

# On the Grow

Volume 26 No. 2

April 2016



National Lawn Care Month

## 2016 Board of Directors

IPLCA President

MIKE MEIERS, Northwest Director  
Struyk Turf Ltd.  
466 Elliot St., Council Bluffs, IA 51503  
(P) 402-651-1478  
mikemeiers85@gmail.com

IPLCA Vice President

CHRIS JENSEN, South Central Director  
A+ Lawn & Landscape  
6990 NE 14th Street, Ankeny, IA 50021  
(P) 515-289-2020 (F) 515-289-2255  
radarj@apluslawn.com

BEN HAWCOTT, North Central Director

Hawcott Lawn Service  
PO Box 37, Nevada, IA 50201  
(P) 515-290-8551  
benh1523@gmail.com

NANCY LONG, Southeast Director

1301 Washington St., Muscatine, IA 52761  
(P) 563-506-4188  
nlong.kellor@machlink.com

DAVE HARDY, Northeast Director

Spray Away  
500 9th Ave SE, Independence, IA 50644  
(P) 319-334-3758  
spray.away07@gmail.com

DOUG STRUYK, Southwest Director

303 Locust St. 400 Homestead Bldg  
Des Moines, IA 50309  
(P) 402-510-1576  
dougstruyk@gmail.com

KEVIN JOHNSON, At-Large Director

All American Turf Beauty  
PO Box 260, Van Meter, IA 50261  
(P) 515-996-2261 (F) 515-996-2263  
kevin.johnson@allamericanturf.com

RANDY ROBINSON, Executive Director

Iowa Turfgrass Institute  
1605 N Ankeny Blvd Suite 210  
Ankeny, IA 50023  
(P) 515-635-0306 (F) 515-635-0307  
randy@iowaturfgrass.org

SHAWN FOPMA, Creative Director

Iowa Turfgrass Institute  
1605 N Ankeny Blvd Suite 210  
Ankeny, IA 50023  
(P) 515-635-0306 (F) 515-635-0307  
shawn@iowaturfgrass.org

## Inside this Issue

- |    |   |
|----|---|
| 4  | Turfgrass Extension Fundraiser  |
| 5  | Engaging the Next Generation<br>- Mark Bradley                              |
| 10 | Build the Best Team<br>- Chuck Bowen  |
| 13 | Majority of Americans Lack Basic<br>Lawn Care Knowledge<br>- Lisa Schaumann |

## Advertisers

Pace Supply	5
D & K Products	6
River City Turf and Ornamental	7

Iowa Professional Lawn Care Association  
would like to thank the advertisers for their  
continuous support of the association

# Opportunity

The 2016 IPLCA Board of Directors is currently seeking individuals who would be eager to serve the association and fill three open seats on the Board.

Interested individuals should contact the Iowa Turfgrass office at (515) 635 - 0306 or email the Chapter Executive Officer, Randy Robinson, at [randy@iowaturfgrass.org](mailto:randy@iowaturfgrass.org).

# **Benefits of IPLCA Membership**

## **Legislative and Regulatory Updates:**

Legislative updates are distributed bi-monthly during the legislative session to keep you informed of legislation and regulatory activities affecting the Lawn Care industry through membership in the Iowa Alliance of Environmental Concern (IAEC). IPLCA membership insures your knowledge on the issues is constantly up to date.

## **Education Seminars:**

Business and technical seminars are held across the state. These sessions offer valuable information for you and your business. Educational training seminars offer the latest in product news, equipment, job safety and applicator continuing education. Meetings often feature topics such as: law, taxation, computers, safety, OSHA, EPA, insurance and customer relations.

## **Public Relations:**

IPLCA's public relations program promotes a positive image for the Lawn Care industry through numerous programs with product manufacturers and Iowa State University. Programs include participation in the National Lawn Care Month and monthly News Releases or Public Service Announcements.

## **IPLCA Newsletter:**

The IPLCA newsletter contains information about all aspects of the industry, the latest news in legislation and regulation, Association activities and a special trade section exclusive to members only. Note: Advertising and articles must be submitted by the 10th of the month before publication. Publication months are February, April, June, August, October and December.

## **Networking:**

You have the opportunity to share information, learn new skills and solve problems with others in the industry.

## **Member Only Discounts:**

Receive valuable discounts on educational brochures, videos, booklets, training materials, lawn care products, and customer appreciation gifts and materials. Early bird discounts to meetings and seminars, and group package buying power at events.

## **Annual Turfgrass Conference:**

The most important meeting of the year, the Iowa Turfgrass Conference provides employers and employees the opportunity to meet and learn from specialists in the turf industry. These specialists include outstanding lawn care personnel, research horticulturists, agronomists, environmental specialists and manufacturers.

An event partnering with the Iowa GCSA, ISTMA, IPLCA and IGA

# Turfgrass Extension Fundraiser

All proceeds benefit Adam Thoms, PhD, who will become the new ISU Turfgrass Extension Associate in June. Adam's Extension program will benefit all turfgrass managers across Iowa.

**Wednesday, May 18**  
**Hillcrest Country Club, Adel**  
**Shotgun @ 11:30am**  
**\$50 per person**

**Event Details:**

Registration - 9:45am

Education (Poa Eradication Study) - 10:45am

Lunch - 11:15am

Golf (18 holes) - 11:30am

**Deadline for sign-up: May 10**

**TO REGISTER:**

Contact Randy Robinson  
515.635.0306 or [randy@iowaturfgrass.org](mailto:randy@iowaturfgrass.org)

Visit <http://www.iowaturfgrass.org/istmaevents.htm>  
for event details and online registration

**Proceeds benefit new ISU Turfgrass Extension Associate Adam Thoms, PhD**

# Engaging the Next Generation

Mark Bradley, Lawn & Landscape

Editor's Note: This article was originally published in the January 2016 issue of Lawn & Landscape Magazine.  
<http://magazine.lawnandlandscape.com/article/january-2016/engaging-the-next-generation-january-2016.aspx>

**C**ompanies are increasingly recognizing that engaging younger employees doesn't mean merely making the workplace 'fun', but is about inclusivity, participation, empowerment and career progression. It also makes sound business sense.

It's been said a lot, studied a lot, and if you've hired under-30 workers, you've seen it a lot. This younger generation is different. Generations going back years have always seen the differences in the way they were raised compared to the current generation, but perhaps none more so than now.

So how do you deal with this generation in your company and on a jobsite? The fact is, they're here and they're not going anywhere – and you're going to depend on them for results. You have a simple choice: You can continue to do things 'your way' and they'll do things 'their way' and you can fight it out while your business suffers. Or, you and your foremen can learn to manage and motivate differently – and get more out of the people you have.

It's critical that owners and even more importantly that your foremen, are taught to get the most out of the people that you have. Wishing for the old days and complaining that this generation doesn't work like you worked isn't going to change a thing, but here's a few tips that might:

## BE HONEST IN YOUR INTERVIEW / HIRING

Start off on the right foot. This generation works so they can have fun. If you expect long hours, weekend work and hard labor – be straight up at the beginning. If you misrepresent their job before they start, they'll get frustrated, they'll resent their job and your company, and they'll underperform until they quit or are terminated.

## ENGAGE THEM FROM DAY ONE

Throw them headfirst on day one. Give them responsibilities, but be realistic. Make them the VP of Trailer Operations or VP of Jobsite Cleanups and their job is to keep both neat and organized. Let them know they will be held responsible and be clear about the standards. A checklist and/or regular evaluations

## Pace Supply

TURF & LANDSCAPE

*Iowa's Source for Turf, Landscape, & Sports Field Products*



**We are your one stop shop!**

- |                 |                    |
|-----------------|--------------------|
| Grass Seed      | Chemicals          |
| Fertilizer      | Landscape Edging   |
| Lime/Gypsum     | Landscape Fabric   |
| Erosion Control | Hydro Mulch & More |

**1-800-396-7917**  
**[www.pacesupplyia.com](http://www.pacesupplyia.com)**

are key – don't expect them to 'know' what you want if you don't tell them.

Don't tolerate helplessness. This generation is more likely to ask you questions they can figure out for themselves. Don't feed into this, stomp it out. Force them to sort it out for themselves. Ask them questions that force them to answer their own questions.

## **BE A BULL WHEN IT COMES TO COMPANY SYSTEMS**

Bulls don't mess around. They know one way - head down, horns up and straight forward. You need to be the same with company systems and procedures. If you dance around your rules or take them lightly, your younger workers will have absolutely no respect for them. They have short attention spans and they've been pre-wired since the age of 2 to filter out useless information even when its directed right at them. They've grown up with 1,000 commercials a day spouting what comes out of the other end of the bull. Don't let your words get lost in that filter. Be ultra-serious about your systems and expectations.

Don't tolerate helplessness, stomp it out. Don't feed into it by answering questions they can figure out themselves. Force them to think through and answer their own questions.

Imagine your life depended on your employees following systems? You simply couldn't put up with workers who don't. It's not that you can't get better respect for your systems, it's that you don't try hard enough.

# ArborMectin™

## **It's Not Too Early To Plan**

Arbormectin is a patent-pending formulation created to provide fast uptake and broad-spectrum control of some of the most difficult pests arborists face. Emerald ash borer, winter moth, Japanese beetle and gall wasp are all controlled through a single treatment.

Arbormectin contains the active ingredient emamectin benzoate and is formulated to translocate in the tree's vascular system when injected. This product must be placed into active sapwood and will actively control pests for up to two years.

Des Moines Office (800) 798-9352  
Cedar Rapids (319) 409-1195  
Omaha Office (402) 201-2521  
Bettendorf Office (563) 823-1842  
[www.dkturf.com](http://www.dkturf.com)

**D & K**  
Products  
*Your Turf Products Supplier*



# A LOOK AT AMERICANS' LAWN CARE KNOWLEDGE

IN HONOR OF  
NATIONAL LAWN  
CARE MONTH  
IN APRIL

## LAY OF THE LAND

MORE THAN  
**3 IN 4**

U.S. ADULTS HAVE A HOME  
WITH A LAWN AND/OR  
LANDSCAPING



**94%** SAY LAWN OR LANDSCAPE  
SERVICES WERE PERFORMED AT  
THEIR HOME IN THE PAST YEAR\*\*

**81%** DID THE WORK  
THEMSELVES\*\*

**44%** HIRED A  
PRO\*\*



## LAWN CARE IS SIMPLE, RIGHT?

**74%** BELIEVE THEY KNOW HOW  
TO CARE FOR THEIR LAWN  
EACH SEASON\*\*

FEEL CONFIDENT IN THEIR  
LAWN CARE KNOWLEDGE\*

**68%**

## THE VERDICT

THE FINDINGS SUGGEST AMERICANS ARE OVERCONFIDENT  
IN THEIR ABILITY TO PROPERLY CARE FOR THEIR LAWNS

## SO WE PUT THEIR KNOWLEDGE TO THE TEST AND FOUND...

**64%** FALSELY BELIEVE ALL  
GRASS NEEDS TO BE  
FERTILIZED IN SPRING\*

**57%** FALSELY BELIEVE IF A  
LAWN IS NOT GREEN  
IT IS NOT HEALTHY\*

## AND EVEN MORE TELLING...

NEARLY  
**1 IN 3**

ADMIT THEY AREN'T SURE  
HOW OFTEN A LAWN  
SHOULD BE WATERED\*

**31%** DON'T KNOW HOW TO GROW  
A HEALTHY/LUSH LAWN\*\*

SAY THEIR LAWN COULD  
USE IMPROVEMENT\*\*

**69%**

FOR TIPS ON HOW TO CARE FOR YOUR LAWN, OR TO FIND A QUALIFIED LAWN OR  
LANDSCAPE PROFESSIONAL IN YOUR AREA, VISIT [LOVEYOURLANDSCAPE.ORG](http://LOVEYOURLANDSCAPE.ORG)



\*Among U.S. Adults \*\*Among Americans who have a lawn and/or landscape

This survey was conducted online within the United States by Harris Poll on behalf of the National Association of Landscape Professionals from February 3-5, 2016 among 2,178 adults ages 18 and older, among which 1,895 say they have a lawn/landscape. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Kaitlin Moyer at [kmoyer@vaultcommunications.com](mailto:kmoyer@vaultcommunications.com).

# LAWNS DO THAT?

A few facts about what grasses do for you.



## Create Oxygen

**1 ACRE OF GRASS**

Produces More Oxygen than...

**1 ACRE OF RAINFOREST**

Source: International Society of Arboriculture

## Reduce Run-off

**4 MILLION GALLONS**



The amount of rain an average golf course absorbs during a 1-inch rainstorm.

Source: Colorado State University Cooperative Extension

**22 MILLION**

The grass and trees along the US interstate system provide enough oxygen for 22 million people.



Source: 1996 Maryland Turfgrass Study, UMD

On a hot summer day, lawns can be...

**30°**

**COOLER**

than a blacktop driveway



Source: Greenroofs.com

**Shhhhh.....**

Using turf instead of concrete on road embankments



**200%**



reduction in traffic noise

Source: University of Nebraska - Lincoln Extension



[www.landscapeprofessionals.org](http://www.landscapeprofessionals.org)

# TIPS

## Tip #1:

More than 30 million acres of lawns exist in the United States

## Tip #2:

A healthy lawn is of utmost importance to our environment. A 50-foot by 50-foot lawn produces enough oxygen for a family of four.

## Tip #3:

Lawns cool the atmosphere. Eight healthy front lawns have the cooling effect of 70 tons of air conditioning, which is enough for 16 average homes.

## Tip #4:

Dense, healthy grass slows water runoff, removing contaminants and trapping soil. Fresh, filtered water returns to the underground water supply.

## Tip #5:

Grass converts carbon dioxide to oxygen, a process that helps clear the air

## Tip #6:

Well-cared-for lawns can significantly increase your clients' property value.

## Tip #7:

In addition to its positive environmental impacts, a healthy lawn can also make a home more marketable, and in this tough housing market, a well-cared-for lawn can make or break a sale.

## Tip #8:

Well-maintained lawns and landscapes can add up to 15 percent to a property's value.

## Tip #9:

Did you know that a dense, healthy turf is an environmental hero?



## **Build the Best Team**

---

### **Chuck Bowen, Lawn & Landscape**

Editor's Note: This article was originally published in the February 2016 issue of Lawn & Landscape Magazine.  
<http://magazine.lawnandlandscape.com/article/february-2016/build-the-best-team.aspx>

**R**obert Garcia spent 10 years working on landscaping crews before joining Heaviland Landscape Management in 2013. Shortly thereafter, he moved from gardener to account manager, then safety director and, ultimately, operations manager. During that first decade in the industry, though, he received very little training about how or why he should seek to move up the ladder.

Frustrating? Yes. Atypical? Nope.

“I’d been in the field for 10 years, nobody ever taught me anything,” Garcia says. “It was more focused on how to use the equipment. Sometimes employees make simple mistakes and it’s our fault because we’re not training them.”

A big change came when he attended a “Train the Trainer” conference put on by the National Hispanic Landscape Alliance and Ellen Ely, president of Landscape Training Solutions, shortly after he joined Heaviland. (See “Invest in your Latino Workforce” for more of Ely’s advice on connecting with your Latino workforce.)

Now in his new role as ops manager, he’s also in charge of developing and leading the training program for all 130 Heaviland employees throughout southern California – everything from on-boarding to weekly training for crews. We asked him for his advice on how our readers can implement real-world training at their own companies. Here’s what he said.

#### **Consider your delivery.**

Not everyone learns the same way, or at the same pace. Garcia says his younger gardeners are more technical and prefer printed handouts with information. Older employees tend to thrive with tactile training – actually touching the irrigation valves or plant material – and they won’t do homework.

Whether it's you or someone else running the session, the person in charge has to be someone the team respects. "Know who's giving the training, and train that person first," Garcia says. "Who you have giving these trainings, that's key. If that person is out there yelling at the guys, then it's just a waste of time and money."

### **Reward the little stuff.**

Garcia keeps a chart up in the shop and notes if crewmembers are on time, know the company's core values when asked and wear their uniforms. Once a month he chooses one employee who passed everything, and they get a day off with pay. "It was a hit," he says.

### **Train on physical things.**

Take the training outside to the yard or a job site, not the warehouse. Garcia gets about a dozen 1-gallon plants and puts them out in the yard with labels so the crews can learn the names of the materials they're installing. His colleague dug a hole in the yard to practice planting a 15-gallon tree. Garcia also built miniature irrigation systems with a few controllers so employees can actually build the systems they've just designed on paper.

"Look them in the eye. Say Thank you. They'll start respecting you. They want to learn. They'll start being more loyal."

"We do a lot of physical training. We don't read a lot of stuff to the guys," he says. "If you read a bunch of pages to the guys, they'll forget it. If you're out in the field, that's a whole different story. They're physically touching the mower; they're physically touching the machine."

### **Look for those who are interested.**

Shortly after Garcia started, he ran into Nick Goff. At that point, Goff was a gardener, raking leaves at a job site. Garcia asked him what his plans were for his career with Heaviland, and that sparked his interest. Soon after, Goff signed up for an irrigation course, took it and graduated. Now he's on his way to be an irrigation technician. Heaviland reimburses up to \$3,000 in costs for outside education. "He takes care of us and we feel we have to take care of him," Garcia says.

### **Show them you care.**

Garcia makes a point to show the crewmembers that he cares about them – not just their safety, but also their development at the company. He tells them the training is for them, and the more they improve, the more money they'll make. "Look them in the eye. Say thank you. They'll start respecting you," he says. "They want to learn. They'll start being more loyal."

### **Promote within the company.**

Garcia constantly looks to his current employees first when he needs a new crew leader or irrigation technician. And when someone gets the call up, he makes sure everyone knows, usually with an announcement during the morning stretches.

It shows the employee that he's important, and also shows the rest of the team that there's a chance to move up the ladder. "Every time I give a promotion," he says, "I make a big deal out of it."

April is...  
**National  
Lawn Care  
Month**

# FACTS

## Upkeep of Yards Important to Americans

**81%**  
Percentage of Americans who say that the upkeep of their yard is important to the overall look of their home.\*

**88%**  
Percentage of Americans that report having a yard or landscape the most yards are found in the South-91% of Southerners report having a yard.\*

\*According to a survey conducted by PLANET and Harris Interactive

## Benefits of Lawns

A 50' by 50' lawn produces enough oxygen for a family of four.

Areas with asphalt or "heat islands" can be up to 22 degrees hotter than surrounding areas with grass.

Turfgrass holds the soil better than any other plant because of its root system. A single grass plant can have more than 300 miles of roots.

### Fact #1:

Lawns trap more than 12 million tons of dust and dirt annually. (The Lawn Institute)

### Fact #2:

Turfgrass, like that found in our lawns, is much cooler than asphalt or cement, acting as an "air conditioner" for the surrounding area (lawns can be 22 degrees cooler than urban asphalt "heat islands").

### Fact #3:

Healthy turfgrass has many miles of fibrous roots that hold soil and filter rainwater. (National Arboretum Grass Roots Project) A single grass plant can have more than 300 miles of roots.

### Fact #4:

It is estimated that a 50 by 50 foot lawn (2,500 square feet), releases enough oxygen for a family of four, while absorbing carbon dioxide, hydrogen fluoride, and perosyacetyte nitrate.

### Fact #5:

Research has found that people find stress relief and healing when interacting with nature or even when just viewing nature on a computer screen or through a window. ([Nature Sacred.org](http://NatureSacred.org))

**12 million tons**

Amount of dust that lawns trap annually.

**26% use yards to relax**

1 in 4 people said relaxing was their favorite activity.\*

**10,000**

Number of grass species worldwide.



NATIONAL ASSOCIATION OF  
LANDSCAPE  
PROFESSIONALS

[www.LoveYourLandscape.com](http://www.LoveYourLandscape.com)

APRIL is...  
**National  
Lawn Care  
Month**

# **Majority of Americans Lack Basic Lawn Care Knowledge**

## **Lisa Schaumann, National Association of Landscape Professionals**

**T**he National Association of Landscape Professionals is kicking off National Lawn Care Month this April by releasing the results of a new consumer survey that takes the pulse of Americans' lawn care knowledge. The results of the survey, conducted online by Harris Poll on behalf of NALP in February among over 2,000 US adults, suggest the majority of Americans lack basic knowledge about how to properly care for and maintain their lawns.

The survey confirmed that America's affinity for lawns is still going strong, as 78 percent of U.S. adults report having a home with a lawn and/or landscaping. The vast majority of that group (94 percent) say lawn and landscaping services were performed at their home in the past year – with 81 percent saying they or someone else in their household performed any services themselves and 44 percent reporting they hired a professional to perform any services.

Although 74 percent of Americans who have a lawn/landscape say they know how to care for their lawn each season and 68 percent of Americans report feeling confident in their lawn care knowledge, data from the survey tells a different story. According to the findings, many Americans actually lack basic lawn care knowledge. When quizzed:

- 64 percent of Americans falsely believe all grass needs to be fertilized in the spring.
- 57 percent of Americans mistakenly believe if a lawn is not green, it is not healthy.
- Nearly one in three Americans (32 percent) admit they aren't sure how often a lawn should be watered.
- 31 percent of Americans who have a lawn/landscape say they don't know how to grow a healthy/lush lawn.

Even more telling, nearly seven in 10 of Americans who have a lawn/landscape (69 percent) admit their lawn could use improvement, despite their reported knowledge and confidence.

The findings from NALP's latest consumer research suggest that despite the popularity of lawns and the widespread effort homeowners put into caring for them, many people are inadequately maintaining their own yards," says Missy Henriksen, vice president of public affairs for NALP. "This speaks to the important role lawn care experts play in responsibly managing and maintaining yards and green spaces to ensure their maximum health and environmental benefits."

For additional resources, visit the National Lawn Care Month toolkit for infographics and resources to promote lawn and landscape care, or share videos and articles from [LoveYourLandscape.org](http://LoveYourLandscape.org).

### **About NALP**

The National Association of Landscape Professionals represents an industry of nearly 1 million landscape, lawn care, irrigation and tree care experts who create and maintain green spaces for the benefit of society and the environment. The association works with law makers and the public to protect and grow the industry and offers education, networking, training and certification programs that increase the professionalism in the industry and inspire its members to excellence. For more information, visit [www.landscapeprofessionals.org](http://www.landscapeprofessionals.org).