

Court rules against Milford posting law

CINCINNATI, OHIO—The United States Court of Appeals for the Sixth Circuit delivered yet another blow to anti-pesticide forces—at least those seeking local regulations.

The court for Ohio, Michigan, Kentucky, and Tennessee this past August affirmed the judgement of a district court that said the village of Milford did not have authority to enact an ordinance that required professional pesticide users:

- to pay an annual registration fee of \$15;
- to supply commercial businesses or public buildings they've treated with decals indicating the date pesticides were applied—for 90 days or until the next application.
- to notify "chemically sensitive residents" at least 24 hours in advance of an outdoor application. (Village residents whose physicians declare them to be "sensitive" to pesticides may, for \$15 a year, be placed on a list. Commercial pesticide users, the ordinance said, must obtain current lists.)

The village passed the ordinance in January 1986, causing the Professional Lawn Care Association of America to seek court action to stop its implementation. In August of 1989, a district court enjoined Milford from enacting the ordinance.

The court of appeals opinion, in part, said: "legislative history demonstrates that Congress positively rejected the pro-

See **COURT** on page 16



There aren't many prettier sights than the turfseed harvest in an Oregon valley, particularly when it's photographed by Larry Kassell. Learn about the harvest and turfseed suppliers on pages 14 and 23. **LCI**

LAWN CARE INDUSTRY

Serving the needs of the professional lawn care operator

VOLUME 14 NUMBER 10

OCTOBER 1990



Phil Catron, left, and Beecher Smith appear to have developed a winner with NaturaLawn

Catron, Smith take "organic" lawn care the franchise route

BY NORA GOLDSTEIN

Phil Catron and his partner Beecher Smith know the chemical lawn care industry well. Both worked for ChemLawn before leaving and going their their

separate ways. Catron joined a different lawn care company, and Beecher subsequently joined this company too.

But in 1987 both resigned to research and develop a business plan. In October 1987 they opened the doors on their own business—one focusing

on the way "lawn care was when I first got into this business," says Catron, "one focusing on agronomics."

They started NaturaLawn, based in Frederick, MD.

NaturaLawn offers two basic programs. The first is 100 percent pesticide free; the second uses weed and insect controls if needed, and only on problem areas. Included among NaturaLawn's organic fertilizers is composted sewage sludge. The company has been working with biological pest and weed controls and con-

See **ROUTE** on page 16

Partners!

ServiceMaster, Waste Management will combine lawn care operations

DOWNER'S GROVE, IL—Two major players in both the lawn care and structural pest control industries—and competitors in many regional markets—are becoming partners.

ServiceMaster L.P. and Waste Management Inc. said they're forming a partnership with Waste Management putting up its pest control and TruGreen lawn care businesses, and ServiceMaster contributing its Terminix termite and pest control businesses, a maid service, and a home service warranty business. The new partnership is to be known as ServiceMaster Consumer Services L.P.

Both ServiceMaster and Waste Management are relative newcomers to both the lawn care and pest control industries. ServiceMaster began recruiting and training lawn care franchisees in 1985, while Waste Management, after an unsuccessful attempt to acquire ChemLawn, bought TruGreen in 1987. TruGreen, second only to ChemLawn in size, is believed to have grossed \$90 million this season while ServiceMaster operators approached \$20 million in sales.

Curiously, Waste Management and ServiceMaster reversed their approaches in entering the structural pest control industry several years ago. In that case, ServiceMaster bought Terminix, second only to Orkin in pest control, while Waste

See **PARTNERS** on page 14

ServiceMaster prepares program for franchisees

MEMPHIS, TN—ServiceMaster/Lawn Care Division franchisees will be offering customers organic lawn care beginning with the 1991 season.

Technical literature concerning an organic program is being sent to the 170 fran-

chisees in at least 38 states. Franchisees electing to offer the service will receive additional training about organics at the ServiceMaster Convention this January.

"We fully expect that the franchisees will continue to

See **SERVICE** on page 16

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MEMOS

3PF alive in name only? In recent months representatives from the National Arborists and Professional Pest Control excused themselves from the board of 3PF. In August James A. Brooks of PLCAA left the board. The organization, once active in defending the responsible use of pesticides to local, state and the national government, appears to be defunct. Most of its funding dried up this past summer.

Rising state pesticide registration fees are discouraging smaller

manufacturers and those making low-volume speciality products to drop their registrations, says Stephen Kellner of the Chemical Specialties Manufacturers Association. States need to find a better funding method.

OSHA proposes mandatory seat belt use for anyone operating or riding in motor vehicles while working. OSHA may also require employers to develop and implement employee driver safety awareness programs, including refresher training every three years.

At least 447 species of insects, ticks and mites are now resistant to some or all pesticides, it was reported at a recent meeting of the Entomological Society of America meeting. Participants called for more use of IPM.

Normarc, Inc., Tangent, OR, merged with Barenbrug Holding, an international breeder, producer and marketer of lawn grasses. The merger gives Normarc access to Barenbrug's breeding programs. Barenbrug U.S.A., Imbler, OR, joins Normarc.

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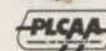
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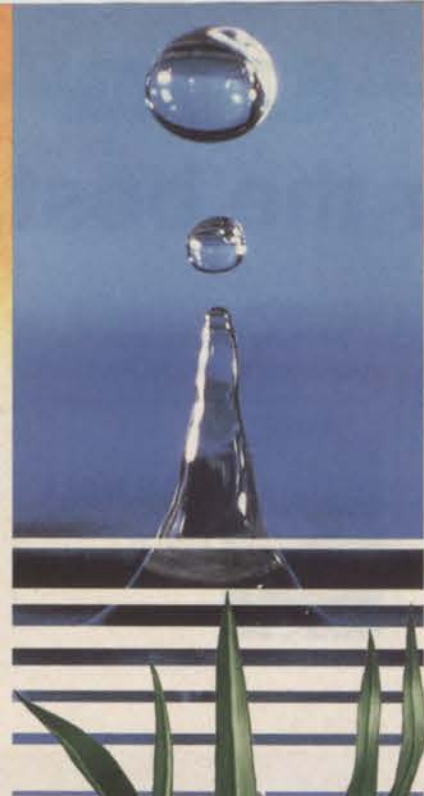
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Circle No. 117 on Reader Inquiry Card

Time to hope for the best, plan for worst?

The spiderweb of today's global economy is spun of oil. Its black florescent threads radiate from the Middle East. Jiggle the web and every strand vibrates.

Events are shaking the web violently, and professional lawn care providers will feel the tremors in spite of our industry being uniquely

North American. Even our biggest lawn care companies have few, if any, business ties beyond the United States and southern Canada. More than 90 percent of us are small to mid-sized companies, regional in market and outlook. Even so, we are caught in the wash of international events. All business is. In 1990 it's

unavoidable.

Nothing arising from the stupefying events in Iraq and



RON HALL

EDITOR

Kuwait bodes well for American business (except the defense industry, perhaps). In the short term, the best we can hope for is a modest rise in the cost of doing business. That, it seems, is inevitable. The price of gasoline in other industrialized nations, after all, starts at about twice what Americans pay. And

goes up from there. In fact, taking inflation into account, the price of gasoline is less now—even after the Kuwait invasion—that it was seven years ago. That will change.

Should we begin investigating:

- Smaller, more fuel-efficient service vehicles?
- Alternate fuel sources for these vehicles. Propane? Natural gas?
- Tighter, more compact service routes?

Events suggest we, as an industry, may be entering uncharted economic territory. After all, professional lawn care coalesced into a recognizable, \$1 billion-plus industry through the early and mid 1980s and continued to grow, albeit slower with the arrival of 1990. This expansion of both providers and customers paralleled over eight years of economic growth for most of the United States and Canada; analysts describe it as an unusually long period of sustained growth.

This could change too.

Business owners, particularly those like us dependent on consumers' discretionary dollars, will feel any major economic slowdown on our bottom lines, particularly if our customers perceive their financial situation worsening.

If the economy sours significantly, those of us who traditionally lose a sizable percentage of our customer base annually and make it up with a strong spring selling season could be devastated.

The double whammy for us lawn pros is the nature of our business; we're an industry of routes. We travel to serve customers. They don't come to us.

If it's not part of our service philosophy already, we'd better make it so immediately: our customers must also be our friends. Those companies weathering, in some cases even prospering during the recession of 1981, delivered personalized service. Significantly *LCI* magazine was five years old in 1981. *LCI*

Ron Hall

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Here's what every LCO should realize about the new Hazard Communication Standard regs

BY STEVE DAY

Most lawn care operators are somewhat aware of the Hazard Communication Standard (HCS). The HCS, brainchild of the Occupational Safety and Health Administration (OSHA), now covers all workers exposed to hazardous substances in all industrial sectors, not just those in manufacturing as previously. All green industry segments, private and governmental, should determine if they comply with the new HCS version.

General requirements

The HCS requires that all non-manufacturing employers with employees exposed to hazardous chemicals establish hazard communication programs to provide information on the hazard to these employees—by container labels, MSDS's and verifiable training programs.

The rule makes all employers, in addition to those in manufacturing and importing, responsible for informing and training workers about the hazards in their workplace, retaining warning labels, and making available MSDS's with hazardous materials.

The rule modifies some provisions of the original rule (Nov. 25, 1983) for various work situations in the non-manufacturing sector. For example, modifications have been made for work operations where employees only deal with chemicals in sealed containers under normal conditions of use (retail trades, warehousing, truck cargo handling). These employers must assure that labels affixed to incoming containers of hazardous materials are kept in place. They must maintain and provide access to MSDS's if requested by an employee. And they must train workers on what to do in the event of a spill or leak. Written HC programs, however, will not be required.

Learning the rule

OSHA has prepared several good references on the HCS that you can obtain from your local OSHA office. Ask for a copy of the Hazard Communication Final Rule, Federal Register 29 CFR Parts 1910, 1915, 1917, 1918, 1926, and 1928, as published August 24, 1987.

The standard is long and at times technical, but its concepts are simple to understand and implement. One main difference between this rule and other OSHA rules is that the HCS is performance oriented.

You have the flexibility to adapt the rule to the needs of your workplace, rather than having to follow rigid, specific requirements.

As for what is a hazardous chemical—basically any chemical (pesticide, solvent, etc.) that requires the distributor to supply you with an MSDS when you first purchase the substance. If you are

not sure, ask your supplier.

What employers should do

Identify and list hazardous chemicals in your workplaces. A complete list, in alphabetical order, of all chemicals subject to the HCS should be updated continuously, and as any new chemical is introduced into the workplace.

Obtain MSDS's and labels

for each hazardous chemical. Suppliers must provide you with an MSDS, if one is required, the first time you purchase the chemical. If you do not receive one you must demonstrate good faith in trying to get one. In this way, if an OSHA inspector determined you did not have the necessary MSDS's you can at least show him that you are attempting to get it.

Develop and implement a written hazard communication program, including label and MSDS information, and employee training, to be maintained by employers at each separate workplace.

It must also contain a list of

the hazardous chemicals in each work area, the means the employer will use to inform employees of the hazards of non-routine tasks (for example, the cleaning of boilers, and the hazards associated with chemicals in unlabeled pipes, etc.). If the workplace has multiple employers on-site (e.g. sub-contractors at a construction site) the rule requires these employers to ensure that information regarding hazards and protective measures be made available to the other employees on-site.

The written program does not have to be lengthy or complicated. It must, however, be

See **HSC** on page 21

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You want to work for us, pal? Here's how you can get ahead

BY ED WANDTKE

If you're working for a lawn servicing company and you're capable and ambitious, read on and find out how to make yourself a more valuable and better paid employee.

It'll be worthwhile. Remember, high employee turnover plagues your industry. That in itself provides you—and all other honest and effective employees—with unique opportunities.

Excel at something

Just as advertising targets a niche in a market, you can become recognized for something you do particularly well. But first you must identify that niche and then develop it. For example, you might excel on the technical side of lawn services. Or you might be particularly good in forming strong relationships with your customers and retaining them.

There are many specialized areas within a company, areas that the owner or management needs help in, and fulfilling any one of these in a responsible manner can gain you vital recognition, provided of course that you don't compromise other aspects of

your position.

Do you fit in?

The first step in making yourself "indispensable" is finding out how you fit into your company's business picture.

Can you formulate clear answers to the following ques-

tions?

But don't be so shortsighted that you can't see department and company goals too. Many lawn service companies break their workforce into departments and set annual goals. Know them. They'll help you gauge your performance. Beyond that,

You can become recognized for something you do particularly well. Identify that talent, then act.

tions? What's expected of your position in the company? How does what you're doing fit into the goals of the department you're working in? How does your department fit in?

A good place to get answers to some of these questions is your job description. That's where your "minimum" duties and responsibilities are spelled out. If there is no description or it's unclear, ask a manager. You must know what's expected of you. After you've discovered what is minimally expected of your position in the company, you can begin mastering these expected duties, striving also to become proficient above these "mini-

you should understand your company's goals with a working knowledge of its annual budget. This will give you an indication of your financial worth to the company. But don't limit yourself to just numbers. Your company is continually updating its business strategy to meet the evolving lawn service business. This provides you with additional opportunities to help the company.

Goals change like the weather. This year many companies aimed for considerable growth but, because of the frequent and heavy rains, many (perhaps your company too!) shifted their focus to cost con-

trol and customer retention.

Satisfy customers

Since you're in a service industry, you'll be called on to keep your company's customers satisfied, regardless of your position. Maintaining customer loyalty is one of your top responsibilities, and it's up to you to translate management's goal into satisfied customers. This is the exciting and rewarding part of your job.

Customers first

Learn how to develop strong and positive relationships with any customer you come in contact with.

Work harder when the owner isn't there. Research shows that most individuals lower their productivity levels 20 to 30 percent when the boss is away. When the boss returns he/she will review what was accomplished and may need to raise production levels for the next couple of weeks to make up for the loss in production. To stand out in a company that has bad work habits, maintain your normal production levels and if possible even increase. When the data is reviewed upon the bosses return you will be one of only a few individuals who maintained their performance standards or were higher.

Go the extra mile

Go the extra mile by even



"You must know what's expected of you"—consultant Ed Wandtke

taking jobs nobody else will do. Doing more work than what is expected of an individual in your position in a company is one way of getting yourself noticed. Volunteer for extra work, weekend jobs, out-of-town assignments, etc. Any job that will let you do additional work. The exposure from doing work others do not wish to do or one-time special work will identify you to top management as an individual willing to work for the improvement of the company. Doing work others do not want sounds easy but I have found in the many companies I have consulted with, only a few individuals will go out of their way to do those tasks nobody wants to do. Being a janitor, helping clean up a mess in an office, or seeing an irate customer after others from the company have tried and failed, requires a certain type of skill from an individual. Doing these jobs when not asked or volunteering for them when you can see they need to be done will set you apart from other employees in the company.

Also, being aware of what needs to be done and doing it without being asked will get you recognized as an indispensable employee. When you encounter challenges that you have not experienced before, reflect on your job description, your department goals, and your company's strategy in determining how to solve the challenge. If you're not sure of how to solve a problem ask yourself, "Is this in line with the company objectives for the year?" It's doing tasks this way that you become recognized as an individual who is indispensable to your company and coveted by the competition. LCI

About the Author

Ed Wandtke is a senior partner with All Green Management Associates, Columbus, Ohio.

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CA group battling "senseless" rules

LOS ANGELES, CA—Mickey Strauss, president of the California Landscape & Irrigation Council, Inc. seeks green industry support to stop "senseless water conservation measures".

The coalition, *Green Industry Council of Greater Los Angeles*, says new regulations brewing in southern California "will adversely affect both the design and construction of virtually every new landscape project in the Greater Los Angeles Area".

Some of the restrictions included in the regulations:

- All projects over 500 square feet being regulated.
- Mandatory plant lists making it illegal to buy, sell, trade, grow or propagate certain varieties.
- Mandatory design restrictions.
- Heavy restrictions, with mandatory percentages, imposed on the use of turf.
- New bureaucratic procedures requiring advance approval on all new projects.
- Unreasonable water management proposals applying to all landscape projects.
- Regulation of tree removal and installation.

"If enacted, these ordinances would have a domino effect throughout California," wrote Strauss in a letter attempting to rally the green industry. "Regulations such as these already have been passed in some sections of northern California and virtually all landscaping has come to a complete standstill from spring through fall."

The *Green Industry Council of Greater Los Angeles* is building a war chest of at least \$120,000 to fight the restrictions. Contact: California Landscape & Irrigation Council, Inc., 14125 Telephone Ave., Suite 13, P.O. Box 488, Chino Hills, CA 91708. 714/590-5680. LCI

October's PTP'er (Prime Turf Performer) George Aloï, Nardella's Turf Care, can do it all

BRANFORD, CT—George Aloï, 31, is the top lawn care specialist at Nardella's Turf Care, a full-service lawn care company in eastern Connecticut. Aloï has been helping Nardella's turf builds a loyal customer base in the communities hugging Long Island Sound the past 11 years.

"George is a vital member of our team," says owner Anthony Nardella, who started the company about 15 years ago. "He actually holds two positions. He's both a supervisor and a lawn care technician."

Aloï says our company's philosophy of lawn care is

**"I want my co-workers to take a positive attitude to our customers"—
George Aloï,
supervisor.**

based on "creating a good defense against pests". Customers need to work along with our integrated pest management program by mowing and watering correctly if they're going to expect good results using less chemicals on their lawn. He said he visits each customer five times each season to apply fertilizer, insect and weed control as needed.

"Certainly I enjoy getting my hands into a lawn, and I think I'm pretty good at diagnosing lawns and their problems. But what I enjoy most is relating to our customers," says Aloï. "I really think I can help them appreciate what they've got and what we can do for them."

This personal attention is one reason Nardella's Turf Care can count many long-term customers. "We're honest and I know our customers appreciate that," says Aloï.

His biggest challenge as a supervisor, the other hat he wears in the Connecticut firm: "I want to be a good example to my co-workers. I want them to take a positive attitude to our customers when working on their lawns."

Aloï, a bachelor who lives in a condo, enjoys SCUBA diving, particularly off ship-

wrecks, and boating. Each winter he dives in south Florida.

(Each month *Lawn Care Industry* magazine will put the spotlight on an outstanding industry employee. It could be a technician, a supervisor, a secretary...somebody special. If you have someone you would like to nominate, contact Ron Hall, editor, *Lawn Care Industry*, 7500 Old Oak Boulevard, Cleveland, Ohio 44130.)

LCI



George Aloï wears two hats for Nardella's Turf Care, supervisor and lawn applicator.

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- Shift-on-the-go capability with a special Peerless transmission that's exclusively designed for Snapper/Kees.

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Encore sales up

BEATRICE, NB—Encore Manufacturing recorded sales of about \$6 million through the fiscal year ending June 30, 1990. Encore began operations in February, 1988. The company manufactures thatchers, slicers, and blowers. LCI

Nebraska fertilizer maker makes market for his product

Lawn care success sprouts in small towns

BY BARBARA VAN DEN
HEMEL

MCCOOK, NB—Eight years ago a college marketing survey conducted for a local community college business course convinced Russ Kugler to enter the liquid fertilizer lawn care market.

Not only did he enter the industry, but his success and marketing savvy have convinced other prospective entrepreneurs across Nebraska and surrounding states to start small lawn care businesses—21 so far. Why small? Most of these operations target relatively small market areas. Also, the operators of these businesses are often professionals in other fields; teachers have been particularly receptive because they have their summers free.

Kugler is chairman of the board of The Kugler Company which, since 1966, has been manufacturing its KQ Quality Liquid Fertilizer for field crops sold in seven states. Liquid fertilizer for lawns seemed to be a logical step.

Kugler met Dale Lortz, a high school teacher, and the two decided to provide McCook, NB, residents an alternative lawn care program. All three local competitors at the time were 100 percent dry; they used only granular lawn fertilizer.

The first step

The first concern was developing a quality liquid fertilizer for lawns in the Nebraska-Colorado-Kansas area. The team wanted a fertilizer with a low-burn potential that improved the density and color of turfgrass. Four seasonal applications would provide the nutrients needed for quality turf.

Beginning with a liquid nitrogen (UAN) grade, tests quickly found that it resulted in burning. Next they tried a formulation using low biuret urea.

The team then added iron to the first fertilizer grades, but chelated sources and costs were quite high. Also, staining was a problem, but that was overcome in the lab. Today, K-Lawn's iron formulation is a non-staining product and cost effective.

Finally, the K-Lawn team felt confident its custom-blended fertilizer was both top quality and cost effective.

K-Lawn was officially in business in July 1983, with Dale Lortz and his partner Larry Mollring. They employed their high school age children to assist with bookkeeping and telemarketing.

Friends became clients

Beginning with 25 customers, half of who were Kugler Company employees, Lortz and Mollring felt that they would be successful if they reached 100 customers. However, by the end of summer 1984 they had 200 customers and had paid off their initial investment. Lortz and Mollring acquired 550 customers by 1988 in McCook and the surrounding towns.

Before long, other prospects were convinced to make that initial investment. (K-Lawn says an individual can become an operator with an investment of under \$10,000.)

Word gets out

K-Lawn Ogallala began operations in 1985 at Ogallala, NB, the first of the K-Lawn dealers to use a computer system. K-Lawn Ogallala's initial target was 100 customers, but it's currently managing 375 lawns.

Three teachers from Lexington, NB, who painted during the summer recess heard about K-Lawn from Dale Lortz, and formed a partnership, becoming K-Lawn Lexington in 1985. They grabbed 150 lawns the first year, including several large commercial accounts. Also operating in several surrounding



K-Lawn is bucking industry trend back to granulars. K-Lawn uses liquid fertilizer.

towns, they haven't found it necessary to hire more help. K-Lawn Lexington manages 500 lawns.

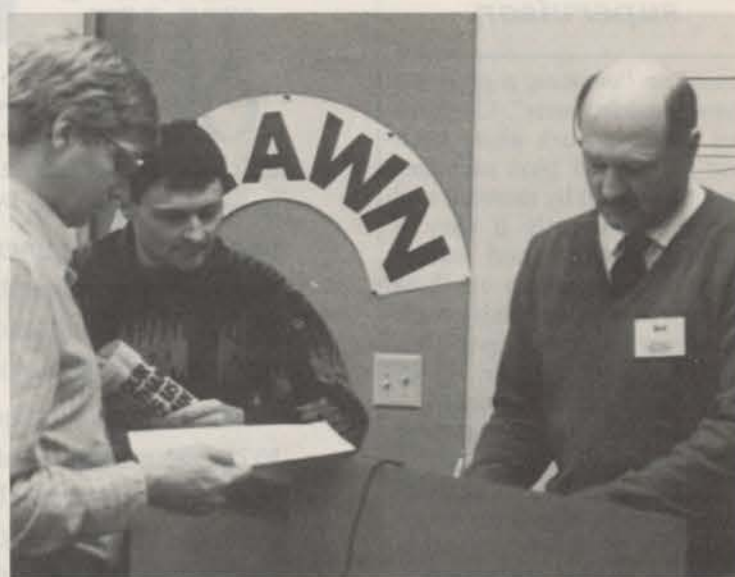
Says Russ Kugler, "My concept of the lawn care business has flip-flopped; what we're selling isn't the fertilizer so much as the service and the training. The one single most important factor that contributed to our success is our training sessions."

The K-Lawn division has a well-developed program of initial and on-going training with emphasis on service. Dr. Robert W. Wesely, K-Lawn division manager, conducts the training sessions and later follows up with individual assistance as the dealer goes into business.

Initial training begins with in-house sessions concerning lawn care and business principles. There's also instruction in lawn agronomics; weed, insect and fungus identification and treatment; fertilizer and chemical recommendations; and application techniques. Hands-on application and mixing routines help round out the practical aspects of the business. Business aspects covered include management, sales, customer service, advertising and sales promotion.

Training continues with semi-annual roundups to bring all K-Lawn dealers together for updates and sharing sessions. Included during the roundups are round-table discussions, focus groups, and lawn tours, where dealers gain hands-on experience with various lawn problems as well as qualities. Outside professionals are also used on other pertinent topics such as taxes and advertising.

LCI



Dr. Robert W. Wesely, right, says K-Lawn's training good.

PLCAA's Grasscycling getting warm reception

ATLANTA, GA—Grasscycling is garnering good reviews on many fronts, said Sandra H. Marting of Professional Lawn Care Association of America (PLCAA).

Marting reported that lawn care professionals are increasingly calling PLCAA offices to see how they can participate in the nationwide program to "recycle" grass clippings back into the turf, rather than bagging and lugging them off to a landfill.

"This is proof that the program can work," says Marting. "In addition the EPA has shown a lot of positive interest and we're getting inquiries

from the media."

And why not? At PLCAA's late-summer board meeting here, Marting said she'd already mailed about 6,000 releases to the print and electronic media, in addition to 2,500 informational pieces to likely program participants. Marting asked PLCAA board members for continued financial support for Grasscycling.

"We've got a valuable program started and running," she said. "I was told once that this association couldn't come up with a program that would get any credibility with the press. I think we're proving that comment wrong."

Marting told the board that the program will need additional funding for it to continue to grow.

LCI



Todd Foster, K-Lawn McCook, crisp and clean appearance.

For the cost of a candy bar, Bob Kapp made the sweet move up to TURFLON.



"Our customers expect and demand quality —and we deliver. If it costs an extra 50¢ a lawn to keep customers, it's well worth it."—

Bob Kapp, President and CEO
Kapp's Green Lawn
Munster, IN

How much is customer satisfaction worth? For Bob Kapp of Kapp's Green Lawn, it's worth the performance difference that TURFLON® herbicide can provide.

What price customer satisfaction?

"We switched to TURFLON two years ago because we weren't pleased with our previous herbicide," says Bob Kapp. "Cost has never been a deciding factor in the products we use. The extra 50¢ per lawn for a treatment with TURFLON herbicide doesn't make a bit of difference. In this day and age, you simply have to retain customers—it costs too much money and time to replace them."

Its rewards.

"TURFLON did a much better job, particularly on our problem weeds like wild violets, ground ivy and spurge," Bob continues. "Since switching to TURFLON, we've reduced our weed related callbacks and service cancellations by 50% from a year ago." With performance like that, you'll be able to add some sweetness to your bottom line. Call us to find out more.

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Mike Hurayt (foreground) operates a Lesco spreader while workmate Bill Lynch operates a rake during a renovation in Middleburg Heights, Ohio. Both work for Soft 'N Green.

Turfseed suppliers' aim: turf requiring less water, chemicals, maintenance

Bulletin: Homeowners get cash for having smaller lawns in the city of Novato, CA. The problem: a continuing water shortage.

Bulletin: The Denver Water Board is spending \$200,000 in a media campaign to convince property owners to switch from Kentucky bluegrass to lawns containing more water-efficient native grasses or tall fescues.

Bulletin: Expect the turf pesticide controversy to flare into a media brushfire. It does almost every spring.

Bulletin: More landfills are locking their gates to yard wastes, targeting lawn clippings.

"Water use is definitely going to become a critical factor," says Bill Young of Lofts/Great Western. "We'll have to produce grasses that meet this issue. Another issue that's growing is fertilizer applications."

Every LCO in the United States wrestles with at least one environmental concern, a fact turfseed growers and marketers are addressing through their accelerating research and breeding programs.

"Our objectives are to develop grasses that require less mowing, less fertilizer, less fungicides, less chemicals in general," said Bill L. Rose, president of Turf-Seed, Inc., to a gathering of seed distributors in Salem, OR, this past

summer.

Another reason for this increased pressure for improved varieties is the growing sophistication of LCOs. The overseeding of sub-par lawns and the renovation of damaged or unsightly lawns brings in eight percent of their gross revenues, a *Lawn Care Industry* magazine survey revealed.

But what type of seed to use? Regional weather and soil differences may make this a difficult choice. Also, there are at least 400 commercially available varieties of turfseed. "We as an industry have confused the end user," said Tom Stanley, Turf-Seed, Inc., at his company's field day in Oregon. For that reason Turf-Seed, Inc. will concentrate on marketing brand names, and up-

grade these brands with newer, better varieties as they're developed. For example, the company's Tri-athaLawn brand name remains even though the Monarch variety of turf-type tall fescue replaces Olympic in the fescue mixture with Apache and Bonanza.

Even so, many lawn pros are aware of the real differences among varieties, differences that become obvious in home lawns or in national field trials. In these trials, each variety receives a numerical rating for characteristics such as color, drought resistance, etc.

Reg Robertson, Custom Lawn and Landscape, Inc., Olathe, KS, says the rating system helps turf managers, but shouldn't be over-rated for



Sold on tall fescue. Classic Landscaping in New Hampshire. From left, Mike Waldrep, Bill Vogler, and Mike Thomas.

selecting one variety over another. "If one variety rates a nine and another rates an eight, it doesn't mean that much to a homeowner," he says. "Even so, I want to be able to say to that customer that I'm giving them the best varieties available for our area."

Adds Mike Robinson, Seed Research of Oregon, Inc., Corvallis, OR: "Renovating a lawn is a real nice opportunity for lawn care professionals but they have to become actively involved in the selling process. They have to stress that it's going to cost some money but it's worth it, particularly with any home that was built more than 20 years ago. It was probably planted with common."

"The best advice they can give to a home owner is that they're using the newest improved variety available that has the best disease resistance and turf quality." He suggests LCOs check the results of any local tests. This information is often available from turf and extension personnel at nearby universities.

Regionalism is another recent trend in the development of turf varieties. When turfseed suppliers pinpoint an economically viable regional market, they seek a product for it. The process, however, is painstaking, and takes years.

"We have trials across the United States," says plant breeder Steve Witten, International Seeds, Inc., Halsey, OR. "We're developing varieties that perform well in certain conditions; that's better than a variety that's sold all over the country." Witten tracks his company's ambitious breeding program by computer. The data he enters and tabulates is staggering because the development of im-

proved varieties proceeds in small steps over a period of years. The results do become apparent though as they have in the case of turf type tall fescues.

"A lot of people in the Northeast have sandy or poor soils and these soils don't hold water very well," says Bill Vogler, Classic Landscapes, Manchester, NH. "That's one reason why we'll use a tall fescue blend on some lawns. I also take into account how the property is going to be maintained. Is it going to be a full-maintenance type situation?"

Though the spotlight was on the tall fescues during the 1980s, other species may begin to generate the same type of excitement. "We kind of thought we were reaching a plateau on ryegrass breeding," Dr. Bill Meyers said at Turf-Seed's annual Salem, OR, gathering, "but maybe we can make another jump in ryegrass breeding."

Adds Seed Research's Robinson, "the hard fescues really have a tremendous potential, particularly for shade areas. And they're really a low-maintenance grass." Meyers added: "As we go toward less fertilizer, these fine fescues will become more important."

Another exciting possibility for LCOs is the development of seeded Bermudagrass. The improved turf-type Bermuda, Cheyenne, becomes available in the spring of 1991. It's a product of the Jacklin Seed Co., Post Falls, ID, warm season breeding program, and will be available through Pennington Seed, Madison GA, and Cactus Seed Co., Roll, AZ.

And on another front, breeders like Dr. Fred Ledebor, Turf Merchants, Albany, OR, continue to make advances in the so-called dwarf turf-type fescues like Bonsai. **LCI**

PARTNERS

from page 1

Management snatched up strong regional companies across the country, usually one at a time.

Roger Ervin, a financial officer with ServiceMaster, says a final agreement between WMI and ServiceMaster is to be reached the end of 1990. "We'd like to take the good pieces from both and improve upon our product and services," he says. "The new entity will have a real presence in the lawn care market."

Waste Management will be represented on the new company's board of directors but will not participate in its day-to-day management.

ServiceMaster will initially hold 80.1 percent of the common equity, Waste Management the rest. The businesses ServiceMaster is contributing generated revenues of \$750 million in 1989. Waste Man-

agement's contributing businesses grossed \$170 million in 1989.

Green industry business consultant Ed Wandtke tells *Lawn Care Industry* that Waste Management will likely redirect its efforts toward refuse hauling, disposal and other environmental businesses where it's a market leader. ServiceMaster, on the other hand, will continue to enlarge the umbrella of home-related services it can deliver. "I think ServiceMaster's name says it all. The company wants to be master of many consumer services," says Wandtke.

"We are excited by the growth aspects we see ahead in the consumer services industry," says Waste Management chairman and CEO Dean Buntrock. "We believe this business combination will greatly enhance the development of the consumer services industry in the U.S." **LCI**

When Jim Gourley moved up to TURFLON, callbacks in Kenosha went down, way down.



"Our resprays have decreased by almost 50%."—

**Jim Gourley, owner
Lawn Masters,
Kenosha, WI**

If you're like most LCOs using standard three-way herbicides, there are days when you wish the phone wouldn't ring again. Callbacks and cancellations can really get you down. Well, maybe it's time you moved up to TURFLON* herbicide.

One good reason to switch.

"We switched to TURFLON because we were having too many resprays," explains Jim Gourley. And after 22 years in the business, he's happy with the results: "Our records show that we do have much better weed control and many fewer resprays this year than we've ever had."

You'll save money in the long run.

"Yes, we pay more for TURFLON," Jim says. "But when I figure how much it costs us per respray, it's saving us lots of money. And that justifies the extra cost."

Jim adds that there's another reason he can't afford to make too many callbacks. "When you have to go out and do a respray, you're taking a chance on losing that customer."

Isn't it time you moved up to a better herbicide for better weed control? Call us to find out more.

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Circle No. 109 on Reader Inquiry Card

ROUTE

from page 1

ducts research on how to best use them in their programs.

"Whether you are using synthetic or biological controls, you still have to be careful," says Catron. "With either you are still treating the symptoms of lawn care problems and not treating the soil. When you grow a lawn, you have to get away from what we call 'steroid' lawn care."

The "treating the soil first" is a message most lawn care clients aren't used to hearing and as such, Catron and Smith spend a great deal of time educating customers and other lawn care professionals. "There is too much non-thinking application; for example, it's June so we'll apply this, whether it is needed or not," says Catron. "In addition, our treatments vary by exposure to sunlight, how the lawn is mowed, amount of rain, etc."



The industry is slowly waking up to this approach, he adds. "A company can hire anyone to spray. What we need is to train people who can diagnose—to treat the underlying problems."

NaturaLawn's entry into the marketplace appears timely. In its first month of business, the company had 42 customers. Now the Damascus office has just under 3,000 customers and will have over \$750,000 in sales in 1990. "After two years in business, we fell into the top 11 percent of the U.S. of all lawn care companies in our size range in terms of revenues and number of customers," says Catron. "It normally takes nine years to get there."

Until recently, the company focused only on residential lawns. This year it hired someone to do commercial sales. Altogether, there are about 20 employees at the original location.

Last year, NaturaLawn began its franchising program. Of the five franchises, only one is corporate-owned—a location in Virginia Beach, VA. The other four are in York, PA, Damascus, MD, Baltimore, and Portland, ME. Mike Madden, who purchased

the franchise in York in the spring of 1989, had worked with ChemLawn and knew Catron and Smith. He left the company after it was sold in 1986 to EcoLab and kept in touch with Catron. After a year in business, NaturaLawn of York has 300 customers.

"We used a low-profile approach to enter the market," says Madden, "just letting people know there is an alternative to the chemical lawn care companies but not doing heavy promotions. The backbone of our selling strategy is telemarketing, calling homeowners and then sending information. This year, we've started getting referrals—equalling about 10 to 15 percent of our new business."

About \$22,000 is needed to get a franchise set up; an additional \$20,000 to \$25,000 will be needed for operating capital until the business has a cash flow. Of that \$22,000, \$15,000 is NaturaLawn's franchise fee. "The fee buys the name, extensive training, an operations manual and promotional materials," says Catron. "The other \$7,000 is used for a downpayment on a van, a spreader and other materials."

"There is too much non-thinking application; for example, it's June so we'll apply this whether it's needed or not"—Phil Catron, NaturaLawn.

NaturaLawn gives franchisees help with a business plan, and emphasizes the need to set up a \$50,000 line of credit. The company charges a two percent advertising fee based on deposits (not sales), and starts with a seven percent royalty fee. That amount drops to six percent when annual sales reach \$300,000, and at \$500,000 in sales, it drops to five percent. "The royalty fee structure gives franchisees encouragement to grow, as our share decreases with increased sales," says Catron. "This is different than most royalty arrangements."

The company is focusing its expansion plans east of the Mississippi for the next two years, and will target metropolitan areas because of the population density and the need for lessening pesticide use in populated areas. Plans are to add six to 10 more franchises this fall.

The cost of organic-based lawn care is comparable to the chemical approach, and averages \$45 to \$50 per treatment. "Our program is more expensive, i.e. the materials are more costly than typical chemicals, and our personnel costs/training are much higher," says Catron. "But the building, truck and customer service costs are higher for chemical companies." A rough survey of



The first to bring the NaturaLawn message to clients. From left: Mike Russo, Portland, ME; Ed Smith, Tammy and Jay Belt, Baltimore West; Joe Shubra, Virginia Beach, VA; Mike Madden, York, PA.

NaturaLawn's customers found that they have been a user of lawn service companies in the past and are willing to try the organic-based alternative either because of negative publicity about chemical or because of neighborhood pressure. "Whether the homeowner is dead set against chemical lawn care or not, neighbors are starting to put

on the heat," says Catron. "They can switch and get the Jones off their back."

Customer education is definitely a primary challenge—to accept the fact that weeds are part of a healthy lawn. "We tell people upfront that their lawn will have weeds, and that simply mowing and fertilizing the correct way will control about 60 to 70 percent of the weed problem," says Catron. "Neighbors see that and think it's okay. One key is just to get the homeowner to cut the grass the right way."

In general, NaturaLawn boasts an enviably low customer service call rate, less than 10 percent. "Once we get customers, we keep them," says Catron. "For example, we call customers one month after a treatment to ask them how the lawn looks, instead of them having to call us and complain."

While Catron and Smith have seen other companies advertise an organic lawn care service, they believe NaturaLawn is the only company with a franchise program. "We will see more competition in the future," says Catron. "When people see something new that works, they will want to get in on the act."

NaturaLawn, 5705 Indus-

try Lane, Suite H., Frederick, MD 21701. 301/694-5440. LCI

About the Author

Nora Goldstein is a writer with *In Business* magazine which gave LCI permission to use the

above article. The audience for *In Business* is the independent business owner. Its focus:

"environmental entrepreneuring," says publisher Jerome Goldstein. Box 323, Emmaus, PA 18049.

SERVICE

from page 1

serve our customers with our traditional integrated pest management program—just using pesticides when and where they are needed. A customer will be able to select either one or the other, either the organic program or our regular service," Richard White of ServiceMaster tells *Lawn Care Industry* magazine.

White says the organic fertilizer/biological pest control option should fit well with franchisees since most use granular materials and stress individualized service anyway.

White is confident that there is a market for organic lawn care. "We don't come in contact with those people who are opposed to the use of pesticides," says White. "They're not part of the professional lawn care market. They will become a slice of the market that hasn't been available before."

The cornerstone of the program will be an all-organic fertilizer. Insect control (particularly grubs) and weed control

could be more difficult, he admits, although LCOs have some biological tools at their disposal now and more should be coming soon, he says. Beyond that, franchisees will have to get customer cooperation to make their organic programs work. "The person who buys an organic program is going to have a higher level of commitment because they will pay a premium price for our service," says White.

However, customer commitment will continue to be boosted by continued media emphasis on environmental issues and by legislation such as Hayden's Green Initiative in California. White says ServiceMaster will continue to provide its franchisees with program options to deal with these concerns. "We believe the organic market is a growing segment, and we will be able to serve it," he says. LCI



COURT

from page 1

posal to make room for local governments in the field of pesticide regulation."

Said Thomas Delaney of PLCAA, "this ruling was especially welcome and we think it may have some effect on similar local ordinances in other areas, specifically in Mayfield Village, Ohio, and Boulder, Colorado."

"The United States Court

of Appeals gave this matter serious thought and it's not likely other judges are going to rule differently."

About a month after this ruling, however, Milford began preparing a petition to bring the matter to the attention of the U.S. Supreme Court.

"We have an opportunity to petition the Supreme Court and tell them we oppose the village's action. We probably will," said Delaney. LCI

When Lawn Doctor franchises move up to TURFLON, broadleaf weeds take a fall.



"TURFLON is more effective on the broadleaves that the competition is missing."

Russ Frith, president
Lawn Doctor,
Matawan, NJ

If "easy" weeds were the only ones cropping up in customers' lawns, 2,4-D would handle the job. But that's not the case. You need a tough product to keep tough weeds down. Maybe that's why you should move up to TURFLON* herbicide.

The real problem with lawn care.

"Weed control is the most important problem," explains Russ Frith. And as president of one of the nation's most successful lawn care franchisers, he ought to know. In explaining how TURFLON has worked for Lawn Doctor, Russ says, "It does a better job on the tough to control weeds."

Prove it for yourself.

How do franchisers who use it justify broadcast spraying TURFLON at about \$9.50 per acre? "Reduced callbacks," Russ says. He adds that independent Lawn Doctor operators select their own products. Most are skeptical of TURFLON until they prove for themselves that it does a better job of controlling tough weeds. "Many who use it full service started with spot (spraying)."

Finally, Russ says one word describes the experience Lawn Doctor franchises have had using TURFLON: "Excellent."

Isn't it time you moved up to a better herbicide for better weed control? Call us to find out more.

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Circle No. 107 on Reader Inquiry Card

SHEILA DAAR
Guest columnist

BERKELEY, Calif. — One of the best kept secrets in the increasingly chemical-dependent lawn-care industry is the fact that healthy, attractive lawns can be maintained with little or no use of pesticides. In fact, the use of chemicals can actually weaken lawns, making them more susceptible to pest attack.

This syndrome is exemplified by the precipitation of disease and insect problems by earthworms in pesticide-treated turf. Without worms to decompose it, thatch increases, creating ideal conditions for diseases and insects.

Other factors that contribute to lawn problems are the result of improper maintenance practices that stress grass, predisposing it to pest attack. This includes mowing lawns too short, overfertilizing, watering too much, and excessive watering, and failing to reduce soil compaction.

Pesticides are short-term chemical Band-Aids at best. In treating the symptoms, such as pests, triggered by such stresses, the long-term health of lawns depends on reducing or eliminating the underlying factors that attract pests.

Lawns that are healthy and free of pests are plant disease organisms and 50 weed species resistant to pesticides, the chemical Band-Aid is increasingly less viable even in the short term.

These findings are the basis for new recommendations, based on the principles of "integrated pest



Sheila Daar is an integrated pest management specialist.

management," or IPM, a method that emphasizes cultural, mechanical and biological controls with least-toxic chemical controls as a backup if needed.

With IPM, lawns are monitored to identify the source of pest problems, and conditions that invite pests are eliminated over time. The objective is not to eliminate pests — a virtual impossibility — but to keep numbers low enough to prevent noticeable damage. A few pests are necessary for the survival of the many beneficials that feed on pests.

When mowing, use a shade up mower, or use a soap to kill them. Insects control white grubs and nematode traps and natural baculovirus control sod webworms. Modified fertilizers containing beneficial bacteria control nematodes.

For more information, contact: Lawn Management, Inc. is available at Integral Resource Center, P.O. Box 1000, 10000.

For a publication catalog, send \$1.

This EPA action does advance step on human exposure step toward better health. With this action, EPA is continuing update of safety laws.

Lawn-care professionals and encourage adequate ensures that the products homeowners can continue our health or our environment.

In addition, we support products we use. We will provide for the posting of concerned consumer also support the Federal Act's preemption of pesticides at the state level.

Yes, lawn-care products and state agencies expand of the beneficial use. We are dedicated quality of life in our communities.

QUOTE LINE

"EPA is addressing car pesticides in a responsible manner. EPA priorities established by the President."

— Victor J. Kimm, President, National Association of Manufacturers

"Millions of Americans potentially dangerous to their health."

— Do-it-yourself lawn care expert, Michael Kelly, v. lawn care expert, the National Association of Manufacturers

Sheila Darr says her message won't dwell on the evils of pesticides but rather on their responsible use. She's one of the speakers at the Professional Lawn Care of America (PLCAA) Convention November 12-15 in Nashville, TN. Sheila Darr is the executive director of the Bio-Integral Resource Center, Berkeley, CA, an organization which promotes alternatives to conventional chemical control products. She describes herself as an integrated pest management specialist.

"No I'm not a bit apprehensive about speaking to a large group of lawn care operators; in fact I'm looking forward to it," said Darr, in an exclusive interview with *Lawn Care Industry* magazine.

Her message: "There's a large developing clientele that would prefer lawn care services not based on chemicals."

Along those lines, Darr said she can show LCOs how to expand the kinds of services they offer beyond chemical and fertilizer applications. "The pressure for change is inevitable," said Darr. "The sentiment of the public is definitely changing. Certainly, it's more slow in some areas and more rapid in others, but the interest in more property inspections and less use of pesticides is growing.

"I think more companies are interested in these ideas but they haven't had a lot of opportunities to see them in practice. I would like to open up some of the new service-type options and explain how some of these companies can shift from primarily a treatment-oriented service to more of a monitoring service."

Darr says the tree care industry is ahead of the lawn industry in regards to the implementation of IPM practices, but the turf pros can catch up, particularly when they fully understand the the significance of cultural practices such as mowing, fertilizing and watering.

"We've always made it very clear that there is a role for pesticides," said Darr, "and the role is—if you need them as a last resort, use them. But if you have to use them, it's best to use those that are most selective and those that have the least effect on other beneficial organisms."

Darr's presentation at the PLCAA Convention is being sponsored in part by Bio Sys, Palo Alto, CA, and by KLM Bio Systems Industries, Bloomington, MN.

For more information about the PLCAA Convention contact: PLCAA, 1000 Johnson Ferry Rd., N.E., Suite C-135, Marietta, GA 30068. 404/977-5222. **LCI**

BY ROBERT ANDREWS

NASHVILLE, TN—For the first time in several years, the Professional Lawn Care Association of America (PLCAA) Conference and Trade Show will be in the nation's heartland. After conferences in New Orleans and Las Vegas, PLCAA comes to Nashville.

This year's conference will be bigger than ever as the American Landscape Contractors Association (ALCA) and the Professional Grounds Maintenance Society (PGMS) join with PLCAA for the first ever Green Industry Expo, Nov. 13-15 at the Nashville Convention Center.

In conjunction with its conference, PLCAA is sponsoring its "One Day's Drive" to reacquaint LCOs with PLCAA.

PLCAA has a new and stronger commitment to represent *all* the lawn care industry and not just segments of it. PLCAA has an enthusiastic and professional staff, and a new executive vice president, Anne McClure. PLCAA leadership and those of over 12 state associations will meet for the first time in Nashville to develop concrete ways for local and national groups to work together. PLCAA has also developed outstanding new member incentive programs relevant to the smaller operator.

Also, PLCAA is making a special effort to attract new members.

For instance, a "Speak-easy" reception is set for Tuesday, Nov. 13, 5 p.m. at the Convention Center. It's designed to encourage first-time prospective members to join the association. Guests will enjoy food and beverages, get an update on PLCAA activities, and learn about the benefits of membership. A rebate of \$50 off conference registration will be given to guests

who attend the event.

Also, companies who join PLCAA during the reception will receive:

- \$200 for first year membership.
- \$100 certificate from Lesco good for new purchases.
- \$100 certificate from Monsanto towards the purchase of an Expedite Lance with the purchase of a starter set of chemicals.
- \$50 rebate for the second year PLCAA dues.
- \$500 certificate redeemable on any purchase made before March 31, 1991 of a Chevrolet 1990 or 1991 light duty truck.

● Two companies who join PLCAA will win \$2,500 in DowElanco products. Names will be drawn from all companies who join at the reception.

Most importantly, the PLCAA board is in touch and in tune with the industry's needs. But it needs your voice to help build the industry.

LCOs desperately need the member services and national strength possible from the PLCAA. And PLCAA needs the support of industry members.



About the Author

Bob and Jennifer Andrews own The Greenskeepers lawn care company, Carmel, IN. Bob is a member of the PLCAA board of directors and president of the Indiana State Lawn Care Association.

Nashville, TN, is the site of the first-ever Green Industry Expo, a trade show sponsored by PLCAA, ALCA, and PGMS. The date is Nov. 12-15. The trade show and PLCAA Conference will be in the Nashville Convention Center. Here's a photo of the city skyline.



COLUMBUS, OHIO—The first step in reseeding grass in a shady site is to see if the site can be made sunnier, says Bill Pound, a lawn specialist at The Ohio State University.

Consider pruning trees and shrubs over a site if it receives less than half the day's sunlight, he says. With large trees, see if you can cut off lower limbs to a height of at least 10 feet. The autumn, when many lawn care professionals reseed their customers' lawns anyway, is a good time to do this.

If pruning isn't possible or a site is still shady, the lawn professional should reseed with grasses that tolerate shade. Says Pound, "several types of tall fescue and fine-leaf fescue grow well in shade...Some

types of Kentucky bluegrass also grow in shade. All shade-tolerant grasses will grow well in sunny conditions.

Types of tall fescue with good shade tolerance include Apache, Amigo, Olympic and Pacer. Recommended fine-leaf fescues are Enjoy, Spartan, Victory and Flyer. Types of Kentucky bluegrass with good shade tolerance include Glade, Asset, Classic and Bristol, says Pound.

To expand a lawn of Kentucky bluegrass from a sunny site into a shady one use a seed mix of shade-tolerant Kentucky bluegrass and shade-tolerant fine-leaf fescue in the shady area, he said.

Here are some other tips concerning turf in shade:

- If grass in a shady area is dark green and thick, use the same fertilizer timings and rates as for regular lawns. If the grass isn't growing well, reduce fertilizer rates by one quarter corresponding to the turf's reduced nutrient needs.

- Trees and shrubs compete with turf for water in shady areas. Don't fertilize stressed grass in such areas unless you can water it. Stressed turf looks sparse and light green.

- Fertilize reseeded areas in late October (Ohio—adjust your application accordingly).

- Don't overwater shaded grass. There's less sunlight and air movement in these areas.

● As in sunny sites, broad-leaf weeds, insects or disease can be a problem. Chinch bugs, for example, readily attack fine-leaf fescue in shady sites, says Pound. Common diseases include powdery mildew, leaf spot and red thread.

● Often annual grass weeds aren't a problem in shady sites. You may not need pre-emergent herbicides in these areas.

● Don't use herbicides containing dicamba in shady areas. LCI

HSC

from page 7

available to employees, their designated representatives, and officials at OSHA and NIOSH (National Institute for Occupational Safety and Health).

Communicate hazard information to your employees through labels, MSDS's and formal training programs.

Employers must establish a training and information program for employees exposed (or potentially exposed) to hazardous chemicals in their work area at the time of initial job assignment and whenever a new hazard is introduced into their work area.

The minimum

Information must include the following topics:

- The existence of the HCS and its requirements;
- the components of the program in the employer's workplaces;

- operations in work areas where hazardous chemicals are present;

- and where the employer will keep the written hazard evaluation procedures, communications programs, lists of hazardous chemicals, and the required MSDS's

Training programs must consist of:

- How the hazard communication is implemented in the workplace, how to read and interpret information on labels and the MSDS, and how employees can obtain and use the available information.

- Hazards of the chemicals in the work area. Hazards can be discussed by individual chemical or by hazard categories, such as flammability, corrosivity, organophosphate pesticides, carbamate pesticides, etc.

- Measures employees can take to protect themselves from the hazards.

- Specific procedures implemented by the employer to provide protection such as work practices and personal

protective gear.

- Methods and observations, such as appearance or smell, that workers can use to detect the presence of hazardous chemicals to which they may be exposed.

There is more to implementation of the HCS than simply having employees watch a canned video or slide program, reading reams of paperwork and then signing a few forms.

OSHA is getting serious about enforcement of the HCS, including levying citations and fines for non-compliance. Also, OSHA is now mandated to check for HCS compliance whenever there is cause for them to inspect your

workplace for any other reason.

Hopefully most employers and employees know what they need to about the HCS. In any case, full compliance with the standard should be a priority for those in the green industry.

LCI

About the Author

Steven J. Day is a consultant to the green industry. He operates LANDSCAPES plus, Wheat Ridge, CO 80033.



Hazard Communication Standard at a glance

1 All non-manufacturing employers with employees exposed to hazardous chemicals are to establish hazard communication programs.

2 Employers should have complete list of hazardous chemicals at the workplace.

3 Employees must be made aware of the chemicals and their potential dangers.

4 Employers must maintain and provide access to MSDS's if requested by an employee, and they must train employees on what to do in case of a spill or leak.

5 Hazards can be communicated by container labels, MSDS's, verifiable training programs.

6 At local Occupational Safety and Health Administration office ask for a copy of Hazard Communication Final Rule, Federal Register 29 CFR Parts 1910, 1915, 1917, 1918, 1926, and 1928 as published August 24, 1987.

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New tall fescue good for parks

DUBLIN, OHIO—Finelawn 5GL turf-type tall fescue is available from Fine Lawn Research, Inc. The company describes this variety as a "semi-dwarf rich green turf that outperforms bluegrass in hot, dry regions and locations that will receive only minimal maintenance."

Fine Lawn says 5GL is drought resistant and also resists frost and winter kills while showing superior resistance to leaf spot and brown patch.

5GL is particularly well suited for industrial and school grounds, office campuses, parks, etc.

LCI

DATES

Oct.

■ **8-9 Diagnosis & Treatment of Landscape Plant Problems.** University of California, Davis, CA. 800/752-0881 (Davis residents, 757-8777).

■ **10-12 Interstate Professional Applicators Association Conference.** Coeur D'Alene, ID. Contact: IPAA Convention, P.O. Box 1377, Milton, WA 98354.

■ **16, 17, 18 Tree Fertilization Workshops.** 16, The Holden Arboretum, Cleveland; 17, Radisson Hotel, Columbus; 18, Proudlake Recreation Area, Milford, MI. Contact: National Arborist Association, P.O. Box 1094, Amherst, NH 03031. 800/733-2622.

■ **12-13 New Mexico Association of Nursery Industries Trade Show.** Albuquerque Convention Center. Contact: Linda McLain, NMANI, PO Box 667, Estancia, NM 87016. 505/384-2726.

■ **24 Safety & Preventive Maintenance Seminar.** Oyster Bay, NY. Contact: New York State Turf Association (NYSTA) 800/873-8873.

■ **25-27 American Society of Consulting Arborists.** Innisbrook Resort, Tarpon Springs, FL. Contact: Jack Siebenthaler, 700 Canterbury Road, Clearwater, FL 34624. 813/446-3356.

■ **26-29 American Society of Irrigation Consultants Conference.** SunBurst Resort Hotel, Scottsdale, AZ. Contact: Wanda Sarsfield, ASIC executive secretary, 425 Oak St., Brentwood, CA 94513. 415/516-1300.

■ **29-31 Tree Care Industry Expo '90.** Richmond Centre, Richmond, VA. Con-

tact: Tree Care Industry Exposition '90, P.O. Box 1094, Amherst, NH 03031.

■ **31-Nov. 1 Atlantic Seedsmen's Association Convention.** Virginia Beach, VA. Contact: Dr. John E. Baylor, 298 McCormick Ave., State College, PA 16801. 814/237-0330.

Nov.

■ **3 Professional Women in Horticulture Conference.** Clackamas Community College, Oregon City, OR. Contact: Professional Women In Horticulture, 449½ S.W. Third, Suite 300, Lake Oswego, OR 97034. Debbie Nordin 503/659-0435 or Becky Bullock 503/659-4320.

■ **3-6 California Landscape Contractors Association Convention.** New Orleans, LA. Contact: Micheyl Barnett at CLCA headquarters, 916/448-2522.

■ **6 Drip Irrigation Systems in the Home Landscape.** University of California, Davis. 800/752-0881. (Davis residents 757-8777.)

■ **6-7 Indiana State Lawn Care Association Conference.** Indiana State Fairgrounds, Indianapolis. Contact: Robert Andrews, ISLCA, P.O. Box 481, Carmel, IN 46032. 317/575-9010.

■ **12-15 Green Industry Expo (including the PLCAA Convention).** Nashville Convention Center. Contact: PLCAA, 1000 Johnson Ferry Road, NE Suite C135, Marietta, GA 30068. 800/458-3466.

■ **13-16 New York Turfgrass Association Turf & Grounds Expo.** Rochester Riverside Convention Center. Contact: NYSTA 800/873-8873.

■ **27-29 Turfgrass & Ornamental Chemical Seminar.** Purdue University, West Lafayette, IN. Contact: Jo Horn 317/494-8039.

Dec.

■ **4-5 Rocky Mountain Turf Conference.** Holiday Inn, I-70 & Chambers Road, Denver. Contact: Rocky Mountain Regional Turfgrass Association, P.O. Box 903, Parker, CO 80134.

■ **4-6 Mid-America Green Industry Convention.** Kansas City (MO) Market Center and Park Place Hotel. Contact: Olivia Golden, PLCAMA, PO Box 35184, Kansas City, MO 64134. 816/765-7616.

■ **10-12 Georgia Turfgrass Conference & Trade Show.** Atlanta. Contact: University of Georgia Cooperative Extension Service, College of Agriculture, Athens GA 30602.

Jan.

■ **14-17 Turfgrass Integrated Pest Management (IPM) Short Course.** College Park, MD. Contact: Dr. Lee Heilman, Dept. of Entomology, University of Maryland, College Park, MD 20742. (Note: enrollment limited to first 35 paid.)

■ **16 Professional Turf & Landscape Conference.** Westchester County Center, White Plains, NY. Contact: Carol Mueller, P.O. Box 307, Scarsdale, NY 10583. 914/636-2875.

■ **17-19 Mid-Am Horticultural Trade Show.** Hyatt Regency Hotel, Chicago. Contact: Mid-Am Trade Show, 1000 N. Rand Road,

Suite 214, Wauconda, IL 60084. 708/526-2010.

■ **20-22 Empire State Tree Conference.** Syracuse, NY. Contact: New York State Arborists Association

518/783-1322.

■ **25 Mid-Florida Turfgrass Conference.** Seminole Community College, Sanford, FL. Contact: Uday K. Yadav 407/323-2500. LCI



1990 PLCAA President Rick Steinau (left) confers with 1991 President Neal DeAngelo, Lawn Specialties, Hazelton, PA.

1990/1991 PLCAA officers

ATLANTA, GA—Neal A. DeAngelo will lead the Professional Lawn Care Association of America (PLCAA) as its president in 1991. DeAngelo, president of Lawn Specialties, Hazelton, PA, served PLCAA as secretary/treasurer this past year.

Other PLCAA officers for 1991:

● President-Elect, Robert E. Andrews, president The Greenskeeper, Carmel, IN.

● 2nd Vice President, Patrick J. Nibler, vice president Pro Grass Inc., Wilsonville, OR.

● Secretary-Treasurer, Edward J. Coia, vice president Erbaugh Corp./Lawnmark Div., Hudson, Ohio.

Five PLCAA director seats also become available for 1991. PLCAA's bylaws call for the

present board to elect one new director, the membership the other four.

Nominees are:

● Robert Andrews.

● Gregory Clendenin, Middleton Pest Control, Orlando.

● Kenneth Clemmer, Moyer & Son, Souderton, PA.

● Norman Goldenburg, WMI Urban Services, Miami.

● Paul Horder, Prescription Turf Services, Middleton, MA.

● Mark Linehan, ServiceMaster Lawn Care of Western Massachusetts, Salem, NH.

● Patrick Norton, Barefoot Grass Lawn Service, Columbus, Ohio.

● Chris Senske, Senske Lawn & Tree Care, Kennewick, WA. LCI

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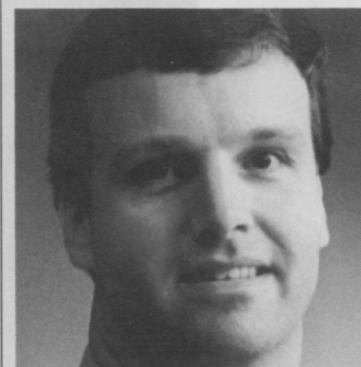
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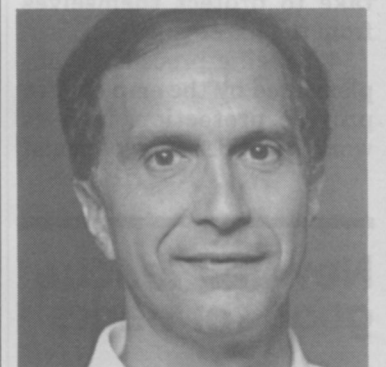
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Edward J. Coia elected PLCAA secretary-treasurer.

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Jacklin Seed reports on fine 1990 seed harvest

POST FALLS, ID—The following is the turfseed crop report from eastern Washington and northern and southern Idaho. The report was compiled by Jacklin Seed Co., a leading supplier of turfseed.

• **Proprietary Kentucky bluegrass.** Selected shortages on some varieties. Overall, the crop of proprietary Kentucky bluegrass is approximately 20 percent above original field estimates, a slightly above-average crop.

• **Common Kentucky bluegrass.** Prices of common bluegrass are soft, reflecting excellent yields. This has resulted in an increase in usage of common Kentucky bluegrass.

• **Improved tall fescue.** We have seen a tremendous increase in total acres producing turf-type tall fescue. This year there will be an adequate amount of tall fescue available with selected shortages on some of the newer, elite dwarf types. There will be a limited amount of sod quality seed available on some of the better performing varieties. This has resulted in an increase in price

at the grower level for seed meeting sod quality standards, which will create higher sod prices to the consumers. Yields look excellent. Demand continues to grow.

• **Turf-type perennial ryegrass.** Overall, an adequate amount of turf-type ryegrass available in the marketplace, and yields and quality look good.

• **Creeping bentgrass.** Quality and yields excellent and there be an adequate amount of seed available on most improved varieties.

• **Seeded Bermudagrass.** The crop of Cheyenne bermudagrass, Jacklin's newest release through Pennington Seed, is yielding above prior field estimates. Demand has been exceptional and commercial seed is available this fall.

There are additional bermudagrasses out of research program. These two include Sundevil marketed by Northrup King and CD-23, marketed by Turf Merchants. These will be limited in supply and used primarily for seed increase and testing. LCI

Nabbed!

CLEVELAND, OHIO—A 48-year-old man here faces a possible jail term because he was driving a riding lawn-

mower while he was intoxicated.

The man, convicted of drunken driving charges six other times previously, had reportedly had his license taken away. So, he used his lawn-

mower as a car.

"We had information that he was using a lawn mower as a vehicle to avoid arrest for driving under suspension," Capt. Fred Wright told a Cleveland newspaper. LCI



Dr. Rich Hurley, Lofts Seed Inc., presents a check for over \$17,000 to University of Rhode Island's Dr. Richard Skogley (left) and Dr. Noel Jackson (right). The check represented profits from domestic and international sales of Lofts' proprietary turfgrass varieties developed jointly by Lofts and URI. Lofts pays royalty checks to, and works with, several universities in addition to URI.

SR gets PVP for 3 turf varieties

CORVALLIS, OR—Three turfgrass varieties developed and produced by Seed Research of Oregon received Plant Variety Protection:

- SR 4100 perennial ryegrass, endophyte-containing, dark green, fine textured.
- SR 3000 hard fescue, highest endophyte levels of any commercially available hard fescue variety, superior disease resistance.
- SR 1020 creeping bentgrass, upright growth habit.

LCI

Dark bluegrass being marketed

TANGENT, OR—Pickseed West Inc. says its new Kentucky bluegrass variety Indigo is especially dark green. The seed company says it can be used to compliment other bluegrass varieties.

Pickseed says Indigo has good resistance to Helminthosporium leaf spot and melting out disease, summer brown patch, leaf, stem and stripe rust, powdery mildew and stripe smut. It can be bought through Pickseed West distributors. LCI

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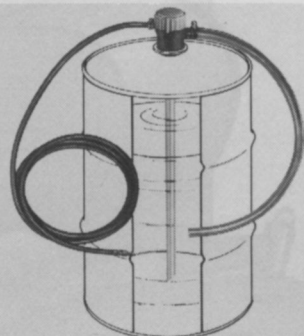


Gandy drop spreaders offer added features
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spreaders are available with pneumatic tires and convenient hopper lift handles. The

227-lb. capacity, 42-inch spreader can be selected with 16-inch diameter pneumatic tires or, for greater clearance, 20 or 26-inch semi-pneumatic tires. Similar options are available for the 120-lb. and 78-lb. capacity spreaders. All Gandy Turf Tender models have stainless steel bottoms and slides.

Circle No. 130 on service card.



Drum transfer pump is made of plastic

W/W Engineering Company says its Model TU-60 drum transfer pump operates with an air supply pressure of 15 to 150 psi, viscosity range of 0 to 50 S.A.E. and temperature range of -40 to 250 F.

It's made of molded plastic and is ready to use on 55-gallon drums. It comes with pump head, 43-inch suction tube, 12½ ft. ¼-inch air hose with fitting and 1½ ft. ¾-inch discharge hose.

Circle No. 132 on service card.

Jacobsen has roll and reciprocating aerators

Jacobsen Aero King™ lawn aerators come in roll and reciprocating models. The roll-type Aero King T3019 aerates a 19-inch path, covering up to 24,000 sq.ft./hr. The 3019's rear wheels stay on the ground while working for stability and consistent aeration.

For reciprocating core aera-

tion, Aero Kings come in 24-inch and 30-inch models. The P4024 covers up to 24,000 sq.ft./hr., while the T6030 ae-

rates 26,000 sq.ft./hr. All are compact and easy to maneuver, says Jacobsen.

Circle No. 133 on service card.



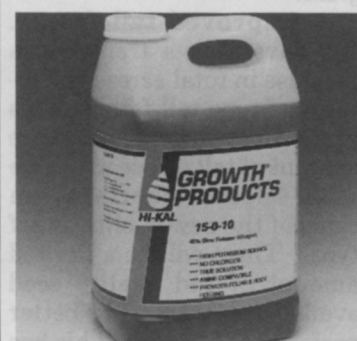
Growth Products says its Hi-Kal true solution

Growth Products expands its liquid professional fertilizer line to include fall products, Hi-Kal and Hi-Kal Plus. Both provide high levels of potassium (no chlorides), 40 percent slow-release nitrogen and iron for fall fertilization of turf, trees and ornamentals.

As with all Growth Products Fertilizers, Hi-Kal and Hi-Kal Plus are true solutions and leave nothing in suspen-

sion. No mixing or special agitation needed.

Circle No. 134 on service card.



Utility dump carts come in several sizes

The Lambert ready-to-assemble utility dump carts make hauling easier and safer. Available in either the 1000, 16-load capacity T-10RTA, or the 150-pound load capacity, HT-10RTA can be quickly and easily hooked to a garden tractor or riding mower. Lambert also offers push and trailer sweepers.

Circle No. 135 on service card.

Conductivity meter measures salinity

Spectrum Technologies, Inc.'s cassette-sized Cardy Conductivity Meter provides precise, temperature-compensated salinity measurement. It can sample soil, water or hydroponics.

Place two drops of the sample on the sensor to obtain accurate conductivity (salinity) results displayed on a digital readout. The long-lasting sensor cartridge snaps in and out of the instrument for quick and easy replacement. LCI

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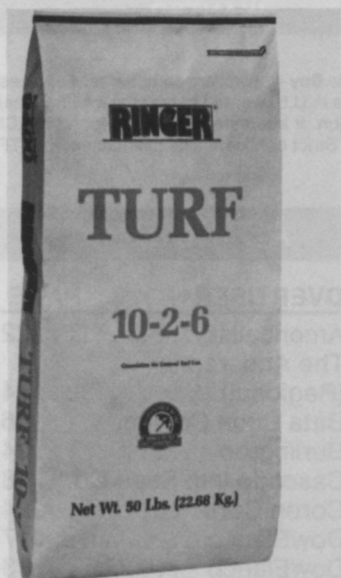
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NEW PRODUCTS



Ringer puts product into stronger bags

Ringer Corporation says it is using stronger, better-stitched packaging for its natural turf and landscape products. The bags are also printed with a lower dye content and the directions have been simplified. Ringer markets a full range of "environmentally safe" products to fertilize turf and control pests.

Circle No. 137 on service card.



Fertilizer injector gets improvements

The Add-It automatic fertilizer injector dispenses fertilizer at a pre-set, proportionate rate, says its builder TFS Systems. A new design eliminates any type of air relief valve and the injector can operate at pressures up to 125 psi. The unit requires no electricity to operate and has no pressure loss so it can be used equally well with drip, sub-surface and conventional sprinkler systems, says TFS.

Circle No. 138 on service card.



Spill-Killer can hold 55 gallons of material

The Spill-Killer secondary containment unit from C.A.H. Industries prevents hazardous wastes and chemical spills. It's made of polyethylene and will contain the entire contents of a 55-gallon drum. Its new design is pallet-jackable.

It weighs 20 lbs. with a loading capacity of 900 lbs. The molded locating ring holds 55-gallon drums and a steel retainer in the base prevents tipping over.

Circle No. 139 on service card.



Six-toothed blade has less kickback

Shindaiwa says its new Tornado brush cutting blade produces up to 97 percent less kickback than standard 80-tooth blades. The Tornado has only six teeth and a ramped

depth gauge at the front of each cutter. The gauge reduces the kickback and snag, producing faster, easier cutting. The Tornado cuts anything from thick brush to wood saplings up to six inches in diameter. The blade's six teeth can be easily sharpened in the field with a standard round file, says Shindaiwa.

Circle No. 140 on service card.

Safer's biological insecticide is ready

Non-toxic Biosafe™ Soil In-

secticide is a broad-spectrum biological control agent using the nematode *Steinernema carpocapsae*. The nematodes kill larval and grub forms of many soil insects. The nematodes are activated by dissolving a nematode-covered mesh in water. The resulting solution is sprayed on the lawn or garden.

Safer, Inc., says the product is effective up to eight weeks after application and does not harm beneficial insects or earthworms.

Circle No. 141 on service card.

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Landscape Supervisor: Established Michigan Contractor looking for self-motivated individual with 5 years minimum experience to manage crews and oversee landscape installation. Send resume and salary requirements to: DeAngelis Landscape Incorporated, 22425 Van Horn Road, Woodhaven, Michigan 48183. EOE. 12/90

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You could call their editorial and marketing teams "roadies," because they spend 50% of their time traveling to shows, tracking stories and getting candid perspectives from suppliers. Listed here is just a portion of the shows they'll be attending this year. Frankly, it's the only way to stay on top of late-breaking news and keep both books fresh and on the cutting edge of their market segments. This dedication makes them the authoritative voices on industry problems and opportunities readers need to be aware of...and explains why their competitors look like warm-up acts.

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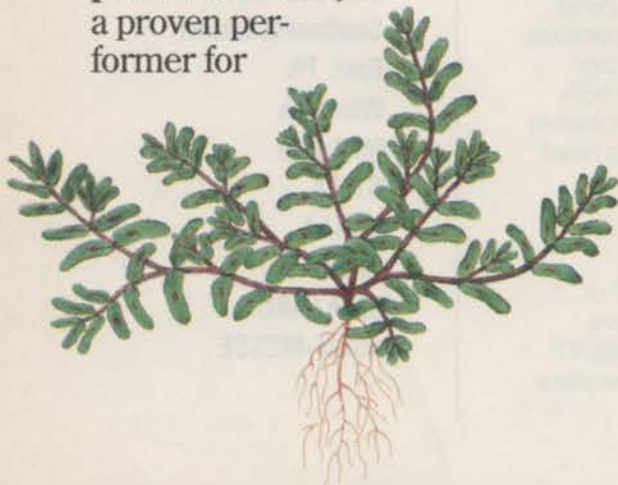


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