



## BUSINESS MANAGEMENT

AMERICAN SOD PRODUCERS ASSOCIATION

1855-A HICKS ROAD  
ROLLING MEADOWS, IL 60008

FIRST CLASS MAIL

U.S. POSTAGE

PAID

Rolling Meadows, IL 60008

Permit No. 662

Rush to:

FILE

FEBRUARY/MARCH, 1990

'EARTH DAY,' APRIL 22  
A GREAT WAY TO SHOW-OFF TURF

Begin planning now to participate in your community's "Earth Day" activities that will begin in most areas on Sunday, April 22. Organizers of the 20th annual Earth Day are calling this year's celebration a kick-off to "the decade of the environment," and turfgrass's ability to help the world can be a highlight.

ASPA members might consider hosting an "open house" at their "Fresh Air Factory," that will be known to most people simply as a turfgrass sod farm.

By using the scientific information presented by ASPA, farms could set up signs showing how a 50 by 50-foot area releases oxygen for a family of four; how turf helps clean water or how safe turf is by having an egg drop demonstration. (See the Summer 1989 issue of ASPA's "Turfgrass Environment" publication, or the Lawn Institute's "Lawn and Sports Turf Benefits" booklet for more ideas.)

Schools, garden clubs, landscape architects and contractors, are just a few of the potential groups that could be invited to the demonstrations, in addition to media representatives.

ASPA members may also want to coordinate their plans with other activities that will be taking place in their area. To learn more about event and local contacts, please write Earth Day 1990, PO Box AA, Stanford University, CA 94305.



FEDERAL INCOME TAX MUST BE WITHHELD  
ON FARM WORKERS, EFFECTIVE JAN. 1

An amendment was included in the Omnibus Budget Reconciliation Act of 1989 that requires employers of agricultural workers to withhold federal income tax each pay period for the same workers for which they are required to withhold FICA contributions. If some of the workers meet the conditions exempting them from FICA coverage, then the income tax withholding requirements would also not apply for those workers. Check with your legal and accounting advisers for specifics.

DRUG-FREE WORKPLACE  
BECOMES THE LAW IN MARCH

Effective March 18, 1989, any firm engaged in a federal contract project of more than \$25,000 must have a specific written company policy regarding drug abuse and make a good faith effort to maintain a drug-free work environment. Many states have passed similar laws that will apply to firms doing business for the state. Failure to comply with the new law could result in the suspension of payments, termination of the contract and debarment from future contracting for up to five years.

Highlights of the requirements call for a written policy being given to all employees that prohibits drug use in the workplace; establishment of a drug awareness program to teach employees about the dangers of drugs; requires that employees notify the firm of any drug conviction within five days and the firm must notify the federal agency of the conviction.

Several excellent resources have been identified for additional specific information required to establish a program. Firms may contact the following: National Institute on Drug Abuse via a toll-free helpline (1-800-843-4971). Businesses for a Drug Free America (BDFA) c/o American Council for Drug Education, 204 Monroe St., Rockville, MD 20850, or phone 301/294-0600. Or at a cost of \$25, you may purchase a comprehensive publication entitled, "Fighting Substance Abuse in the Workplace" from the Small Business Legislative Council, 1025 Vermont Ave., NW, Suite 1201, Washington, D.C. 20005.

ASPA can also furnish individual state drug abuse office contact information so members can determine if additional requirements must be met at the state level. Phone ASPA at 708/705-9898 during regular business hours (Central Time) to obtain this information.

HOUSING AND EMPLOYMENT STATISTICS  
AVAILABLE BY PHONE FROM ASPA

Monthly figures for building permit activity, employment and unemployment are available from ASPA by calling 708/705-9898, at no charge to ASPA Members. Compiled by the National Association of Home Builders and published in their "Housing Economics" newsletter, the figures are available by state, and/or metropolitan areas in most states.

Many producers report this information is helpful to them in trying to forecast future sod sales and production requirements.



## AMERICAN SOD PRODUCERS ASSOCIATION

The following products have been developed by ASPA Committee Members to assist in your marketing program. These items are available as a benefit only to ASPA members.

---

### PUBLICATIONS

---

#### **"GUIDELINE SPECIFICATIONS TO TURFGRASS SODDING" \*\*\* (Revised 1988) \*\*\***

A detailed guide for site specification writers; containing model specifications on turfgrass sod, grass sod selection, as well as installation and maintenance. Particularly useful to government purchasing agents, landscape architects and contractors.

**Price: \$2 each; \$15 per order of 10**

#### **"TURF INSTALLATION GUIDE"**

A four-color brochure that provides a step-by-step approach to the beauty and simplicity of turfgrass sod installation. Companion piece to "Why Are Most Lawns Now Sodded?" Can also be supported by the use of "Tech Sheets," to match your available varieties of sod. Specify flat or folded when ordering.

**Price: \$75 for minimum order of 500; \$250 per 2000 piece unbroken box**

#### **"WHY ARE MOST LAWNS NOW SODDED?"**

A four-color brochure that answers many of the common questions about turfgrass sodding and illustrates the beauty of instant lawns in a variety of applications. Companion piece to "Turf Installation Guide." Can also be supported by the use of "Tech Sheets," to match your available varieties of sod. Specify flat or folded when ordering.

**Price: \$75 for minimum order of 500; \$250 per 2000 piece unbroken box**

#### **"TECH SHEETS"**

Brief, concise descriptions of specifications and maintenance recommendations for eight leading turfgrass sod varieties — Bermudagrass, Bluegrass, Centipedegrass, Fine Fescue, Tall Fescue, Ryegrass, St. Augustinegrass and Zoysiagrass. Designed to accompany "Turf Installation Guide," "Why Are Most Lawns Now Sodded," or used separately.

**Price: \$15 for minimum order of 500 of any single variety**

#### **"THE DREAM LAWN IS YOURS IN HOURS WITH SOD"**

A four-color brochure that describes the ease of lawn sodding and points out its superior characteristics as a beautiful, lasting ground cover. Specify flat or folded when ordering.

**Price: \$75 for minimum order of 500; \$250 per 2000 piece unbroken box**

#### **"TURFGRASS ENVIRONMENT" (1989 edition)**

ASPA publication providing information and tools geared at educating the public on the environmental benefits of turfgrass.

**Price: \$3 each**

#### **"LAWN AND SPORTS TURF BENEFITS"**

Produced by The Lawn Institute's Eliot and Beverly Roberts, this publication covers the areas in which turf benefits mankind and improves the environment.

**Price: \$5 each**

#### **"TURFGRASS SOD FARM EMPLOYEE HANDBOOK"**

A guide to developing your own firm's employee handbook, with samples compiled from various members' firms. Numerous topics are covered including legal concerns regarding employees.

**Price: \$5 each**

---

### ASPA PLAQUES

---

#### **ASPA MEMBERSHIP PLAQUE OR ASPA ETHICS PLAQUE**

Solid wood, 10-inch by 8-inch plaque, with brass plate designating Membership in ASPA or listing the Code of Ethics subscribed to by all ASPA Members.

**Price: \$15 per plaque**



# ORDER FORM

ITEM		COST	QUANTITY ORDERED	YOUR COST
Guideline Specifications to Turfgrass Sodding		\$2/ea.-\$15 for 10		
Tech Sheets	Bermudagrass	\$15 for 500 any single variety		
	Bluegrass			
	Centipedegrass			
	Fine Fescue			
	Ryegrass			
	St. Augustinegrass			
	Tall Fescue			
	Zoysiagrass			
The Dream Lawn is Yours in Hours with Sod	<input type="checkbox"/> Flat <input type="checkbox"/> Folded	\$75 for 500 or \$250 for 2000		
Turf Installation	<input type="checkbox"/> Flat <input type="checkbox"/> Folded			
Why Are Most Lawns Now Sodded?	<input type="checkbox"/> Flat <input type="checkbox"/> Folded			
Turfgrass Environment (1989 edition)		\$3/each		
Lawn & Sports Turf Benefits		\$5/each		
Turfgrass Sod Farm Employee Handbook		\$5/each		
ASPA Membership Plaque		\$15/each		
Code of Ethics Plaque				
			*SHIPPING	\$
			TOTAL PURCHASE	\$

\*Shipping based on total order

Under \$50.....	\$3
\$51 - \$100.....	\$5
\$101-\$150.....	\$7
\$151-\$200.....	\$9
Over \$200.....	\$12

Charge to:

☐ Visa ☐ MasterCard ☐ American Express

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Expiration Date \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Ship to:

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE/PROV \_\_\_\_\_

ZIP \_\_\_\_\_

Phone \_\_\_\_\_ / \_\_\_\_\_

All domestic orders are sent UPS; International orders are sent via surface mail; ALL ORDERS MUST BE PREPAID. U.S. FUNDS ONLY; Payment is not tax-deductible as a charitable contribution, but may be deductible as an ordinary and necessary business expense.



## TURN A POTENTIAL ENEMY INTO A FRIEND

Prepared by John McPhail, Vice Chairman  
ASPA Business Management Committee

One fine summer day at the Gorgeous Green Turf Farm, Henry, the company's officially licensed pesticide applicator, was carefully applying fertilizer in the field with a spray truck. Mr. Neighbor, who had bought the house across the road two months previously, was out in his driveway with his little son Tommy, teaching him how to ride a bike.

Suddenly, Tommy looked up, and spotting the spray rig, said, "Look daddy, that truck has a white cloud behind it!"

Mr. Neighbor looked up and it occurred to him that the white cloud was undoubtedly dangerous chemicals soaking down into the water table and maybe seeping into his well. He quickly when to the phone and called his friend Herb, who was an important town official, and told him his fears.

Soon, Mr. Sodgrower, owner of Gorgeous Green Turf Farms was descended upon by investigators. Although they found nothing amiss, Mr. Sodgrower had one more interruption to his busy day. Mr. Neighbor was still not convinced that all was safe and at every opportunity would mention his fears to anyone who would listen.

IF Mr. Sodgrower had noted when the neighboring house was bought and stopped to introduce himself, perhaps this scenario would have gone much differently. He might have offered to give his new neighbor a tour of the farm and assure him that any time he had any concerns to feel free to call. Then, when little Tommy pointed out the white cloud and Mr. Neighbor felt that twinge of anxiety, he would have called his friend, Mr. Sodgrower, and had his fears laid to rest.

Through misinformation, or just plain ignorance, the general public, environmentalists, law makers, law enforcers, educators and many others, all can become potential enemies of the sod grower. Once an enemy, it is extremely difficult, if not impossible to change their opinion and gain their trust.

If we as sod growers take the initiative to introduce ourselves, to be friendly and approachable, and above all else to continually promote an accentuate the "positive" about ourselves and our product, we will win friends among these people.

Friends help friends. As our friends, these people will help us promote ourselves and help us defend ourselves from adversaries.

## MEMBER MARKETING TIP:

Ed Keeven Jr., of Keeven Sod Co., Inc., suggests hosting a "Customer Appreciation Day," at the sod farm. From his experience, the turnout will be excellant. According to Ed, "They (landscapers) enjoyed being together in a non-competitive setting. It was a very good experience."

### PROSPERING IN SLOW TIMES

#### It Can Happen, If You Pay Attention

While many so-called experts are forecasting a general slowing of the economy in 1990, not all agree. Others think it will forge ahead stronger than ever as a result of Eastern Bloc developments, the possibility of reduced military spending and other factors.

The January issue of "Nation's Business," the monthly magazine of the U.S. Chamber of Commerce, offered the suggestions of four knowledgeable individuals on how firms can prosper even in slow times. Among their highlights were these ideas:

1. If you maintain your advertising, you will emerge with a larger share of the market than when you started.
2. Retrain your workers to take on larger roles.
3. Treat your customers like lifetime friends and maintain top-quality service.
4. Cut hidden costs that aren't generating production.
5. Don't overextend yourself with new building or hiring.
6. Think about exports (for the sod industry, this will mean moving beyond traditional geographic boundaries more than international activities).
7. Tighten accounts receivable and don't let delinquent accounts go on for too long.
8. Don't buy or lease unneeded space or machinery and watch for inventory buildups.

When you really look this list over carefully, you'll soon see why they will work in slow time, but they will be just as effective in faster economic times. Overall, they're just good business practices.

### D&B COLLECTION SERVICE

#### DISCOUNTED THRU ASPA

Why pay \$125-\$150 a year for something you can get for \$25?

As a continuing service to its members, ASPA offers the Dun and Bradstreet Commercial Collection Service for only \$25, plus the cost of accounts actually collected. Many members have found that simply by using the D&B Collection Service stickers that are provided with the initial sign-up, they have practically eliminated debt collections altogether.

Contact the ASPA office, or complete and return the form in the January/February issue of "Turf News" to begin receiving the benefits of this service for your farm.