

Landscaper maintains fields, uses loader on turf

BY TYLOR BOLAND

Company founder and president Jeff Telgenhoff predicts a lush future for Pacific Landscape Inc. Based in Snohomish, WA, the 3-year-old company already has seen a sixfold growth in revenue over its first year. Telgenhoff has a goal of 20-25 percent growth per year.

What does he see as the engine for that kind of growth? Two things stand out: his company's increased focus on sports field maintenance and a piece of equipment to work on those fields.

"I was introduced to the ASV Posi-Track loader on a whim. It was recommended by our dealer to solve a problem we were having on a new 10-field complex for the North Snohomish Little League Association," says Telgenhoff. "The RC-50 we took for a demo worked wonders on that job, and the dealer never got it back. We sold our skid-steer literally the next day."

The problem Pacific Landscape had encountered is all too common for turf managers, especially in wet regions like the Pacific Northwest. "We were ready to install infield mix to the fields once they'd been final graded. But because of constant moisture the fields were wet, so bringing the mix from its staging area to each field with a skid-steer would have been impossible. ASV's suspended track undercarriage and low ground pressure was the absolute ticket," he says.

Telgenhoff began his work in landscaping and turf management at a young age. His father owned a commercial greenhouse business, and he began his career mowing lawns when he was a kid. When he was 18 he started maintaining high-end private residences and would go on to graduate from Oregon State with a degree in horticulture. His company brought in \$1.1 million in 2004.

Sports field maintenance currently takes up 5-10 percent of the company's business, with the remainder going primarily to commercial landscaping. Telgenhoff, however, is planning to aggressively grow that percentage to 20-25 percent as part of his overall growth plan.

"Part of the difficulty is convincing potential clients without their own equipment, such as school districts, city-owned facilities and sports associations, that hiring professional help is both affordable and worth the investment," he says. "Already, we've realized substantial boosts in efficiency since purchasing our RC-50, and I've begun centering our marketing plan around that added value.

"A perfect example," he continues, "was a soccer field someone had done drainage for when we were brought in to spread about 50 yards of sand. Before, our guys would have been wheelbarrowing or plywooding it out there. With the new machine we didn't even need to worry about driving over irrigation heads and were done in a fraction of the time."

Pacific Landscape has from the start relied on good people and good relationships to grow its business. Much of the workforce is made up of people he had worked with in the past and wanted to work with again. And he takes the same approach with outside relationships, partnering with Premier Field Development, a company that builds ball fields from the ground up.

"The founder of Premier Field Development is an old friend, and we've worked and will continue to work closely with him restoring and maintaining his natural grass projects," says Telgenhoff.

Tylor Borland is a writer with Carmichael Lynch Spang, Minneapolis. He can be reached at 612-375-8539.



TORO SUPPORTS THE STMA THROUGH MEMBERSHIP OFFER

Toro has a long-time relationship with STMA, providing various sponsorships and scholarships. "We are pleased to support the STMA," said John Caron, sports fields & grounds marketing manager at Toro. "Toro will award a one-year STMA membership to an entity with qualifying purchase in Toro commercial products between August 1, 2005 and December 31, 2005. In addition, Toro will award any entity with qualifying purchase a one-year STMA membership plus reimbursement for attending the 2006 STMA conference and exhibition in January 2006 in Orlando. For details, contact your local distributor."

"Through this partnership we will be able to introduce the value of STMA to new members," said Kim Heck, STMA CEO. "I am especially excited that The Toro Company has included a trip to the annual STMA conference and exhibition-our most important member event for education and networking."



JACOBSEN'S UTILIMAX

The Utilimax provides the versatility of a utility vehicle and tractor combined. This full time 4-wheel drive machine adapts to any turf challenge. Choose from gasoline or diesel powered, liquid-cooled engines ranging in output from 31 hp, or the 34-hp turbo diesel. Comfort features include a tilt steering wheel, an adjustable seat, easy on/off access, and user-friendly controls. With more than 30 Quick-Hitch attachments available, the Utilimax is capable of adapting to all of your needs. Snow removal, turf maintenance and site preparation attachments are available.

Jacobsen/888-922-8873

For information, circle 061 or

see <http://www.oners.ims.ca/5065-061>



EARTH & TURF'S MULTISPREAD

The new MultiSpread Model 320 is a 1-cubic yd. topdresser with exclusive, wide-spread beater for maintenance professionals. Spreads topdressing materials, infield mix and grass clippings. Two-wheel ground drive with 26 x 12.00-12 tires insures easy pulling by 20-hp tractors.

Earth & Turf Products, LLC/888-693-2638

For information, circle 063 or

see <http://www.oners.ims.ca/5065-063>

New topdresser models. Lower prices. Breakthrough technology.

Home Field Advantage

The ball plays truer.

The surface is healthier.



Affordable New Models with Breakthrough Technology



Saber Tooth wide spread beater system

The revolutionary Millcreek Saber Tooth™ spreading system makes all other topdressers obsolete. Millcreek's new, low-priced Turf Tiger™ Cub models, at under \$9K, bring the world's best topdressers within reach of any school or park budget.

Millcreek brings out the best in your turf

Most topdressers choke on wet, clumpy soil treatments found in real-world conditions. Millcreek's patented Saber Tooth technology solves that problem. Now you can spread both coarse or fine materials quickly and efficiently, no matter what their consistency.

Millcreek Topdressers produce healthy playing surfaces

Millcreek's Turf Tiger Cub provides a more consistent, healthier playing surface—healthier environmentally and for the players.

Millcreek's Cub Topdressers with Saber Tooth technology

Model 3100—1.8 cu. yds. (heaped), Model 3200—2.3 cu. yds. (heaped)

Get the job done quickly!

Versatile



Both Turf Tiger Cub models can spread wet or dry, coarse or fine materials.



Call (800) 311-1323
or visit
www.MillcreekMfg.com

Circle 150 on card or www.oners.ims.ca/5065-150



KUBOTA TRACTORS

The B2630 and B3030 are the most recent additions to Kubota's B Series line-up. A new feature is the first factory-installed cab available on the B3030. Kubota's durable four-

cylinder, liquid-cooled diesel engine has 23 PTO hp; the B2630 has a three-cylinder, liquid-cooled diesel engine that generates 19.5 PTO hp. Both are equipped with Kubota's exclusive hydrostatic transmission and come standard with hydraulic independent PTO, allowing you to engage or disengage both the mid- and rear-PTO without having to stop the tractor. The mid-PTO is offset to the side, making quick installation and removal of a mid-mount mower possible.

Kubota Tractor Corporation/888-458-2682, x900

For information, circle 062 or

see <http://www.oners.ims.ca/5065-062>



BLEC SEEDERS

BLEC has a range of seeders; the Uni seeder is a self-propelled overseeder for work on fine turf areas. The Multi seeder is available in 36-96 in. wide models with optional twin spike rolls. Independent cast spikes make more than 1400 holes per sq. yd., seed is metered over the full width, then in brushed to insure seed to soil contact. Multi Slit seeder is fitted with verticut rotor at 1 1/4 in. spacing.

BLEC USA, Inc/864-225-3666

For information, circle 065 or

see <http://www.oners.ims.ca/5065-065>



Are You Ready for Some Football? And Some Baseball? And Some Soccer?

No playing surface rivals TifSport when it comes turf density, turf strength and rapid recovery from injury. Put your program on extra sound footing. Insist on Certified

TifSport Bermudagrass for your game fields, practice fields, and intramural fields. You might also want to think about the coach's new lawn while you're at it.

TIFSPORT
CERTIFIED BERMUDAGRASS
www.tifsport.com

Circle 151 on card or www.oners.ims.ca/5065-151

TURFCO'S WIDESPIN 1530

TurfcO's new WideSpin 1530 Truck Mount top-dresser is now available to more turf managers. In addition to the Cushman Turf-Truckster, the new machine can now be attached to John Deere Pro Gator and Toro Workman utility vehicles.

The WideSpin 1530 is ideal for light, frequent top-dressing programs. The machine can topdress as light as a fertilizer spreader up 30 feet wide, no dragging is required.

TurfcO Manufacturing/763-785-1000

For information, circle 064 or

see <http://www.oners.ims.ca/5065-064>

