

# Lawn&Landscape.

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The Pattie Group only hires trained landscape designers and architects onto its sales force, creating a staff that can cover all the bases and keep clients happy.

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Jeremy Miller doesn't want Miller Landscape to sit still.



Business bookshelf

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The tough economy has taken its toll on staff.

Now, with a rebound on the horizon, stretched employees may get restless. Here's how to keep them happy.

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Imprelis offers LCOs a high level of control with a reduced environmental impact.

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## 2011 PROFIT BOOST GUIDE

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Going into lawn care with a plan and a general interest in the practice - is the best way to assure a healthy profit.

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Starting out slowly is one way to learn the business of irrigation.

#### 6 Hardscapes

Adding hardscape services to your company can help your bottom line, but it also takes continuous training.

#### Hydroseeding

Those who invest wisely can see a good profit with hydroseeding.

#### 10 Landscape lighting

Landscape lighting can keep you in front of the customer, while being a source of revenue.

#### 12 Maintenance

A way to increase your profits is right in front of you.

#### 14 Snow removal

While snow removal has its financial benefits, you have to be careful about liability issues.

Design/build

Equipment

Irrigation



















Video

















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## NEW AND NOTEWORTHY

Consider these selections for upcoming installations.

Perennials are the "bones" of the garden, providing color, shape, form and texture to landscapes. To add interest to your projects, mix and match typical selections with more unusual offerings. Here's a sample of some out-of-the-ordinary selections and some familiar, but new options.

## Out-of-the-ordinary selections



#### **GAURA**

Fleurizon offers the Compact Africa series (Pink, Red and White) and 'Silver Lining.' All of the plants are compact and free branching. 'Silver Lining' has variegated leaves. All four varieties are 12 to 16 inches tall, produce many flowers and flower for a long time.



#### **PHYSOSTEGIA**

Physostegia virginiana 'Crystal Peak White' from Benary is excellent for mass plantings or as a filler in mixed combination planters. The 16-inch tall, well-branched plant produces a multitude of bright white flower spikes that do not fade or brown as they age, It is hardy in USDA Hardiness Zones 2-9.



#### CHASMANTHIUM

Chasmanthium latifolium 'River Mist' from ItSaul Plants provides striking green and white variegated foliage. Variegated northern sea oats provide a vivid look to any garden and makes a great specimen plant. It can reach 30 to 36 inches tall and 24 to 36 inches wide. Late summer and early fall is when the oats appear that provide interest well into the winter as they dry out. It is hardy in USDA Hardiness Zones 5-9.

# Familiar — but new, too



#### COREOPSIS

Coreopsis verticillata (threadleaf coreopsis) 'Sienna Sunset', is a unique new sport of 'Crème Brulee' that was discovered by Sunny Border Nurseries. Its beautiful burnt sienna flowers fade to coral as they age. It does best in full sun to partial shade, growing to 12- to 18-inches tall. It is hardy in USDA Hardiness Zones 5-9.



#### **ECHINACEA**

Echinacea purpurea 'Hot Summer' is exclusively available from Northwest Horticulture. Flowers open orange and fade to red. It boasts a good flower petal count and produces an abundance of blooms from late June to August. 'Hot Summer' grows 18 inches tall and 12 to 18 inches wide.



#### **HELLEBORUS**

Helleborus Winter Jewels Painted Doubles from Terra Nova Nurseries has a clumping habit reaching 12-inches tall and 24-inches wide. This white double flower hellebore is adorned with red brush marks. It is hardy in USDA Hardiness Zones 5-8.



#### HOSTA

'Tropical Storm' from Walters Gardens is an exceptionally showy new sport of 'Rainforest Sunrise.' Heart-shaped, puckered leaves of good substance emerge green with a light green margin, but then quickly develop wide, brilliant yellow gold margins which remain all season. Lavender flowers top the clump in early to midsummer. Plants reach 8 to 10 inches tall and 16 inches wide. It is hardy to USDA Hardiness Zones 3-9.



#### SEDUM

Sedum hybride 'Black Beauty' from Florenis is the first dark-leaved sedum with a good plant habit. This medium tall plant branches very well and has very strong growth which gives it the perfect garden performance. Plants produce large dark red flowers.

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ItSaul Plants, 888-448-7285; www.itsaulplants.com.

Northwest Horticulture, 888-840-4024; www.northwesthort.com,

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Terra Nova Nurseries, 800-215-9450; www.terranovanurseries.com.

Walters Gardens, 800-925-8377; www.waltersgardens.com.