

Education...Education...Education!

Do You Learn Something New Everyday?

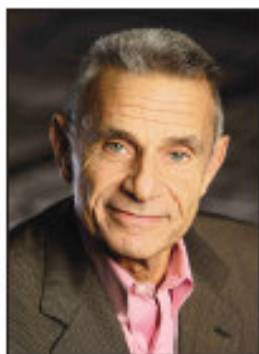
Although the troubled economy continues to dominate the news, education agendas are certainly a close runner-up. We read about the appointments of experts and czars to monitor and reform this important aspect of the human condition and how it does, and will, affect all walks of daily life. As parts of America and other countries vie for leadership in education scores and companies at home and abroad compete for market share in various industry categories, could the connection between education and the economy be more obvious? This also bears truth for small landscape companies who have learned the

hard way that winning a sale often depends on what you know, not just how low you can go with a contract bid.

For the wise who seek it, knowledge can be found in many places — from a trade show to a full-blown seminar or single-topic workshop; from printed periodicals to online chats and blogs and interactive Webinars; and from sharing experiences with landscaping elders and research techies from the world of academia. Face it, hardscape design and installation requires both basic and advanced training to assure that proper installation techniques are adhered to at every stage of the

project, especially when unique circumstances and unforeseen obstacles occur.

"One of the best sources for knowledge on virtually every subject relating to hardscaping is the International Concrete Pavement Institute (a.k.a. ICPI)," notes Charles H. Camarekian, one of the organization's founders and Chairman/CEO of Cambridge Pavers, manufacturers of Cambridge Pavingstones with Ar-

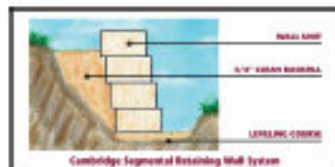
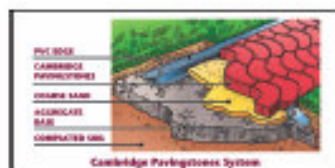


morTec®, Cambridge Wallstones, and Cambridge Design Kits for building popular outdoor living products. "We have devoted a major part of our Website — HYPER-LINK <http://www.cambridgepavers.com> — to an education agenda in-

cluding a link to ICPI Tech Specs, which covers a slew of specific topics and installations, and what to do when faced with them."

Sell The System

Although homeowners continue to be attracted to concrete pavers for their beauty, it is important to sell the merits of the system, not just the product.



It is a time when average consumers are weighing in with tighter budgets and still comparing an interlocking paver system to more traditional pavements such as asphalt, poured and stamped concrete, and even clay brick. Explaining in clear terms the value derived from more durable and relatively, maintenance-free pavers could play a deciding factor. For quite some time, ICPI has published a pavement comparison guide, which should become part of your presentation tools. An organized chart within the pamphlet compares pavement choices by appearance; initial cost of installation; maintenance; winter durability; and snow removal. It succinctly points out the differences between today's most popular paving methods and is available from the Cambridge Regional Manager in your area.

Another benefit that stems from the characteristics of the system is the installation of, and accessibility to, a snow melting system under the pavers. This hidden solution to winter care can be part of a new construction or added to

A FAMILY OWNED BUSINESS SINCE 1951

IMMEDIATE DELIVERY FOR HOMEOWNERS & CONTRACTORS

◆ HUGE INVENTORY OF BRICK & STONE OF ALL KINDS ◆

One of the Largest Suppliers of Bluestone & Crab Orchard Stone on the East Coast

FLAGGING/COBBLESTONE
ROCK GARDEN STONE • WALL STONE
DECORATIVE STONE
CRAB ORCHARD STONE
SLATE • BRICK • MARBLE
PAVING STONES • BLUESTONE

DO-IT-YOURSELF ADVICE
INTERIOR & EXTERIOR

www.kkmason.com
631-423-0761
1159 Walt Whitman Rd., Melville
Exit 49N (1 mile North of LIE)
OPEN: M-F 7am-4:30pm, Sat 7am-12pm

an existing pavingstone driveway or walkway. Although an experienced electrical and/or plumbing contractor should do the actual installation, your basic knowledge of this type of system and answers to common questions, along with your understanding and staging of the overall pros and cons of a pavingstone system, will help prospects realize the importance of choosing the right contractor for the job.

Form Follows Function



An integrated landscape design may also include a wall system built entirely of hardscape materials. It can comprise freestanding and retaining walls, garden and paver edging, columns and landscape lighting, and go as far as the inclusions of an outdoor fire pit or fireplace, refreshment bars, a full-fledged open-air kitchen, and even a wood-fired pizza oven.

With any of these products, proper installation equates not only to aesthetics, but often, and more importantly, to safety and the duration of function.

For example, when installing even a rudimentary retaining wall, preparation of the base is critical to achieving the basic purpose of the system. For walls up to 36 inches, excavation, compacting and the leveling course can mean success or failure. For walls over 36 inches, an engineer may be required. Be sure to check with local officials to obtain regulations covering the type of wall that you will be building.

For those who prefer a hands-on guide to building a retaining wall and various other pavingstone and wallstone installations, Cambridge has published a *Design/Scaping Handbook*, which also covers a myriad of other topics, tips and techniques in one handy booklet. It can also be downloaded from the Cambridge site. Subject



matter includes, but is not limited to:

- popular pavingstone and wallstone patterns
- permeable pavement systems
- domino sitting walls
- columns and mailbox inserts
- vertical and radius walls
- setbacks and jumpers
- corners and wall terminations
- cap options
- staircases

The installation guidelines of hardscape products for outdoor living include round and square barbeque and fire pits and much more. Complete installation instructions in English and Spanish are also included with all Cambridge Outdoor Living Products

such as Kitchen Kits, Fire Pit Kits, Pizza Oven Kits, Bar and Table Modules, Pergolas and Pavilions.

"For some time, we have referred to our company-wide education initiatives as the Cambridge Campus for Higher Education," further explains Camareljian. "Our robust site and printed resource library grows by leaps and bounds every year; contractors will find everything from cross-section diagrams and step-by-step handbooks to comprehensive installation videos." The company's educational agenda is augmented by regularly scheduled Contractor Clinics, official certifications, and on-demand site visits.

The moral of the story is -- learn more, earn more.

Prestige Lawn Care, Inc.



SOD QUALITY SEEDINGS

- Knits into thick blue green turf in a few weeks
- Fully GUARANTEED - Spot seeding no charge
- Finish grading available (add'l cost)

15¢
sq. ft.

CHEMICAL/FERTILIZATION PROGRAM

- Discounted Rates (room for your mark-up)
- Check backs included!
- Lawns kept dark green, weed & crabgrass free

Sub-contractor of choice
to Long Island's Finest Landscape
Contracting firms (referrals upon request)

Prestige Lawn Care Inc.

Call Pete: (631) 427-6677

**DEC &
NEIGHBOR
NOTIFICATION
HANDLED BY
US!**

When Quality Counts, Trust The Plantage



• Huge selection of perennials and grasses, including rare & unusual

• Jobsite delivery at reasonable rates

• Knowledgeable staff of CNLP's to answer all your plant questions

• Open Saturdays for pick-ups (by appt. only)

Wholesale Grower Since 1973

the Plantage

Call: 631.734.6832

Click: www.plantage.com

Come By: Elijah's Ln, Mattituck, NY, 11952