approach adopting your landscape business software?

A: With most landscape businesses in the Northeast and the Midwest offering snow removal services in the winter and landscape services in the warmer months there never really seems to be an “off-season.” I akin this to the old adage, “The best time to plant a tree was 20 years ago. The second best time is now.” It’s never going to be the perfect time, so get the process started. There are going to be challenges in scheduling your training; there are going to be challenges in getting Manage360 setup to where you’re rocking and rolling with it but instead of standing at the edge of the pool slowly dipping your toes into the cold water, just jump right in and you’ll be way better for it.

2 We have our own way of doing things. Is Manage360 flexible enough to work for us?

A: We’ve created Manage360 to work for the majority of landscape companies in the business but we all know that everyone has their own way of operating. Subtle nuances of process sometimes mean

it’s just enough to outside of the intended workflows with Manage360. When looking at a business system like Manage360, you’re not intending to maintain status quo with regard to your process or workflow. I’d hope that you’re looking to improve what you’re doing. Go in with the expectation during your implementation that you’re going to review your processes at the same time. While getting the software setup and learning how to use it, you’re going to take stock of your standard operating procedures and update them so they mesh.

3 I’m looking at several systems, why would Manage360 be best suited for me?

A: What you really need to do is understand why you’re looking at a system like Manage360 in the first place. If you’re looking at specifics, then you should definitely know that DynaSCAPE is the only landscape software solution to truly integrate the drawing into the estimate with direct access to the entire costbook within the drawing itself. There’s significant efficiency and productivity gains there alone. What land-

scape job happens without change orders? None, that’s how many. Our change order management system is robust and helps you keep track of every change to the contract no matter how complex or simple.

4 Who needs to be involved during the setup of Manage360?

A: It’s hugely important that the owner and management team is involved in every step of the process. Don’t delegate this away. I’ve seen this all too often where the owner delegates the entire implementation to the office manager who then becomes tremendously overwhelmed. There may be people on your team who may not have bought into the notion of transitioning to a new business system. By including them in the goal setting and outlining of expectations there is a great degree of buy-in that occurs relative to excluding them. With the inclusion of a role-based security system threaded into Manage360

GO IN WITH THE EXPECTATION DURING YOUR IMPLEMENTATION THAT YOU’RE GOING TO REVIEW YOUR PROCESSES AT THE SAME TIME.

it’s easy to lockdown certain key areas from those that shouldn’t have access to certain information.

5 How much work is involved in getting Manage360 rolled out to our entire company?

A: Let’s lay down the expectation right now, it’s going to be a lot of work. This isn’t something that is turnkey loaded with production rates and kits so you just have to plug in your own numbers. We show you how to get all of that information in the software, but that information has to come from you. Aside from dialing in your budget, the biggest piece of work is creating your kits and verifying that they’ll produce what you want. Kits are the list of materials, labor, and equipment needed for doing certain types of work. We assist in doing mass uploads of your contact lists, material lists and plant lists. We can even convert data from other systems. There’s work involved, but we’re there with you every step of the way.



FOR ALL YOUR LANDSCAPE BUSINESS NEEDS.

From managing your sales, producing information-rich landscape designs, creating professional proposals, to managing your crews, tracking changes, managing your billing, and producing the right reports at the right time. DynaSCAPE Software offers an end-to-end software solution for landscape professionals like you.



DynaSCAPE
Design & Business Management Software
for Landscape Professionals

dynascape.com

Q&A WITH THE EXPERT

GPS TRACKING



Q&A WITH TODD EWING

Director of Product Management, Verizon Connect

1 What can fleet tracking do for landscapers?

A: I think the fundamental benefit of fleet tracking is peace of mind. When you're running a landscaping company, you can't really know what's going on everywhere in the field. Are your crews where they're supposed to be? Are they driving safely? Are they taking long breaks? Are your trucks secure at night?

Being able to know at a glance where everyone is can be a real stress reliever. You're not spending the day playing phone tag with your crews or driving around checking up on them. That's time you can put into working on your business.

The best fleet management systems offer a lot more than just "dots on a map." They provide information on vehicle utilization, driving behavior, maintenance scheduling and other data you can use to identify trends and better manage your business. That's information you can use to improve productivity and efficiency and reduce costs.

2 What specific features should landscapers look for?

A: You want a system that's reliable, accurate and easy

to use. Once the sensors are installed in your trucks, it's like opening an information spigot. There's so much useful data coming from your vehicles. But if you can't easily translate it into insights, it's not valuable. You want a system that makes it easy to set up the reports and alerts you need. Look for intuitive dashboards that show you what you need to know at a glance. We don't want you spending more than a few minutes a day using our system. We want you to spend that time making your business more profitable.

If a system is complex, you'll have a much harder time working it into your day, and you won't get real value.

Going with a trusted name

is also important. There are a lot of fleet tracking companies out there. Verizon Connect is a new brand, but it was born from the coming together of three industry leaders: Fleetmatics, Telogis and Verizon Telematics. Verizon Connect is the largest fleet tracking and mobile workforce management solution provider in the world, and we have the resources, reliability and service of Verizon behind us.

3 What's the difference between fleet tracking and workforce management?

A: Fleet tracking is tied to the vehicle. But as a landscaper, you have vehicles, workers, and work. Our solutions allow you to connect them all to

manage scheduling, invoicing, routing, costs, and more. The fleet management and workforce management systems integrate with each other, allowing you to simplify your operations, see your business more clearly, and improve efficiency and productivity.

4 How can our readers learn more about Verizon Connect?

A: The best way to learn about our solutions is to get a live, online demo. People can learn about our products and schedule a demo at **Verizon Connect.com**. This site also has a lot of content for landscapers, including case studies and our ebook, "Benefits of GPS tracking for Landscapers."



Confidence is 19 mpg from a 19 mpg truck.

When you need to improve the fuel efficiency of your fleet, you need Verizon Connect. Our platform lets you see critical vehicle data and make adjustments in near real-time to eliminate unproductive idling, reduce emissions and cut fuel costs.

Explore new possibilities at verizonconnect.com or call 866.844.2235 to get a free demo.

verizon
connect



Q&A WITH THE EXPERT PROPOSAL BUILDING



Q&A WITH MIKE RORIE

CEO, Go iLawn

1 What's the biggest risk of Proposal Building?

A: People think their biggest risk in proposal building is not winning the work, but that's not true. The bigger risk is 'winning' work you can't perform for a profit.

Proposal building is really about two things: Estimating and presenting, and the only way either of them does you any good is if your estimate gives you the chance to turn a profit.

2 Do I need to have a system?

A: Pros with 20 years in the business might be able to estimate by gut feel, but that expertise doesn't scale. And even experienced pros can make mistakes.

It's better to have a system for consistency. Estimate jobs based on your cost to perform the work, and do it the same way every time. Then you have a baseline for your commitment and can bid the work based on your needs.

If you want to adjust the price to win the work, then you KNOW what it's costing you and you KNOW what you're committing to.

3 What's the best way to set up your estimating system?

A: Benchmark your factors of production.

Observe your teams in the fields and time them as they do their work. Know how long it takes, on average, to perform any task, then consistently quantify how much of each type of work there is to be done.

If you know your factors of production, all you need to generate a proposal for new work is an accurate measurement of the areas you're servicing. Then apply your factors of production to calculate your cost.

4 How do you get those jobsite numbers

A: You can visit each site and spend time walking around measuring everything by hand, but that's very inefficient.

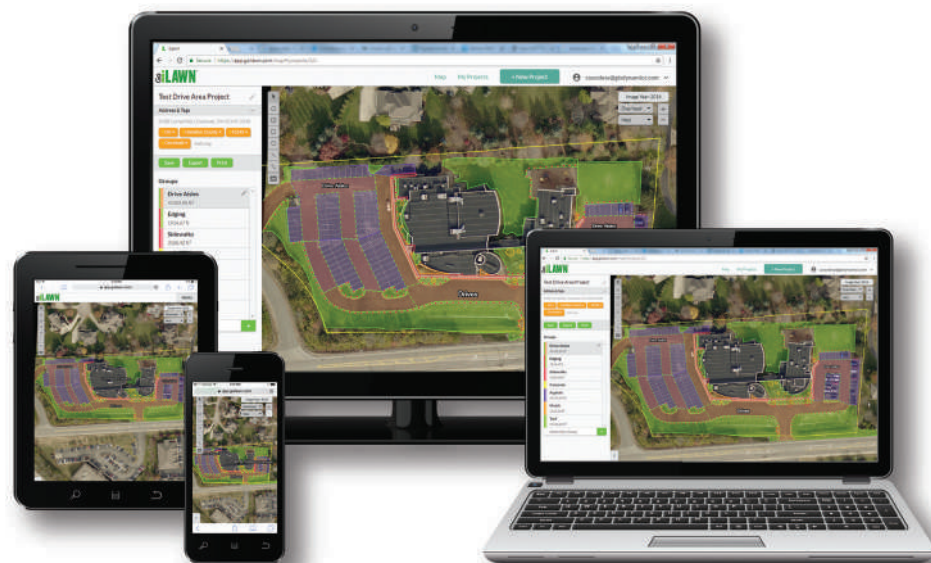
A better way is to use our Go iLawn software to measure all your jobsites online. Go iLawn saves your indirect time to travel around walking sites, and you can measure big sites like malls, hospitals or HOAs in just an hour or two. Go iLawn calculates all the numbers for you, so you'll always be accurate too, and you can

export pictures and spreadsheets to show the client.

5 What goes into a great proposal?

A: A great proposal looks professional and helps the client understand exactly what you're quoting them.

We use Go iLawn photos and spreadsheets so our proposals include clear images of the work to be done. We include detailed site diagrams and spreadsheets to make a positive customer impression and set ourselves apart from the competition.



Discover
the **All New** **Go iLAWN**[®]
Measure. Bid. Win.

**Know the job.
Show the client.
Guide the crew.**



Our new Go iLawn software has everything you love about Go iLawn, plus:

- Mobile Access • Cloud Storage
- The best measuring tools in the business.



See the whole job



Bid with facts, not guesses



Sell better using images



Visit more jobs in less time



Execute faster using maps



Measure on-site with Mobile

Get your free trial TODAY
www.goilawn.com/LL • 800.270.6782

Q&A WITH THE EXPERT

SOIL HEALTH



Q&A WITH NICK DILORENZO

National Product Manager, Horizon Distributors

1 Why soil health?

A: Soil is the most important aspect of our industry. We plant in it, on it, put irrigation through it and even lights around it. Soil acts as an engineering medium that supports structures before and during construction. It is a habitat for soil microorganisms, a recycling system for nutrients and organic wastes, and a regulator of water for plants. Soil fertility supports plant growth and other beneficial processes. Having healthy soil allows industry professionals to deliver the green, growing turf and plants clients demands. And it's not just about turf management – think about the importance of soil during construction to ensure proper installation.

2 So, should Green Industry Professionals be rallying around soil health?

A: Absolutely! This is similar to our industry's focus on Smart Water technology. As industry leaders it is our responsibility to adhere to practices that promote conservation. It's no different with soil health. By improving soil health at the onset, we can reduce problems normally resolved by chemi-



cal applications like disease or insect infestation. Fertility is naturally occurring reducing fertilizer usage as well. Plants need less water to survive in healthy soil, which is important as we continue to see drought across the U.S.

3 How easy is it to get started in building better soils?

A: It all starts with a soil test. Soil is changing all the time, whether by nature or a pesticide app, and a soil test is the best way to see what is happening out of vision. In a soil test you are looking at 3 things - chemical, physical and biological analysis. Chemical refers to the acidity or pH levels of the soil. Physical is the texture which readers are probably most familiar

with - the proportions of sand, silt and clay. This determines how water, air, nutrients and organisms move in and through the soil. Biological tests microbes in the soil. Microbes are responsible for nutrient recycling, soil building, disease prevention. With that, you can find the right "prescription" to maximize soil health.

4 Is there a benefit for the landscape pro?

A: First, there are cost savings associated with soil building for both the landscaper and

the client. Not only are we creating lower costs through better efficiencies, but other revenue streams for the landscaper. Our research shows that more homeowners and businesses are looking for and willing to pay for organic options, and soil health is the foundation for that. Landscape pros can differentiate themselves from the competition with this strategy.

5 How do they get started?

A: A good first step is getting in the habit of using soil tests. Most local supply houses work with a testing company that can get you responses in under a week. At Horizon we have a program called "Turf Triage" that helps analyze the results and makes a recommendation on products and practices to improve the soil profile. I think landscape professionals will really start seeing an improvement to what's on top when they start paying attention to what's underneath.

SOIL IS CHANGING ALL THE TIME, WHETHER BY NATURE OR A PESTICIDE APP, AND A SOIL TEST IS THE BEST WAY TO SEE WHAT IS HAPPENING OUT OF OUR VISION.

TurfGro PLUS Premium Fertilizer

Fertilizer with attitude.

Implementing the best performing fertilizer program means meeting the needs of a particular zone, all year round – and those needs are different across the country. That's why TurfGro Professional Fertilizers are formulated for your region— your soil, turf and plant needs.



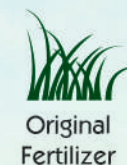
Now introducing TurfGro Plus Premium Fertilizer, offering unique enhancements to improve water retention, soil health, and the overall look of your turf.



the Sanctuary
Working With Nature
*Can be applied without water



There are 5 types of TurfGro Fertilizer to suit your situation. Look for the following label colors to point you toward the appropriate products to meet your needs:



TurfGro and TurfGro Plus Professional Fertilizers are available exclusively from Horizon. Scan here to learn more about TurfGro Professional Fertilizers.



irrigation | outdoor living | landscape | equipment

Q&A WITH THE EXPERT

IRRIGATION



Q&A WITH DAN PUTHUFF

National Product Manager, Horizon Distributors

1 What are some of the trends you are seeing in the Irrigation space?

A: Several come to mind but I think one of the really fun trends is “Smart Home Automation” which allows a homeowner to remotely control different elements like temperature, lighting, and alarm systems with their phone or tablet. And the good news is that Smart Home Automation is now hitting the yard! Companies like Rain Bird, Hunter, Toro and others now offer Wi-Fi control systems that can be linked to devices like the Amazon Echo and incorporated into a Smart Home management system.

2 How does the “Smart Home Automation” trend impact Landscape contractors?

A: That’s a great question and a point that we want to continue to drive home to our customers via our GET CONNECTED! campaign – homeowners are installing Smart Controllers and you can either be a part of the process or it will happen without you. For example, many smart controller companies are marketing directly on Amazon or their own websites and selling directly to the homeowner. We

want our contractors to be a part of this decision process and bring the message of Smart Controllers and Smart Home Automation to their customers.

3 What other factors are affecting the Irrigation industry this year?

A: Water conservation is the easy answer but I see labor as being the bigger driver right now. Both Fortune and Money Magazine ran articles about the labor shortage in the construction industry last year and there is no turn around in sight. So the challenge for contractors going forward is twofold: how to

keep their existing employees and how to make their entire workforce more efficient.

4 What is Horizon doing to help your customers address the labor shortage?

A: As a “value-added” distributor, Horizon is focused on helping our customers become more effective. Training is directly correlated with job satisfaction and we offer on-going training classes in key markets to help our customers become more productive. We also sell water management systems from top manufacturers like Hunter, Rain Bird, Toro and Weather-

matic to help increase labor efficiency. Finally, we help save our customers time shopping for irrigation materials through our 24/7 online ordering portal.

5 Any last thoughts?

A: Horizon is a wholly owned subsidiary of POOL-CORP, the largest distributor of Pool and Backyard products in the world. Through the Horizon, SCP, SPP and NPT networks, we offer product, service and labor solutions for any irrigation, landscape and pool application. We would love the opportunity to work with you on your next project!



The products you need, when you need them...
all in one place.



ation | outdoor living | landscape | equipment | irrigation | outdoor living | landscape | equipment | irrigation | outdoor living | landscape | equipment | irrigation



Offering the industry's most comprehensive selection of landscape and irrigation supplies, Horizon is the one stop shop for over 27,000 green industry professionals. We carry professional-grade products in irrigation & drainage, landscape, safety, lighting, outdoor living, outdoor power equipment and equipment parts & service.

Scan here to visit us online or stop in to your local Horizon store.

Horizon

HorizonOnline.com
shop online at 247.HorizonOnline.com

Get a lot more done, in a lot less time.



Horizon 24/7 is your source for online account management, order templates and more. Available exclusively to Horizon customers— anytime, anywhere and on any device. Scan here to learn more or to log in.

Horizon

HorizonOnline.com | shop online at 247.HorizonOnline.com

Horizon 24/7

Accessible through the Pool360 app—available on the Android Market and iTunes, ABSOLUTELY FREE!

Q&A WITH THE EXPERT ENGINES



Q&A WITH TROY SMITH

Manager, R&D Testing and EFI, Kawasaki

Kawasaki EFI engines precisely match power to load as you mow, for constant blade speed in tough conditions. Only Kawasaki EFI engines combine all the advantages of a fully integrated electronic governor (eGov), cutting-edge ECU control, and open-loop technology.

1 Why does Kawasaki opt for open-loop control rather than closed-loop control?

A: Kawasaki looked at all the variables to determine which technology would deliver the desired results. We always start by looking at the needs of lawn care professionals. In their demanding world, they need plenty of power and unfaltering dependability. Our open-loop system, paired with our electronic governor (eGov) and ECU achieves the results lawn care professionals want; power and reliability.

2 What is the difference between open-loop versus closed-loop?

A: A Kawasaki open-loop system uses a defined map to manage the air/fuel ratio on the front end of the fueling process. With an open-loop system, there is no O2 sensor. Kawasaki uses advanced engine control algorithms to maximize accuracy of fuel control.

A closed-loop system is more complicated in that it needs to add an O2 sensor to measure exhaust. It then uses

that reading to constantly adjust the air/fuel mixture to correct for any error in fuel control.

3 What about fuel efficiency?

A: Fuel efficiency is important to lawn care professionals. So, which system is more fuel efficient? This is a loaded question – literally. One source of efficiency loss is the

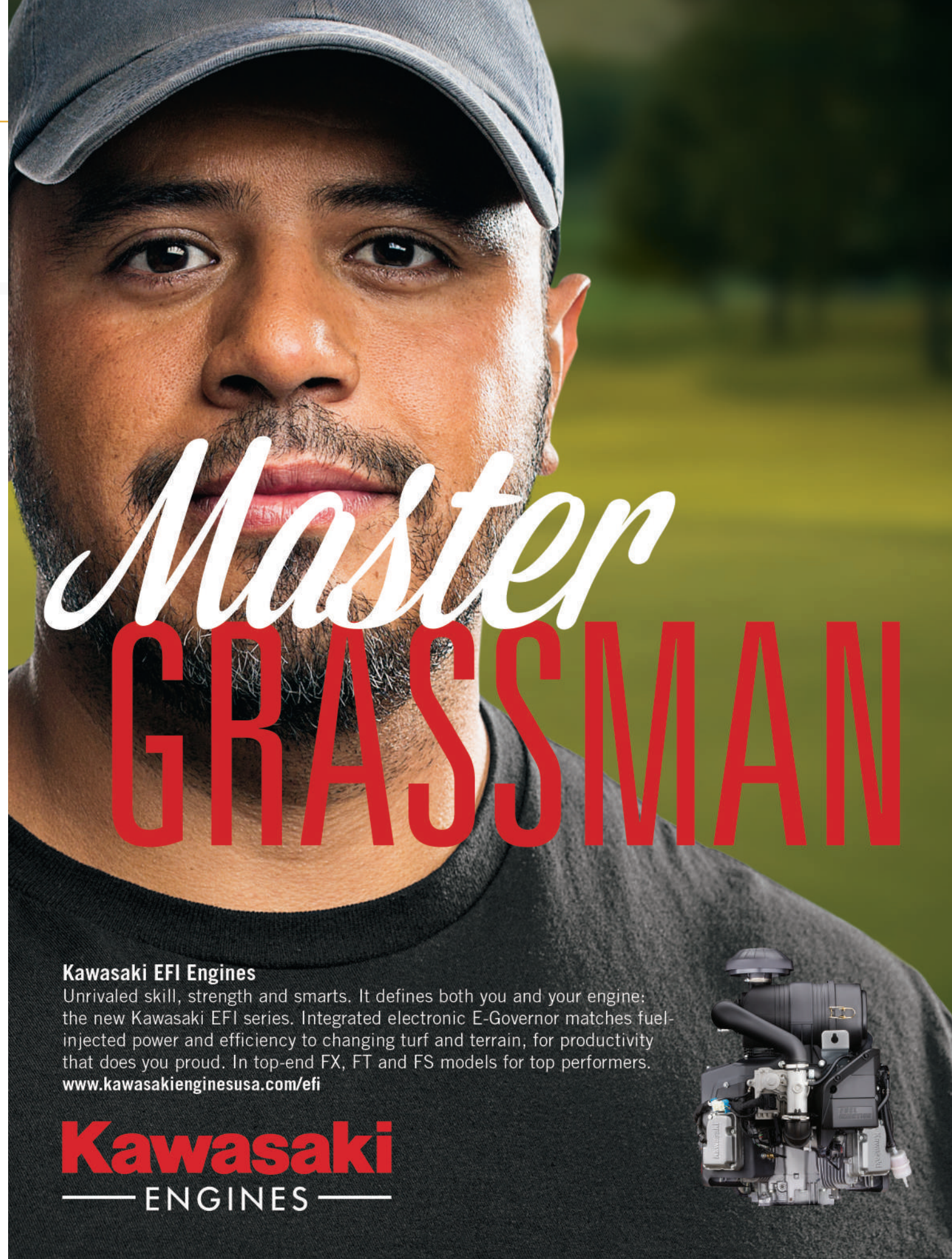
need for rich air/fuel ratios. Tested under identical conditions, the open-loop system exhibits air/fuel ratios similar to a closed-loop system. In fact, when compared at 50% load, air/fuel ratios between open and closed systems are almost identical in the engines tested. Therefore, closed loop or open loop alone does not equate to engine fuel efficiency. It's only one of the

OUR GOAL IS TO DELIVER OPTIMAL RESULTS UNDER THE MOST DEMANDING CONDITIONS.

many contributing factors.

4 What is the maintenance advantage for open-loop?

A: Our goal is to deliver optimal results under the most demanding conditions. The design of the open-loop system requires fewer parts so there's less to go wrong. A closed-loop system requires more parts and thus more maintenance.



Kawasaki EFI Engines

Unrivaled skill, strength and smarts. It defines both you and your engine: the new Kawasaki EFI series. Integrated electronic E-Governor matches fuel-injected power and efficiency to changing turf and terrain, for productivity that does you proud. In top-end FX, FT and FS models for top performers.

www.kawasakianginesusa.com/efi

Kawasaki
— ENGINES —



Q&A WITH THE EXPERT FERTILIZER



Q&A WITH JEREMY BIGLER

Landscape Channel Manager, LebanonTurf

Are you looking for ways to save on application labor and time during the first rounds of the season? LebanonTurf has a line of ProScape Pre & Post products that combine premium fertilizer components with both pre-emergent and post-emergent herbicides.

1 Why combine a pre-emergent and post-emergent herbicide into one product with a fertilizer?

A: The biggest benefit of combining a pre-emergent with a post-emergent herbicide with a premium fertilizer is time savings. We have created these unique products that allow you to accomplish 3 jobs with 1 application; saving you time and money by reducing labor costs.

2 What is the application timing on a product that combines a pre-emergent and post-emergent herbicide?

A: The best time to apply this is when broadleaf weeds are growing but grassy weeds haven't germinated or started to tiller. The ProScape Pre & Post products provide some early post emergence control of crabgrass if applied before the 3 leaf stage.

3 Does the product need to be watered in?

A: ProScape Pre & Post products are granular fertilizer containing the

herbicides so it is best to apply them when the foliage is moist, like when there is dew present. If possible, delay mowing or irrigation for several days after treatment to allow the post emergent to be effective. The Dimension will need to be watered in to create a barrier

preventing new weed seeds from germinating.

4 What weeds are controlled?

A: The ProScape Pre & Post products come in different combinations and each one has its own list of weeds that are controlled; if you have a

specific weed problem, check the label. Some common broadleaf weeds controlled by all of the products include dandelion, plantain, clover and chickweed. Preemergence control includes crabgrass, annual bluegrass, goosegrass and foxtail (green and yellow).

5 What is the application rate?

A: While you will need to check the label for specific application rates, on average the ProScape Pre & Post products will cover 10,000 square feet per 40lb bag.

Available ProScape Products
0-0-7 SOP 2.5% Fe .17
Dimension / LockUp

19-0-6 40% MESA .17
Dimension / LockUp

19-0-6 40% MESA .145
Dimension / Confront 3

19-0-6 33% MESA .16
Dimension / Trimec

8-0-24 33% MESA .145
Dimension / Confront 3



Wouldn't you rather have *and*?



Why limit yourself to fertilizer *or* weed control? Why settle for killing weeds before *or* after they appear?

At LebanonTurf, we don't like *or*. We like *and*. As in fertilizer *and* pre- *and* post-emergent weed control—all in one.

And with ProScape® fertilizer *and* weed-control solutions, you get to save time *and* money.

ProScape

ProScape 19-0-6 MESA® AND Dimension® AND LockUp™
ProScape 19-0-6 MESA® AND Dimension® AND Confront® 3



Best of All Worlds®
LebanonTurf.com 1-800-233-0628



Q&A WITH THE EXPERT

BLADE SHARPENING & BALANCING



Q&A WITH GERD BAUER II

Vice President, Magna-Matic

1 Why should mower blade maintenance be done in-house by all landscapers and mowing contractors?

A: Simple and frequent maintenance processes are best completed in-house for economic, quality control, and convenience reasons. Mower blade maintenance is a frequent necessity. The investment in proper equipment saves money by cutting out a service provider's overhead costs and profit. When you control the quality of the maintenance process, it directly translates to the cut quality of the turf/lawn. Being independent from a service provider's timetable and frequent pickup and drop-off of blades makes in-house maintenance convenient.

2 How does a mower blade cut?

A: A lawn mower blade cuts with centrifugal force like a CNC milling machine. It is a cutting method commonly called "fly cutting," which is defined as multiple cutting tips rotating at a high-speed fed into a material. A high tip-speed is essential to the cutting performance of a lawn mower.

3 Why should I maintain my mower blades every 8-12 mowing hours?

A: Mower blade tips become rounded (dull) after only 8-12 hours of use. The radius will become exponentially larger the longer you mow past 8-12 hours. The amount of grinding required after 20 hours of use is overwhelmingly more. More frequent sharpening will provide an exceedingly better cut on the lawn, reduce/eliminate the need for double cutting, apply less load on the mower, increase blade life, and reduce sharpening time. A blade with rounded tips is tearing the grass rather than cutting it.

4 What is the most efficient maintenance process for a mower blade?

A: First, a blade needs to be inspected for fractures. To do this, the blade must be cleaned of the grass build-up and debris. If the blade is free of cracks or fractures, the straightness must be checked. The MAG-1000 Blade Balancer's gauge rod allows a simple and accurate measure indicating if the tips are in the same plane. If it has been determined that the blade is fit to be serviced, the next step is sharpening. Ensure the sharpening method will maintain a

consistent cutting edge angle and allow you to grind the edge until a new tip emerges. Next, the balance of the blade must be checked to ensure efficient rotation. An accurate blade balancer is required to do this step. Lastly, we highly recommend productionizing blade maintenance. For example: if you mow 8-12 hours per day have a set of blades per day for each mower. Complete all of your blade maintenance at one time to achieve the maximum efficiency.

5 How do I choose the best mower blade maintenance equipment for my needs?

A: When choosing equipment or methods for cleaning mower blades, ensure the method/equipment is safe, enclosed, quick, and efficient. Avoid methods that create more of a mess than they clean.

A balancer is an important measuring tool that must be accurate and provide you with a repeatable result. Never use a nail-in-the-wall-method or table top cone because they are not accurate nor are their results consistently repeatable. The MAG-1000 Blade Balancer has been produced for 60 years and is used by mower service centers, mower manufactur-

ers, and blade manufacturers for balance quality control. There have been various copies worldwide over the last 60 years but the accuracy and repeatability of indication of the MAG-1000 remains the industry standard.

When choosing a sharpener there is a long list of features you need to address. Can the sharpener be set to a specific cutting edge angle quickly and consistently such that every blade you grind has the same angle? Can it sharpen your specific blades? Some grinders have restrictions on how long a cutting edge can be sharpened. Can it sharpen curved cutting edge (mulching) blades or only (conventional) straight edge blades? Many sharpeners are not designed to properly sharpen mower blades but are simply modified grinders that can damage blades and/or remove material temper. Are safety guards included with the sharpener? Does the manufacturer of the sharpener offer an ergonomic stand and a dust collection solution for the fine metal dust so that your employees are safe from sparks and dust? Lastly does the manufacturer provide a fully integrated system for all the processes of maintaining a mower blade?

Simplify your mower blade maintenance

THE TOTAL PACKAGE

Only Magna-Matic offers fully integrated and self-contained systems for properly maintaining mower blades. No other manufacturer addresses the total maintenance requirements of cleaning, sharpening, and balancing rotary lawn mower blades. Additionally, we provide safe and ergonomic designs. Our full safety guarding and integrated dust collection systems provide the assurance of employee safety plus a sharp and balanced mower blade.

WE MAKE MOWER BLADE MAINTENANCE EQUIPMENT, EVERYTHING ELSE IS JUST A GRINDER.



MADE
IN THE
SINCE 1958 USA

www.magna-matic.com

MAGNA-MATIC®



Q&A WITH THE EXPERT BATTERY POWER



Q&A WITH JOE CONRAD

President, Mean Green Mowers

1 What are the advantages for a lawn care company to switch to electric mowers and convert from ICE (Internal Combustion Engine) mowers?

A: Aside from never having to purchase gas and almost no routine maintenance, the biggest advantage of switching to electric for commercial lawn care companies is the ability to offer their customers something that their competition does not offer. The low noise of Mean Green electric mowers wins over most any customer.

Ask just about any customer if they would prefer a loud, polluting mower or a quiet, clean mower in their yard. Going electric means more and better paying customers.

2 How do your electric mowers compare to traditional ICE mowers?

A: Mean Green Mowers are designed to have a similar look and feel when compared to traditional ICE mowers. Mowing drive speeds are about the same, blade tip speed and power are similar, and drive wheel power is the same or better. Most of our Mean Green Mowers are actually lighter and have a lower center of gravity for better handling. Handling

is improved with drive-by-wire controls and quicker response. Operator comfort is improved due to our exclusive front caster suspension, custom seats, and the very low vibrations from the smooth running electric motors.

3 What is the electric advantage?

A: The electric advantages include zero emissions, zero gas, low noise, low maintenance, and low operator vibrations. Customers love the low noise and zero emissions. Workers love the low noise, low vibrations, and no more breathing noxious exhaust fumes. Electric mower owners love the ultra-low operating expenses of zero gas and extremely low routine maintenance.

4 How do operator's handle being limited to 7 hours of battery operating time per day (all day mowing)?

A: Many commercial operators work very hard and frequently exceed a typical 8-hour work day. Studies by outdoor power associations have confirmed that the average "actual mowing time" of a typical commercial ICE operator is 3.25 hours a day. This can be easily confirmed

by calculating the number of gallons of gasoline consumed per day divide by 2 gallons per hour (average gallons used per MOWING hour by a typical 24 HP ICE mower). So, if you burn 6 gallons of gas a day, you actually mowed for 3 hours.

Mean Green Mowers can run 6-7 hours per charge, so they can get most any contractor through a full day. Charge overnight and you are ready for another full day without stopping at the gas station.

5 What was your motivation to start a company that manufactures electric mowers?

A: The main motivation for me was "it just made sense" to switch from an inefficient, polluting gas engine to a very efficient electric system. I was considering converting a car to electric, but instead, an electric mower took priority. In 2008, I had just sold several aviation businesses that included aircraft repair, flight training, and airport operations/maintenance at our local regional airport. Shortly after, my internal combustion engine (ICE) ZTR

I use on my 5-acre lot started having major breakdowns and needed hydraulic drives replaced. Instead of converting a car to electric, I got to work converting an ICE ZTR mower to electric. The first "mule" that I built was ugly, rough, hard to control, and very inefficient, but it kind of worked and was a good start.

My son Matt quickly took interest and before we knew it, we made a lot of improvements and began cutting metal for our own design electric mowers from a CNC plasma cutter in our garage. We were able to draw from my aviation background and Matt's drawing and metal skills to create a one of a kind electric mower that would finally cut our 5-acre lot on one charge.

We made major improvements each year, including switching to lithium-based batteries before it was the "cool" thing to do. Today, our smallest battery powered ZTR can cut our 5-acre lot and our big commercial electric ZTR can get a contractor through a whole day of mowing on one charge.

WORKERS LOVE THE LOW NOISE, LOW VIBRATIONS, AND NO MORE BREATHING NOXIOUS EXHAUST FUMES.

EXPERIENCE THE ELECTRIC MOWER ADVANTAGE!



Low Noise
No Gas, Oil or Fluids
Powerful
Clean, Zero Emissions
Low Maintenance
All Day Mowing On One Charge!

***Ask us about Federal Solar Tax Credits**



Made in USA

The Leader in Manufacturing a Full Line of Electric, Commercial, Lithium Powered Mowers

www.meangreenmowers.com

513-738-4736

Q&A WITH THE EXPERT

WATER FEATURES



Q&A WITH CARLA OTT

President, Otterbine

There's nothing quite like the refreshing and inspiring feeling a beautiful water feature creates.

Otterbine's President Carla Ott discusses the major factors to consider when designing as well as maintaining your water feature. Whether your goal is decorative, to improve water quality, or a mixture of both, knowing these key factors makes all the difference!

1 What's the best place to start when designing a water feature?

A: Whether you're creating a completely new water feature or adding an aerating fountain/aeration system to an existing one, you're taking a major step forward in adding value to your property and improving the health of your water. Starting off it's important to determine which goals you want to accomplish. Are you looking to provide aeration or decoration? Then do you want surface or subsurface aeration? Aeration mixes the warm and cold water in your water column, which adds oxygen to the water, promotes the growth of healthy bacteria, and maintains an ecological balance in your water feature. Surface aeration achieves two goals in that it adds visual appeal to your water in addition to many health benefits. Subsurface provides the same health benefits but preserves the natural beauty of a waterscape.

2 Are there any other factors I need to consider?

A: It's very important to know your pond. Designing the perfect water feature requires knowing the quality of the water that you're working with, if power is available at your site, what the surface area of your pond is going to be, and its depth. Water quality is impacted by a variety of factors that include everything from storm water to fertilizers and grass clippings. These extra additives cause nutrient loading and determine how much aeration your water needs. The availability of power, depth, and surface area decide the size, placement, and type of system which will be the most effective in your water feature.

3 How do I know which product is best for me?

A: Keeping your goals as well as the previously stated factors in mind there are a few different directions you can go. For more residential locations and ponds with less than ½ acre of surface area Otterbine makes an All-in-One Fountain & Circulator; this unit runs as an aerating fountain with four different

spray patterns or a circulator/mixer. The circulator setup works best for people looking to preserve the natural beauty of their water feature. For larger ponds we offer our Concept 3 line with over 11 spray patterns! Some of these patterns focus more on aesthetics than others but both provide aeration. For harsher waters or more industrial applications Otterbine makes a Concept 2 line, which features a High Volume aerator that pumps at least 900 gallons of water per minute and a Circulator that creates a positive directional flow preventing your water feature from stagnating. Last but not least, we've got Diffused Aeration systems that provide aeration for your pond without you ever knowing it's there and Giant Fountains for people looking for attention-grabbing displays. These spray patterns reach over 90 ft. in height!

4 What kind of running and maintenance costs can I expect?

A: Here at Otterbine we maintain top-notch stan-

dards. All our products are fully warrantied and operate maintenance free for the first three years! Even then all we recommend is a quick oil change. Our products operate up to 34% more effectively than our competitors and 20% more efficiently, which saves you a pretty penny on your power bill.

5 Is there anything else I can do to enhance my water feature or fountain?

A: Yes, absolutely! If you're looking to add extra pizzazz we've got a few different options. For starters, patterns like our three-tiered Tristar focus more on visual appeal. We also offer the Giant Fountain line for people looking for spray patterns on a larger and grander scale. If you're looking for a way to highlight your water feature at night we have both regular and color changing LED lights. Lights are the perfect way to really make your fountain pop. The color changing LEDs create an opportunity to run different sequences for holidays and special occasions too!



Above the Surface or BELOW

Otterbine pond aerators and fountains offer proven results in water quality management with a product for virtually any application.



AERATING
FOUNTAINS



HIGH VOLUME
AERATORS



SUBSURFACE
AERATORS



GIANT
FOUNTAINS

Found throughout the world's golf courses, corporate parks, neighborhoods and beyond; it's apparent that Otterbine products work because our customers are happy.



Q&A WITH THE EXPERT

SPREADER/SPRAYER



Q&A WITH TOM JESSEN

President, PermaGreen

1 Why are more companies using ride-on spreader/sprayers?

A: Ride-on spreader/sprayers can help you maximize production, apply more accurately, cut labor costs, and retain good employees. People sometimes make the mistake of thinking that spreader/sprayers are only good for big properties. But with the right machine, you should be able to treat accounts of any size, every day, from the very smallest to the very biggest. That's how a spreader/sprayer can deliver maximum efficiency, maximum profits and offer a fast return on your investment.

2 How do spreader/sprayers help reduce labor costs and issues?

A: A good rule of thumb is: One person with a ride-on spreader/sprayer can do the work of two or more people walking twice over a lawn (first to spread, then to spray). This time savings is crucial for a one-person operation. Companies with multiple technicians can retain their best employees by providing better working conditions and a more enjoyable, long-term career.



THE RIGHT SPREADER/SPRAYER WILL DRAMATICALLY CUT YOUR OVERHEAD AND MAKE YOU MORE COMPETITIVE

3 Can a spreader/sprayer deliver more accurate applications and quality results?

A: Absolutely. A good spreader/sprayer should address several quality-robbing variables, including: Human error, proper calibration, ground speed, product distribution and overlap of the spread and spray patterns. First and foremost, ride-on spreader/

sprayers reduce error-causing fatigue. The ease and extent to which they address the other variables differs from brand to brand. Keep in mind that the better these variables are controlled, the less chance there will be for operator error and service calls.

4 Does a spreader/sprayer make financial sense?

A: For startups and single-person operations, it can be your best investment, making you instantly competitive, especially when it comes to pricing and quality of service. For businesses with multiple technicians, it's a no brainer; the right spreader/sprayer will dramatically cut your overhead and make you more competitive. Furthermore, spreader/sprayers can offer a business the ability, confidence and time to grow their operation.

5 How do I know which spreader/sprayer is right for me?

A: If you want to treat a mix of residential, commercial and sports fields, you need an all-around machine that has the size, speed, maneuverability, and spread/spray trimming ability to excel on both small and large properties. If you want to specialize in sports turf with wide-open areas with no trimming, then a larger-capacity machine might be good for you. In any case, it is wise to choose the spreader/sprayer that both makes you money every day and makes it easier for you or your employee to deliver quality applications, every time.

permagreen



THE GOLD STANDARD OF SPREADER/SPRAYERS

PermaGreen is the most trusted spreader/sprayer for treating the majority of your properties, every day. Speed, accuracy and reliability are packaged into a machine that can both fit through 36" gates and treat an acre in 15 minutes. Experience reduced fatigue, higher profits and a fast return on investment.

Visit permagreen.com to see for yourself why PermaGreen is the **GOLD STANDARD**



TAKE THE 60-DAY CHALLENGE

TRY THE PERMAGREEN ON YOUR TOUGHEST PROPERTIES FOR 60 DAYS. IF YOU DON'T **LOVE** IT, WE'LL BUY IT BACK!

CALL FOR DEALER LOCATIONS &
REGISTER TO WIN A TRIUMPH
800.346.2001 permagreen.com

Q&A WITH THE EXPERT

EDGING



Q&A WITH DANIEL MARTIN

Director of Marketing, Permaloc Corporation

1 When should I use edging?

A: A well-planned landscape design is created by a series of lines. Whether these lines are curved or straight, it is imperative to the design that they remain crisp throughout the project's lifetime. In order to maintain the lines that create the landscape design, it is necessary to use a proper landscape edging.

The correct usage of landscape edging can save the user time, labor, and money over the lifetime of the project, as well as ensure the design remains visually appealing. Without the presence of an edging, a landscape design can begin to migrate over time, causing the design to lose its original intent.

With this in mind, edging is important in every project where two different textures or media meet. It is important in these situations to maintain the line of separation and keep each adjacent media in place. This is beneficial to both the structural integrity and the visual aesthetics of the project.

2 What is the best material for edging products?

A: There is a large variety of



materials used in landscape edgings manufactured in today's market. In order to achieve maximum performance, it is important to understand the difference in the various edging materials, including their limitations.

Years of performance has proven that aluminum is the best choice for nearly all edging installations. Aluminum is a durable, easily formed, lightweight metal that is perfect for landscape use. Aluminum is non-toxic, has excellent corrosion resistance, and is 100% recyclable. Because aluminum is a tough metal that will not rust, rot, or crack, it is extremely well suited to resist the demands of Mother Nature, profes-

sional lawn maintenance, and home power equipment. When properly installed, aluminum edgings and restraints will never need to be replaced and will remain beautiful for the life of your project.

Other popular materials such as steel and plastic edgings have various troublesome issues, including aesthetic, strength, durability, and longevity issues.

3 Does one type of edging work for every application?

A: Edging is definitely not a one-size-fits-all type of product. Each application can have unique characteristics and needs, making it important to use an edging that can

meet these demands.

We have seen a single project call for up to 7 varieties of edging to achieve all of its various design needs.

While using a single product for every application would simplify logistics, forcing a one-size-fits-all solution onto an application introduces manifold inefficiencies into the landscape/hardscape construction arena.

When choosing the best edging for any application, there are many decisions to make, but choosing the right product the first time will save a lot of time and labor. Landscape edging is an important part of maintaining your design, and should not be a decision taken lightly.



EVERY LINE MATTERS TO US

OUT OF RESPECT FOR YOUR LINES, OUR EDGING WORKS

We believe in the importance of lines in every landscape design, and have dedicated ourselves to creating products that will maintain those lines for generations. We have designed, engineered, and manufactured the world's best application-specific aluminum edging and restraint products that perform at the highest standards in the industry.

Your lines matter to us because they matter to you.

Find us at permaloc.com or contact us at 800.356.9660.

landscapes > hardscapes > green build



permaloc
SUSTAINABLE EDGING SOLUTIONS

Q&A WITH THE EXPERT MARKETING



Q&A WITH DAVE PREVOST

Vice President of Marketing Services, Real Green Systems

1 What's the best way to attract the quality leads I want with digital marketing?

A: Create a marketing strategy that includes a SEO campaign based on in-depth keyword research to target those with highest relevancy to your ideal searcher's intent. Also, implement Pay-Per-Click ads with well-written A/B tested content, that lead to landing pages, which convert via forms or calls. Even your social content should have a strategy with a focus on appealing to your target market with a stream of messages that point people to your website or to your other digital marketing campaigns.

You can't eliminate poor quality leads; however, you can reduce their number by creating a cross-campaign strategy that purposefully reduces the chance of a poor-quality lead.

2 Is running an integrated PPC/SEO campaign recommended?

A: Yes! By the very nature of their design, PPC advertising and SEO initiatives are inherently linked. While there are some significant differences, both digital platforms are concerned with bringing on-



line visitors to you - whether it be to your website (SEO) or to a landing page (PPC) that converts visitors into quality leads. There is a focus on keywords within both platforms as well. As a result, crafting a strategy that integrates your PPC and SEO initiatives - and that seeks to build upon the momentum that is created by each campaign - can yield stronger results than just running an isolated PPC or SEO campaign.

3 What's one thing I can do, today, to improve my website?

A: Provide great content!

Content isn't just king, it's the entire royal court. Always remember your site's purpose is to tell the world about your company. Look at your site critically. Does it uniquely reflect who you are as a company? Does it provide good, current information? Whether you delete outdated content or add new information, make sure it will help your customers find what they're seeking in your company when searching online.

4 What top 3 things do I need for a great online presence?

A: 1. Accurate listings - ensure

your company information is the same everywhere it appears online.

2. Fast loading, engaging website - every second your site takes to load, increases the bounce rate for your site. Make sure all graphics are optimized, consider hosting videos elsewhere and keep slideshows to a minimum.

3. Customer reviews - these are verification to potential customers that you are a good, legitimate business. It also convinces Google and that's critical to getting found online.

5 What keeps customers engaged with a website?

A: Customers want a great experience. Readability is critical. Avoid text and background combinations that bleed into each other. No red on orange, green on green. High contrast is key. Make sure all your links work properly and calls to action are clear with minimal distractions. Make your site easy to navigate by using buttons and links that change color when hovered over, as well as other visual cues. Build trust and credibility by having a professional secure site (https/SSL). Include trust seals and add existing customer testimonials.

Our mission is your growth.

We understand your digital marketing challenges and have developed the products and services to tackle them head on.

IP Targeting

Cookie-less digital advertising delivers precise digital ad targeting at the IP/router level, ensuring your ads are viewed by the right audience - even if they've put their browser on a "cookie-free" diet.

Reverse Append Marketing

This breakthrough direct mail marketing technology uses the IP addresses of anonymous visitors to your website to determine their physical home or office address. We then send targeted direct mail pieces. It's not magic. It's technology and we have it!

Venue Replay Marketing

We can map businesses, your competitors or even trade shows, after which we can identify any web-enabled devices such as smartphones, tablets or laptops. When they leave the venue, we continue to target them with your digital banner ads at their home or office and across all their devices. It's all done without cookies.

List Matching

Match your address data to location IP addresses and deliver digital ads to accompany your direct mail campaigns. It's very simple and very effective.

Mobile Marketing that is Simple and Direct

Marketing Digital & Print Communications	Customer Referral Program
Social Media Management	Reputation Management
Review Management	Website Design
Pay Per Click & SEO	Direct Mail
Print Marketing	Lawn Signs

When you choose Real Green Systems, you gain a partner fully invested in helping your business grow beyond your expectations

For a no obligation demo, visit:

RealGreen.com/MobileMarket

(877) 322-1361 Opt. #6



Q&A WITH THE EXPERT

PLANT GROWTH REGULATORS



Q&A WITH JEFF ATKINSON

Turf and Landscape Portfolio Leader, SePRO Corporation

1 We manage a large property that could benefit from Cutless Granular growth regulation. What's the most efficient way to apply Cutless Granular?

A: Cutless Granular can be applied with a rotary-type spreader, gravity fed spreader, or air-driven blower. Of these, an air-driven blower such as the Cutless Granular Application System is the most efficient option. The application system can be seen in action at thestewardsofturf.com/labor. Regardless of application equipment, the main objective of each application should be even coverage of the treatment area. Calibration trays are useful tools to monitor application quality throughout a property and are available free of charge through SePRO Technical Specialists. Your local SePRO Technical Specialist can be found at thestewardsofturf.com/connect.

2 What should I do before and after application to maximize growth regulation following a Cutless Granular application?

A: Irrigation and pruning are two of the most important considerations when

starting a landscape growth regulation program. Cutless Granular should be activated with at least 0.25" of irrigation or rainfall immediately after application. This acts to incorporate the active ingredient into the rootzone so that it can be absorbed by the plant. Plants can be pruned prior to application; however growth regulation effects will not be observed until 2-3 weeks following activation of Cutless Granular by irrigation or rainfall. Because of this, plants should be pruned 2-3 weeks after application to their desired size. After this pruning, plants will be regulated and not grow as quickly.

Subsequent pruning should occur on an as-needed basis and can often be accomplished with hand-shears. Labor typically utilized during this period for pruning should be reallocated to other revenue creating jobs to maximize the return on investment in Cutless Granular. All other agronomic practices such as fertilization, irrigation, and insect management should not change.

3 When should a Cutless Granular landscape growth regulation program begin?

A: A Cutless Granular landscape growth regulation program can be started at any time plants are actively growing, however it's recommended that a program be started prior to spring growth flush to maximize the growth regulation benefit throughout the entire growing season. Cutless Granular should not be applied to plants that are in dormancy or were recently hard cut.

4 How long will growth regulation effects last?

A: Growth regulation effects from Cutless Granular last 4-6 months. Major variables that influence length of growth regulation include plant species, size, application rate, and prior treatment history. Two applications may be required to maintain growth regulation effects throughout the season in areas with long growing seasons. A single application may be sufficient in areas with a short growing season.

IRRIGATION AND PRUNING ARE TWO OF THE MOST IMPORTANT CONSIDERATIONS WHEN STARTING A LANDSCAPE GROWTH REGULATION PROGRAM.

5 Where can Cutless Granular be used and can all plant material be treated?

A: Cutless Granular is recommended for application to established, woody landscape ornamentals. Herbaceous species and plants that are dormant, recently hard cut, under stress, not healthy, or newly planted should be avoided. Landscapes that require frequent pruning, are a safety hazard to maintain, or occupy high visibility areas are excellent candidates for a Cutless Granular growth regulation program.

Cutless Granular Landscape Growth Regulator is an easy to implement solution for today's labor strapped market. If you want to learn more about how Cutless Granular can help your company visit thestewardsofturf.com/labor or connect with your local SePRO Technical Specialist at thestewardsofturf.com/connect.

Do More With Your Labor.

See the simplicity of Cutless® Granular Landscape Plant Growth Regulator application at stewardsofturf.com/labor



Connect with us at stewardsofturf.com. Join the conversation @stewardsofturf

Always read and follow label directions. Cutless is a registered trademark of SePRO Corporation. Copyright ©2018 SePRO Corporation.



Q&A WITH THE EXPERT INSECTICIDE



Q&A WITH MATT GIESE

Technical Services Manager, Syngenta

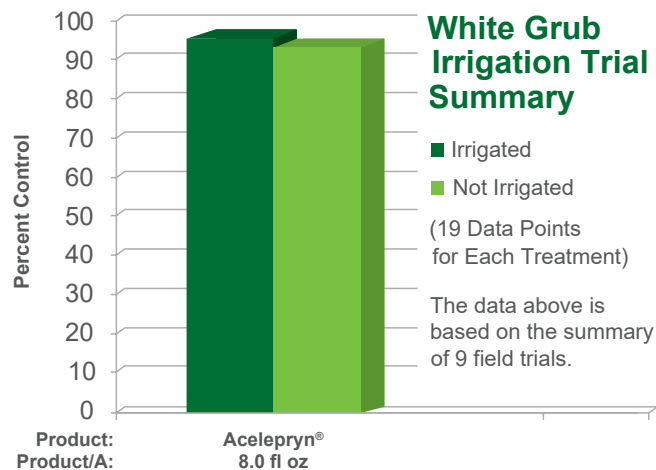
1 With so many generics in the market, what is the value of investing in top-performing products?

A: Syngenta insecticides are formulated for results that set them apart from the competition. For example, Acelepryn® insecticide can control grubs, caterpillars, billbugs and more with no known adverse effects on beneficial and non-target organisms, like honeybees.

When you partner with Syngenta, you gain access to more than industry-leading products. Our sales and technical teams are valuable resources to assist with questions or recommendations. Our GreenTrust® 365 program provides yearlong rebates on Syngenta purchases throughout the year. Also, our Product Assurances offer control guarantees for pests like fire ants.

When you choose a Syngenta product, you are also choosing a support system that goes beyond a simple product purchase. The combination of industry-leading products with these benefits can mean fewer callbacks, less wasted resources and repeat customers.

2 How can LCOs best educate their customers



ers about common lawn care issues, like damage from grubs vs. drought?

A: A “show and tell” approach is an effective way to educate customers. Since drought and grub damage can be similar in appearance, it’s important to know the difference. In most cases, grub damage begins as small, damaged areas, then rapidly grows as white grubs increase their feeding. Turf damaged by white grubs often feels spongy and can easily be rolled back, like carpet, to reveal white grub larvae just below the surface. Conversely, drought damage results from a lack of moisture, so the turf surface will feel firm instead of spongy, and damaged areas can appear uniform in color

as they begin go dormant in large affected areas.

3 Some expensive applications occur early in the season. Does Syngenta offer any solutions?

A: As part of GreenTrust 365, customers can defer payment until July 6, 2018, with SummerPay™ terms. This gives flexibility to manage expenses a little more easily throughout the season. For instance, a customer using Acelepryn for grub control can make an application between April and mid-June, but choose to pay any time before July 6.

4 If a spray technician sees damage but a customer isn’t willing to

pay for a grub application, what should the next steps be?

A: It’s important to communicate with the customer about what to expect for the remainder of the season, especially about potential declines in turf quality and surface uniformity. Use the opportunity to discuss options for removal, such as a curative application of Caravan® G insecticide/fungicide. To help convince the customer to get the treatment, explain that they will receive two services, both insect and disease control, from one application. You can also plant the seed for preventive applications the following season. There will be greater value and trust placed on your expertise if you can show improvements from one season to the next.

5 What tools and resources does Syngenta provide to help LCOs grow their businesses?

A: Syngenta offers free marketing materials for use with customers to help explain services that control turf diseases, fire ants, grubs and mosquitoes. **To order these materials, visit GrowWithSyngenta.com.**

Growing a healthy lawn. Growing a strong business. Both require the right tools.

From lawns to customer relationships, using the right tools ensures the growth of your business. Take advantage of the wide array of free homeowner marketing materials that Syngenta has to help your business flourish. When you use the right tools, everything grows.

Learn more at GrowWithSyngenta.com or scan below.

Tools to help you grow:



Mosquito Protection Brochure



Selective Herbicide Brochure



Lawn Disease ID Guide



Fast-Acting Fire Ant Bait Brochure



Reduced Risk Grub Control* Brochure

syngenta®

*A reduced risk pesticide is defined as one which may reasonably be expected to accomplish one or more of the following: (1) reduces pesticide risks to human health; (2) reduces pesticide risks to non-target organisms; (3) reduces the potential for contamination of valued, environmental resources, or (4) broadens adoption of IPM or makes it more effective. Acelepryn qualifies under one or more of the above criteria.

©2016 Syngenta. Important: Always read and follow label instructions. Some products may not be registered for sale or use in all states or counties. Please check with your state or local extension service to ensure registration status. SecureChoice™, the Alliance Frame, the Purpose Icon and the Syngenta logo are trademarks of a Syngenta Group Company. MW 1LGT6013-LP-AG51 09/16



Q&A WITH THE EXPERT MOWERS



Q&A WITH THE WALKER FAMILY

Bob, Dean, Ted and Ryan Walker, Owners, Walker Mowers

BOB: How does a family business survive in power equipment manufacturing?

A: Walker competes in power equipment manufacturing by designing and producing high-value, specialized equipment that is not offered by other manufacturers. We also compete by offering our equipment for sale through a single distributor/dealer channel to add efficient and expeditious service to the customer. Finally, we compete by operating family-style where we treasure people and long-term relationships.

DEAN: The Walker Mower has gained a reputation for being different than others. What makes the Walker product so different?

A: The Walker Mower continues to be the outcome of a desire to give our customers a machine that makes their work easier, more productive, and fulfilling. We listen to feedback and continually make changes to improve the function and value of the Walker Mower. We consider it a privilege and blessing to be trusted by our customers, and want to make a better



machine today than we did yesterday.

TED: Do you have a vision of what the "next big thing" is in power equipment?

A: I believe that the development of more advanced and lower cost electrical drivetrain components will allow us to create a new generation of high performance, mechanically simplified, and more efficient power equipment products.

RYAN: You are planning a unique event for this summer, can you explain what is happening?

A: This January Walker passed 150,000 total Walker Mowers produced. To celebrate this milestone, we are planning the third Walker Family Reunion at our factory in Fort Collins, Colorado. We invite

anyone who is involved with Walker to attend the reunion, and we want to celebrate the progress we are making as a group of people who share at least one common interest, the Walker Mower.

Visit walker.com/reunion for more information; we would love to spend July 13-15 with you here at the factory.

WE COMPETE BY OPERATING FAMILY-STYLE WHERE WE TREASURE PEOPLE AND LONG-TERM RELATIONSHIPS.



"Once I got my Walker, we were really a full service landscape maintenance company doing the best work we had ever done; I did not need a business card, I did not need advertising, I just needed to answer my phone."

*Erin Nash, Estate Gardening and Design, Inc.
Wellington, Colorado*



See the Full
Interview



The Walker Advantage: Beautiful Cut

My **WALKER** *Story*

Find out more: www.wlk.co/olnfrm-bc

Q&A WITH THE EXPERT

SAFETY SOFTWARE



Q&A WITH ARDEN URBANO

President, Greenius

1 How long has Greenius been in business?

A: “Greenius began development late in 2007, and went to market with 6 videos in 2009. The current video library has over 30 equipment videos in 2 languages, and 8 videos specific to Crew Leads/Managers. This is our 9th year in business and we have helped over 1,300 companies in the U.S. and Canada improve everything from their process of on-boarding new employees, to reducing the large number of inefficiencies they experience throughout the season.”

2 What are some of the benefits of Greenius according to your clients?

A: “Greenius clients report a wide range of benefits so I will keep to the ones I hear most often. Easy to use, great tracking and reporting, consistency in messaging and quite simply, it just gets done. Companies everywhere start out with the best intentions at the beginning of the season and inevitably with the amount of work, long days, heat or cold, it typically falls away. Companies using Greenius have the ability to hire brand new workers; workers otherwise you would never consider! Experienced workers come with



bad habits, and sometimes the same in attitude leaving landscape contractors few options. Training offers companies the ability to get people doing things their way, right away!”

3 How is Greenius priced?

A: “Greenius is a subscription-based service based on the number of production/field workers you have at your busiest. We have 5 different package-types; Starter, Regular, Plus, Enterprise and Enterprise Plus—the starter being something just to get your feet wet, right up to the Enterprise Plus that includes all we have to offer.

4 Why don't you put pricing on the website?

A: “We don't put pricing on the website because it is not a commonly purchased service, and it really is a Change Management Initiative—own-

ers drive change and make decisions about what their company is focused on. They decide what gets brought up at meetings and who is held accountable for execution. There is only so much time and energy in a day to execute projects and if training is to be one of them, it must be a top 3 priority or most likely it won't happen, and everyone has wasted both time and money. We feel for the sake of good business and a mutual understanding of each other, client-fit is a two-way street and a 15 minute conversation can determine that.”

5 What is Greenius doing in 2018 that will improve their service?

A: “Greenius has just com-

pleted some very large projects. Last year we completely recorded all of the videos to make them playable on Apple products, and give the user the ability to watch the videos, take exams and review the equipment on any and all devices, including handhelds.

We launched the Tailgate Library in Spanish and re-did all the snow videos and added a Spanish version of those videos. As of 2018 we have a brand new system interface; more intuitive and more user-friendly. We are currently in production of 10 new videos that are shorter, called the “Mini-Series” which consist of 10 minutes videos vs 20 minutes that will deliver high-impact information.

This summer we are re-filming 10 of our older videos using more current filming technologies like go-pros and drones; to be released in 2019. Launching October 2018 the new “15-Minute, 360 Review” for employees and their employers all on a convenient digital application. We are never done developing and improving our product.”

TRAINING OFFERS COMPANIES THE ABILITY TO GET PEOPLE DOING THINGS THEIR WAY, RIGHT AWAY!



GET EVERYONE IN THE CREW ON THE SAME PAGE!

GREENIUS IS YOUR SUITE OF ONLINE TOOLS FOR TRAINING, ONBOARDING & PERFORMANCE EXCELLENCE

- Attract and retain good workers
- Proper on-boarding
- Less stress on the crews
- Reduce time putting out fires
- Increase output by increasing skill

GREENIUS
BY LS TRAINING SYSTEM

GOGREENIUS.COM
1.877.482.2323

Q&A WITH THE EXPERT

LIQUID ANTI-ICING & DEICING



Q&A WITH PAM BUCKLEY

Sustainability Manager, Douglas Dynamics

1 Why all the buzz about liquid snow and ice control?

A: It's all about versatility. Liquids can be used before and during a winter event to anti-ice and help prevent ice from bonding to the pavement. And they can be used after an event to deice, helping to break an established ice bond. This tactic gives contractors an effective tool to maintain better surface conditions on the front end of a storm, and to regain better surface conditions after, which achieves safer pedestrian and driving conditions faster.

2 What is the best way to use liquids?

A: Anti-icing is the most effective use of liquids. A contractor can anti-ice up to three days before a storm and effectively prevent ice/hardpack from bonding to the pavement surface. Without that bond, plows can more easily remove snow and achieve down-to-the-pavement clearing results. It's like putting butter in a pan before cooking. It prevents food from sticking and makes cleanup a lot easier. As for addressing bonded ice and snow after an event, the



best practice is to deice by spreading salt that's pre-wet with brine. Pre-wetting not only jump starts the deicing capabilities of the salt, but also keeps it from bouncing off of the pavement.

3 What type should I use?

A: Salt brine is the most effective material for anti-icing at pavement temperatures above 15°F, making it the ideal choice throughout the Snowbelt. For states in the upper latitudes, where lower temperature performance is needed, adding between 20- to 30-percent calcium or magnesium chloride to

salt brine can produce more effective results.

4 How can liquids limit liability and improve safety?

A: From the first snowflake, pretreatments establish a protective barrier to preserve optimal pavement conditions until plowing begins. Studies show pretreating can improve surface friction in a parking lot by up to 70 percent. This also provides safer working conditions for crews since it's executed before the potentially hazardous weather event, and can substantially reduce post-storm cleanup time, leading to less crew fatigue.

5 What are the cost benefits?

A: Most contractors using liquids report between a 30- to 75-percent reduction in material usage. Also, they see substantial decreases in labor and equipment costs over time. This is especially true for high labor, high risk areas like sidewalks. And since liquids can be precisely applied and dry on the surface, there's less worry of materials ending up where they weren't intended or being tracked into buildings. These benefits alone greatly reduce post-storm clean-up costs and save on costly damage to turf and flooring.

ALWAYS ONE STEP AHEAD OF THE STORM

*The SnowEx® Liqui Maxx™
Spray System*



Applying brine ahead of a storm gives you the upper hand, as it simplifies plowing and conserves salt. But it's complicated, right?

Not with the SnowEx Liqui Maxx spray system. It takes the guesswork out of liquids for you and your crew. The control has the ability to automatically increase or decrease the flow based on vehicle speed. And with available features such as electric start, zone spraying and adjustable spray nozzles, it's ideal for both brine rookies and veterans alike.

Don't take baby steps. Run – from day one – with a Liqui Maxx spray system!
Visit snowexproducts.com to learn more.

SNOWEX

Q&A WITH THE EXPERT

PLOWING



Q&A WITH DOUG CLARK

Product Manager, CSP, Western Products

1 What's the difference between a v-plow and an expandable plow?

A: Expandable plows have hydraulically controlled wings that can be angled in a number of configurations, based on whatever you need—whether that's to carry a lot of snow without spill-off or be used in tight spaces. V-plows, on the other hand, are hinged in the center and are great for breaking through deep banks of compacted snow, making holes for other plows to follow. Both are hydraulically controlled and allow for a lot of flexibility and versatility for plow operators, making either one more efficient than straight blades.

2 How do v-plows and expandable plows increase efficiency?

A: Expandable plows increase efficiency because they can carry a very large amount of snow and clean up windrows better than any other plow. And keep in mind, the reverse of expandable is retractable, so they can narrow down to clear out a drive through or narrow lane and then immediately expand again to carry more snow. The same job that used to require two different plows now only needs one.



V-plows excel at opening up breaks, making the job of any other plow in the site much easier, and in “scoop mode” they can carry a large amount of snow off the lot and into the stacking locations. Both are ideal for cleaning lots. Bottom line—carrying more snow means clearing more snow in fewer passes.

3 How does efficiency help plow operators?

A: Aside from the obvious—getting jobs done faster so that you can take on more clients and earn more money—efficiency also means that

your salt trucks can move more quickly between sites. If your salter is on the plow truck, finishing a plowing job faster means that the salt can go down sooner. And more excess snow cleared off the lot lets you use salt more effectively. So the faster the plowing, the faster you get to everything else.

4 How much more efficient are we talking?

WITH EXPANDABLE PLOWS THE SAVINGS CAN BE EVEN GREATER, AT AROUND 50% TIME SAVINGS.

A: A typical eight and a half foot v-plow can clear a lot about 30% faster than a nine-foot straight blade, despite being available for a wide range of vehicle applications. With expandable plows the savings can be even greater, at around 50% time savings. Using the same input—a particular truck, with a skilled driver—these plows take an hour job and turn it into a 40, sometimes 30 minute job.

TAKE TOTAL CONTROL OF YOUR WINGS



RETRACTED



EXPANDED



WINDROW



SCOOP

ON THIS JOB, TOTAL CONTROL IS MANDATORY.

When it comes to **total control**, accept no substitute. The **WESTERN® WIDE-OUT™** is the only extendable red plow that gives you **independent wing control**, making it the **most efficient windrowing machine**. Since the wings aren't fixed, **operators can angle** the leading wing inward while keeping the trailing wing straight when windrowing. This directs snow right into the moldboard, taking a full bite with every pass and virtually eliminating clean up. Expand it to a **10' straight blade** to take wider passes and **back drag up tight** to buildings. Put it in **Scoop mode**, with the wings positioned forward, for the ultimate in snow carrying capacity. Retract it to an **8' straight blade** for safe transport and for plowing tight areas. All that at the touch of a button. Imitation is flattering, but there's no substitute for pure performance.



More jobs. Done faster. | westernplows.com

