



Atwood Lawn Spray's Tom Brune on propane conversion: "I don't want to be at the mercy of a propane dealer."

4% OF GROSS? 5%? 10%?

# What are your fuel costs?

"There's not much you can do but jump out of the truck and scream at the pump." This was the initial reaction of Sheldon Dubrow, Dubrow's Nurseries, Livingston, New Jersey, to the question: What adjustments have you made to reduce the percentage of your gross receipts spent on fuel?

Other reactions were equally as

candid. "We get stuck every time we think of it," laments Thomas Brune of Atwood Lawnspray in Sterling Heights, Michigan. Robert Miller of Acne Maintenance in Acme, Michigan found it hard to contain his enthusiasm for the question. "That's a good one," he managed. One just laughed.

The survey involved telephone

interviews of eleven lawn care businessmen and women from around the country. All have been in business for over five years, all have survived the fuel crisis and price rises of the last few years, and all have a premonition that fuel costs will once again turn upward, putting the squeeze on profits, and forcing continued and frequently

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OCTOBER 1982

# LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

## PLCAA SHOW PREVIEW

# PLCAA packs for Indy

More than 1,500 persons are expected to attend the Third Annual Professional Lawn Care Association of America (PLCAA) Conference and Trade Show Nov. 16-18 at the Indiana Convention Exposition Center in Indianapolis. Headquarters hotel is the Indianapolis Hyatt Regency.

More than 85 exhibitors are expected to fill more than 150 booths at the show.

### Butz on profits

This year's keynote speaker will be former U.S. Secretary of Agriculture Earl L. Butz, whose address, "Populism, Politics and Progress" will expand upon free enterprise and the essential need for profits in the American



PLCAA keynoter Butz

economic system today.

The conference itself will open with the popular Early Bird Reception 6:30 to 8:30 p.m. on Monday, Nov. 15. This event serves as a chance for lawn care businessmen from around the country to visit with each other and exchange ideas and success stories.

Following PLCAA President Marty Erbaugh's opening at 1 p.m. on Tuesday, Gerry Sweda, sales training manager for O. M. Scott & Sons, Marysville, Ohio, will speak on "Motivation." Following Sweda, there will be a presentation of LAWN CARE INDUSTRY's survey of the industry.

### Postal regulations

The final session of the afternoon will be led by Jerry Swinehart, director of mail processing for Indianapolis. He will speak on postal regulations affecting lawn care mailings. There will be a cash bar on the exhibit floor from 4:30 to 6:00 p.m. on Tuesday, and the evening is open.

Exhibits will be open Tuesday, Wednesday and a half day on Thursday, with buffet luncheons scheduled. The PLCAA annual meeting will be held in conjunction with a buffet breakfast on Thursday morning beginning at 8 a.m. From 9:30 to 11:30 a.m. on Thursday, there will be a panel discussion on "hot issues" facing the lawn care industry.

Dr. Robert Miller, vice president of ChemLawn Corp., Columbus, Ohio, and president of the National Coalition for a Reasonable 2,4-D Policy, will speak on the 2,4-D situation from 1:20 to 2:30

## AT PRESS TIME

# PLCAA exhibitors

Hahn, Inc.  
USS Agri-Chemicals  
GROUNDS MAINTENANCE  
Hawkeye Chemical Co.  
Power Spray Technology, Inc.  
BFC Chemicals, Inc.  
Miller Chemical & Fertilizer  
Estech, Inc.  
The Andersons  
Northrup King Co.  
Möbay Chemical Corp.  
International Seeds, Inc.  
Monsanto Co.  
Pickseed West, Inc.  
Moyer & Son, Inc.  
Encap Products Co.  
E-Z Rake, Inc.  
Rockland Chemical Co.  
Dow Chemical U.S.A.  
Knox Fertilizer & Chemical Co.  
Lofts Seed, Inc.  
FMC Corp., Ag Machinery Div.  
Mallinckrodt, Inc.  
Cushman Ryan/OMC Lincoln  
Lebanon Chemical Corp.  
Rhône-Poulenc, Inc.  
Turf-Seed, Inc.  
AMERICAN LAWN APPLICATOR  
Stauffer Chemical Co.  
O. M. Scott & Sons Co.  
TUCO, Div. of the Upjohn Co.  
Chipman, Inc.  
Riverside Manufacturing Co.  
LAWN CARE INDUSTRY  
Echo, Inc.  
PBI/Gordon Corp.  
Diamond Shamrock Corp.  
W. A. Cleary Chemical Corp.  
Smithco, Inc.  
Dice Decal Corp.  
March & McLennan  
Brouwer Turf Equipment, Ltd.  
Olathe Manufacturing, Inc.  
Du Pont Co.  
Warren's Turf Nursery, Inc.  
Rain Bird Sales, Inc.  
Great Sale Lake Minerals  
& Chemicals Corp.  
Velsicol Chemical Corp.  
Lakeshore Equipment & Supply Co.  
Ciba-Geigy Corp.  
Agro-K Corp.  
The Grasshopper Co.  
Velotta Uniform Sales Co.  
Clean Crop Special Products  
Feldmann Engineering & Mfg. Co.  
Sierra Industries, Inc.  
Coatesville Machine, Inc.  
Desco Chemical, Inc.  
Agriculture Service Corp.  
N-P-K-Ca Concepts, Inc.  
Palm Industries  
American Pelletizing Corp.  
Green Pro Cooperative Services  
Professional Turf Specialists  
Container Manufacturing, Inc.  
B & G Equipment Co.

## NOVEMBER 7-9

# ALCA maintenance group meeting set for Dallas

The general maintenance contractors committee of the Associated Landscape Contractors of America (ALCA) will be accorded full divisional status at this year's national convention, to be held November 7-9 at the Marriot Market Center in Dallas. Its upgrading will be the focus of the convention, which is being billed as a national conference for all grounds maintenance and landscape management contractors.

According to Ray Gustin, President of ALCA, "Grounds maintenance and landscape management is one of the fastest growing segments of landscape contracting, and it is high time this part of

the industry be organized as a full-fledged division of ALCA, with its own officers, regional coordinators, educational programs, business seminars and publications."

### Synnestvedt organizes

The conference organizing committee, headed by Don Synnestvedt of Theodore Brickman Co., Long Grove, Illinois, reports that the purpose of the conference is to provide information on landscape maintenance business. "the com

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## UPFRONT



## Extension under fire?

Several national farm organizations are charging that the Cooperative Extension Service (CES) has spread itself too thin

because of its expansion into urban areas, in other words short-changing its traditionally rural-oriented programs.

They feel that agricultural production should be the top-priority item.

On the other hand, groups such as Gardens for All feel that the Cooperative Extension Service should continue to serve the people — where they live — in urban areas — and that it should expend its urban gardening and community development efforts.

And what lawn care businessman reading this column has not benefitted from the Cooperative Extension Service? Enough said.

This dilemma and others are facing a national committee appointed jointly by U.S. Secretary of Agriculture John Block and Robert Clodius, president of the National Association of State Universities and Land-Grant Colleges (NASULGC), to determine the future of the Cooperative Extension Service.

Co-chairman Daniel Aldrich, chancellor at the University of California-Irvine, identifies three factors making this 21-member committee's tasks most difficult.

First, Aldrich says, people in the more than 3,000 counties in America have a much wider range of interests, problems, and needs than existed in earlier decades. These people have had a vital part in the determination of programs at county and community levels and in providing local funds and volunteers to conduct such programs.

Aldrich goes on to say that many urban groups and individuals have come to believe that the colleges of agriculture, home economics, and natural resources should serve urban as well as farm people. Questions as to how much of the Extension resources should be allocated to marketing, processing, and distribution systems are raised. Thus, questions the committee faces are: What should the scope of Extension's programs be? Should Extension serve urban as well as rural clientele? Should 4-H youth programs continue to be available to nonfarm as well as farm youth?

A second major factor the committee faces is the effect of changes in technology, media and communications. If CES were to use more computers, cable television, and other such media, such usage could increase CES's effectiveness and efficiency but possibly risk not serving some people who wish one-to-one counseling on problems they face in their businesses and homes.

The committee has sent a questionnaire to more than 6,000 persons throughout the nation, asking them to respond to many of these issues. Even so, Aldrich says the committee invites people to write down concerns they wish the committee to address, or any recommendations they wish to

suggest. Such responses should be sent to: Dr. Laverne Forest, Project Coordinator, University of Wisconsin-Extension, 605 Extension Building, 432 North Lake St., Madison, Wisconsin 53706.

The committee will complete its task by next month and publish the report for public use.

**New warm-season grasses:** Four warm-season turfgrasses, two bermudagrasses and two St. Augustinegrasses, have recently been released to commercial sod producers in the Southeast. The following descriptions are based mainly on information provided by the cultivar developer. More detailed information should become available as the turfgrasses are evaluated at research stations throughout the South.

Tifway II bermudagrass is another developed by Dr. Glenn Burton and staff at the Georgia Coastal Plain Experiment Station in Tifton. It is an improved mutant of Tufway. It resembles and has the same desirable characteristics of Tifway but it makes a denser, more weed-free turf; it is more resistant to root-knot, ring and sting nematodes; and exhibits longer fall color retention and earlier spring green-up. It is suited for use in lawns. Its management requirements are similar to Tifway.

Vamont bermudagrass was developed by the Virginia Agricultural Experiment Station. It has excellent low-temperature hardiness and is suited for use in general turf areas. It has a light green color, medium-coarse leaf texture (similar to common bermuda), rapid establishment rate and excellent recuperative rate.

Raleigh St. Augustinegrass was developed at the North Carolina Experiment Station in North Carolina. It has medium green color, medium leaf texture and shoot density and moderate fall low-temperature color retention and spring green-up rates. It is susceptible to chinch bugs and moderately susceptible to gray leaf spot. Its major attributes are its low-temperature hardiness and resistance to St. Augustine Decline (SAD) virus.

Seville St. Augustinegrass was developed by O. M. Scott & Sons, Marysville, Ohio, and is marketed by Pursley, Inc., Palmetto, Fla. It has a medium-dark green color, medium leaf texture, and medium-high shoot density. It also has moderate fall low-temperature color retention, spring green-up rate and is susceptible to chinch bug. Seville has moderate low-temperature hardiness and resistance to SAD virus.

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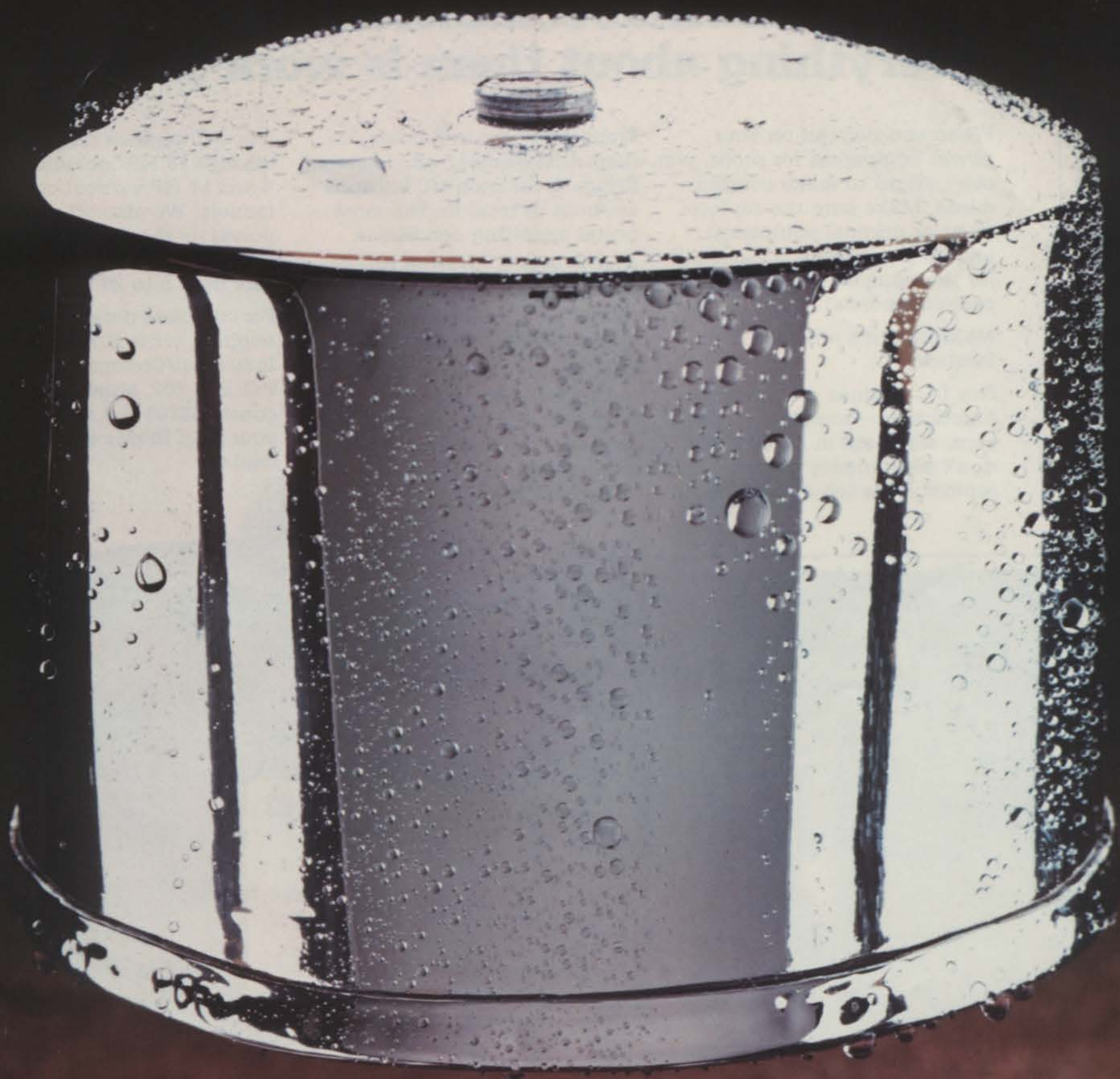
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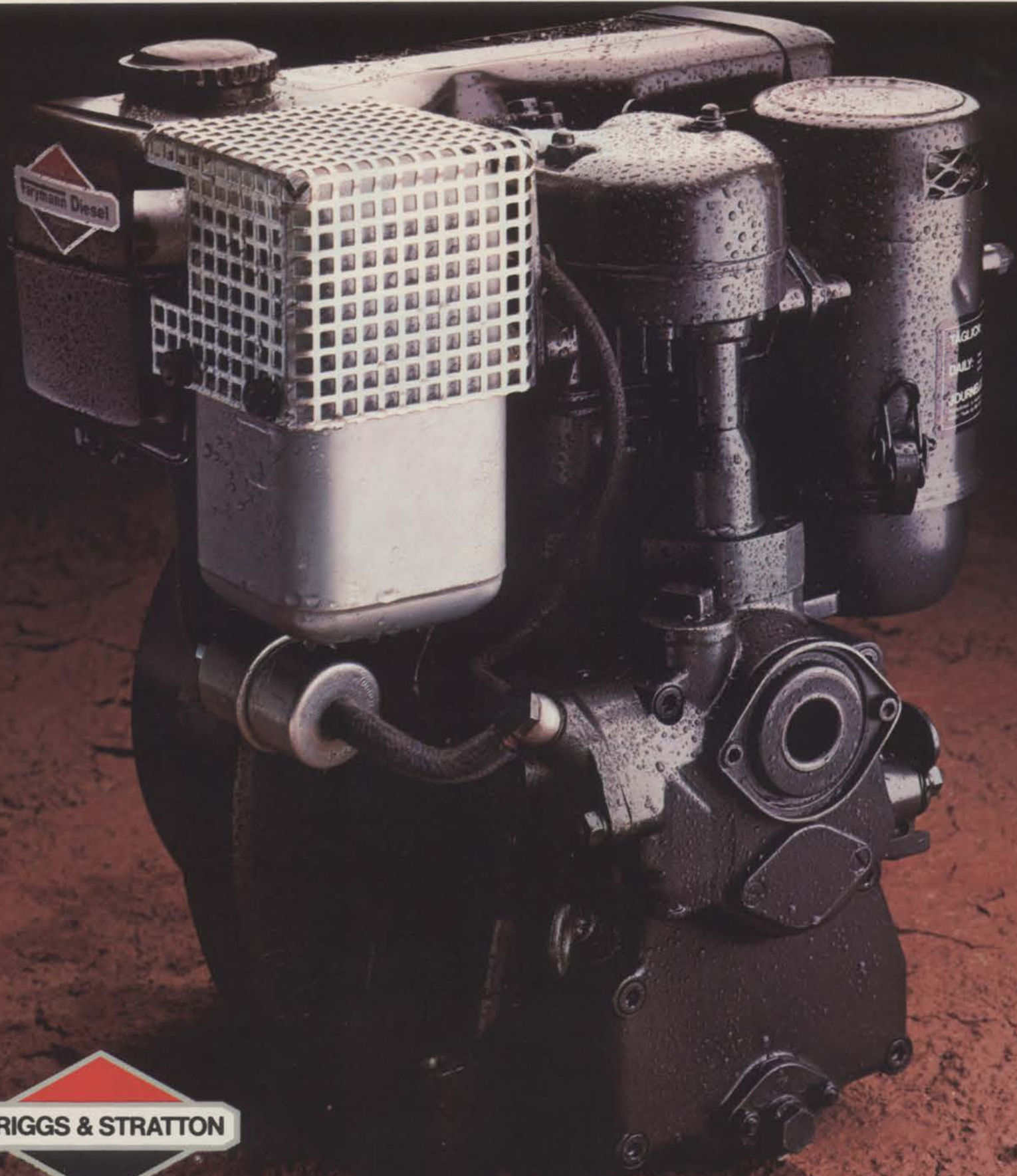
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# Master's thesis, \$5,000 investment leads to million dollar company

A fleet of uniquely designed service trucks keeps Tempo 21 LawnBeautiful on the go. "There aren't any other trucks in the world like ours," says Robert Parmley, president of Tempo 21, Wheeling, Ill.

"Our trucks, each with a 1,200-gallon capacity, can carry a full day's supply of either dry fertilizer or liquid fertilizer/herbicide solutions at the same time.

"When a crew encounters a

ence in lawn care, so they sought an expert to design the ideal service truck. "A golf course superintendent offered to do it," Parmley recalls. "He built most of the truck himself. And we are still using it."

The golf course superintendent never went to work for Tempo 21, but became a partner in the company.

With only a few modifications all the trucks, more than 25 in the fleet, have basically the same features. Each truck has two 600-gallon fiberglass tanks anchored directly behind the cab. And attached behind the tanks are two dry storage compartments, each with a one-ton granular mixture capacity.

The application equipment and accessories are easily accessible beneath the truck bed. Under the fiberglass tanks hang a PTO-powered centrifugal pump and control valves. A self-winding hose reel is set below the dry storage boxes.

## Granular spring and fall

When granular applications are called for, the spreader, which is stored at the rear with the handle protruding slightly, can be swiftly removed from a fold-up loading ramp.

"We can cover 250,000 square feet of lawn with either dry or liquid fertilizer in a day with one load," Parmley explains. They apply granular fertilizers and herbicides early in the season, from March into April, then switch to liquid mixtures. Again, in late September, when the rain begins to fall, they switch back to a granular program.

*Cash flow is kept up during the winter with a lawn mower repair shop. "It's only open part-time during the season."*

Tempo 21 hires a fertilizer company to analyze the soil in their service district, which covers the suburbs within 35 miles of Chicago. The fertilizer company, in coordination with Tempo 21's staff agronomist formulates the appropriate fertilizer mixtures for them.

For pre-emergent weed control they use primarily Betasan, marketed by Stauffer Chemical Co., Westport, Conn. Spring applications provide pre-emergence control for crabgrass and other weeds. Betasan is used on about 90 percent of the lawns treated with a granular herbicide. For post-emergence control of weeds, they use Trimec, marketed by PBI/Gordon Corp., Kansas City, Mo.

During the winter months most of the more than 60 employees keep busy stripping down, overhauling, repairing, and repainting all the trucks and equipment. Tempo 21's philosophy is one of year-round employment. "We have a high quality service force and less employee turnover when we pay them all year for nine months of lawn work," Parmley states.

## Computer strategy

"We keep the cash flowing during the winter with our lawn-mower repair shop," he adds. "It's open only part time during the spraying season. We concentrate on treating lawns then."

Parmley recalls how their first year wasn't nearly as busy or

productive. "We barely made enough money to live on our first season," he reminisces. "And that winter I sold correspondence courses door-to-door. I decided not to do that again."

Through persistence and hard work, they turned their \$5,000 investment into a multi-million dollar operation.

As a devoted computer user for storing customer records and bookkeeping records, Parmley has added a new function to the computer system, which he feels improves the service for their customers.

"Our service supervisors follow up on all complaint calls and record and log in the computer the weed or insect problem. The computer breaks them down by neighborhood so that we can develop the following season's strategy with the information gathered the year before."

According to Parmley, Tempo 21 will continue to grow as it forges into the next century. As the name indicates, he adds, "We're setting the pace for the 21st Century."



Tempo 21 Lawn Beautiful's Parmley: "We can cover 250,000 square feet of lawn with either dry or liquid fertilizer in a day with one load."

newly seeded lawn adjacent to an established lawn, they can easily switch over to straight dry fertilizer for the new lawn right there," he said. He says many other companies have to make special trips to the new lawns in order to spray a straight fertilizer.

## 25-truck fleet

This special feature was developed by one of the board members of the 10-year-old company, which also has offices in Carol Stream, Ill. and Libertyville, Ill. Parmley and his partner Dave Floreani were fresh out of college, each with a Master's degree, and were determined to run their own business. They decided to start a lawn care service in the Chicago suburbs.

The service was fashioned after the Master's thesis they co-authored, which was on a service-oriented small business.

Neither of them had any experi-

## TOOLS, TIPS, TECHNIQUES

### Storage, shelf life of pesticides

As the end of the lawn care season approaches, every lawn care businessman must concern himself with storage of pesticides in such a way as to insure they will not deteriorate.

There are hundreds of pesticide formulations, and all cannot be treated the same if a useful product is desired when the chemical is again removed from storage for use. The formulation maze is further complicated by the fact that we must deal with partially used containers.

The shelf life of a pesticide is dependent upon several factors:

- Storage conditions
- The type of formulation
- The kind(s) of inert ingredients present
- The nature and stability of the chemical itself.

Most pesticides can be stored if proper facilities are available. However, before storing any chemical, read the label and if you still have questions, contact the manufacturer. Under normal conditions, the following rules apply for the maintenance of pesticides.

(1) **Never allow** liquid formulations to freeze. On the other hand, dry and liquid formulations should never be stored where temperatures may exceed 100°F. Heat initiates the breakdown process.

(2) **All pesticides** should be kept in a well-ventilated but dry place. Also, keep chemicals in the dark, as some are decomposed by prolonged exposure to sunlight (especially those in glass containers).

(3) **Keep different** chemicals separated. Herbicides, fertilizers, fungicides and insecticides should be stored in separate compartments with no air exchange between them.

(4) **Always keep** chemicals in their original containers, if possible. If the original container is damaged, use a substitute of similar composition and label it clearly. Glass, plastic and paper are the best storage containers as many pesticides will corrode metal. If a container is opened (especially paper containers), it should be closed tightly and then placed in a clear plastic bag for added protection and safety. The clear plastic also allows easy identification of the contents without opening the bag.

(5) **The floor** and exterior walls are usually the dampest places in a room. Therefore, keep powdered, granular and dust formulations and all chemicals in paper containers away from these surfaces where moisture may condense.

(6) **Keep an up-to-date** inventory of all pesticides and use the older materials first.



# Some say partnerships can't work — here are 4 lawn care ones that did

In 1956 Robert Shaheen and Curtis Goodfellow formed a handshake partnership, setting up their own two-man company and working just enough hours to put themselves through college. Five years later, both having completed their schooling, the pair again drew up a formal partnership in Little Rock, Ark.

This time the partnership was outlined under the guidance of a

lawyer, involving a strict buy and sell agreement, provisions for a stock buying of one partner by the other, and life insurance policies which would pay off the loan from the bank.

## Equally invested

The partners are equally invested in the business, split profits down the middle, and receive the

same salary.

"My partner and I are good friends, but we know that in order to be successful as partners we need to act as a business team in the office," says Goodfellow, vice president of the company, Landscape Associates, Inc., adding, "Even in the beginning we handled our partnership as a business operation."

A good business operation runs

on cooperation, and conflicts between partners can disintegrate a company as quickly as it began. After 21 years of working in a successful partnership Goodfellow believes the key to establishing a partnership is to develop trust in each other.

## Give and take

"A partnership in marriage is just like a partnership in business. You must give and take a lot, and there are a lot of gray areas, but when you have trust in your partner that what he is doing will eventually better the business, you can succeed," he explains.

The key is simply trust, Goodfellow further states, "I don't worry if my partner is doing his job, stealing from me or taking advantage of me. That is where others fail, when they lose their trust in each other."

On the surface, Goodfellow and Shaheen seem like an unlikely pair to start a business together. However, often the best partners, ironically, have very different skills and interests. Both must be dedicated to the business and trust the ability of his partner.

## Personality differences

Shaheen is the creative one in their partnership, dreaming new ideas and meeting the public, while Goodfellow is the overseer, making sure the jobs get done, and the ideas are carried out.

"These personality differences have made us better," Goodfellow remarks. "We can each add our own dimension of skill, making us a more diverse unit."

Where Chuck Ferdig and Duane Keesen, partners in Keesen Enterprises, Inc. in Englewood Cliffs, Co., experience conflicts, is in areas they are both strong. They also agree "opposites" work well together and consider the strongest point in their partnership to be the different skills each possesses in different areas.

## More than a handshake

Keesen, who is the original owner of Keesen Enterprises, Inc., 10 years ago opened the door to Ferdig. Although in many cases a handshake, sufficient capital, and an agreed upon enterprise are all that is necessary to begin a partnership, Keesen and Ferdig chose to be more cautious.

Under the direction of their lawyer, they outlined the duties of each partner. "If you both try and do the same thing, problems can only be expected," Ferdig warns. "Let one person be stronger in his area, where he has the most ability, knowledge, and experience."

He also said to include in the

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### Here's all you have to do:

- 1) Get either copy of LCI's new "PLCAA Show Extras" with listings of participating booths.
- 2) Go to any listed booth, get an entry blank with complete rules/details (for non-exhibitors only), fill it out and drop it in the ballot box.
- 3) Enter as often as you like, but only once at each booth.
- 4) Pick up your prize—if you're one of our instant winners—and have your picture taken at the winning booth. Prizes will be mailed if winners are not present.

**That's it—for the fastest "green" you might ever see! See you at the show...and good luck.**

**LAWN CARE INDUSTRY**

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agreement possible options in case the partnership fails. Such options are best worked out through a legal mind, by someone who has seen both successes and failures.

The division of profits, stock, and salary should also be worked out at this time. Ferdig and Keesen have since changed their original agreement several times, and today with Keesen owning 51 percent of the shares and Ferdig 49 percent, they share equal profits and salary.

#### Dissolving format

Provisions for the possible death or disability of a partner, plus a format for dissolving the partnership are also necessary. Ferdig and

Keesen each hold \$300,000 life insurance policies on each other, which would be used to pay the company's debts, and given to the deceased's family.

*The legal formalities involved in starting a partnership sometimes seem unnecessary to the beginners who are old buddies and as yet have no profit. Keesen Enterprises' Ferdig, however, cautions those starting out — whether they are brothers, old college pals or purely business associates. "Don't let any partnership be an 'I thought you said' situation."*

The legal formalities involved in starting a partnership sometimes seem unnecessary to the beginners who are old buddies and as yet

have no profit. Ferdig, however, cautions those starting out, whether they are brothers, old college pals, or purely business associates.

"Don't let any partnership be an 'I thought you said,' or 'I understood' situation. When you're coming up and everything is rosy,

you're of one mind, but when things are coming down and going the other way, nothing seems in proportion. This is when you want an agreement, and when the partnership is falling apart it is too late to start one."

Indeed, not every partnership lasts 10 or 20 years, and Patrick McGrady's was one that broke after three years. The partnership was not a failure. McGrady's brother-in-law, his ex-partner, just decided to change industries.

Because the pair had formed a legal agreement at the beginning of their partnerships the separation unraveled much more smoothly than what might have been expected, McGrady said, who is the owner of Pro Green Inc. in New Castle, Ind.

In their original buy and sell agreement they had agreed to keep a yearly update of assets to know what the value of the business was at all times. By having this record, McGrady said they were able to split the business accurately and fairly.

#### When one wants out

"If you do have a previously arranged contract the shock that comes when one partner wants out is not nearly as great. Both parties already know where they stand, and what measures need to be taken," McGrady comments. "You just avoid a lot of arguing by setting down the ground rules in the beginning."

A true partnership need not consist always of two people; in fact a partnership is defined as two or more people formed for a common purpose, generally conducting business. David Young and his three partners, who own a lawn-care business in the Baltimore-Washington area, are four such people.

Young, before joining the partnership, was previously in partnership with Barbara McCoy for five years. The pair three years ago decided to team up with another lawn-care partnership in the same area. "We were both running lawn-care services in adjacent areas, and we realized we could cut our overhead by merging together and putting our cash flow together," Young says.

#### Power struggles

All four partners are equally invested, and hold life insurance policies on each other. They are currently in the process of drawing up a legal contract agreement.

Although the partners did not use legal counseling in the beginning, they did, on their own, outline the duties and divisions for each partner. This was based on the skill and qualification each person had in a certain area.

Even with this outline, conflicts did arise in their beginning years. Often here is a power struggle between partners and Young says they were no exception.

"Not wanting to give up the power was a problem at first for us. Finally we realized we all wanted the same things, had the same

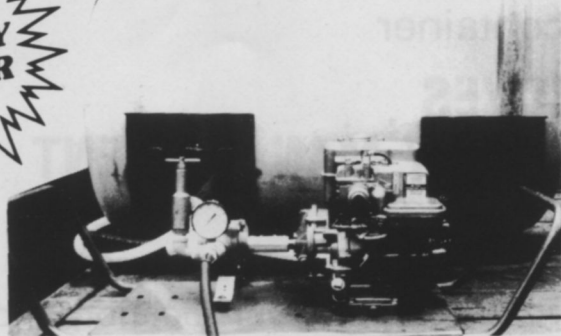
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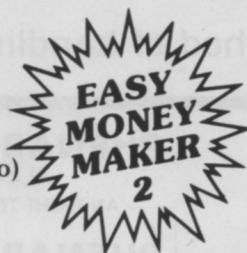


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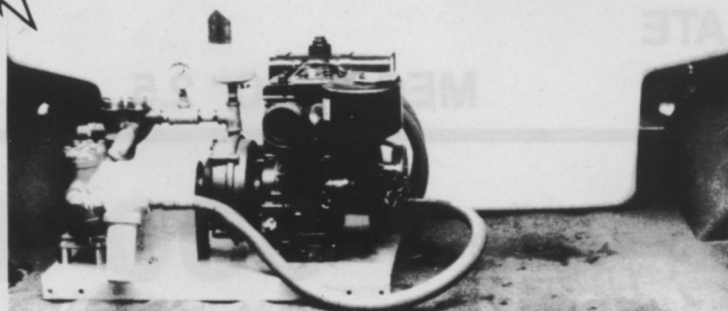
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## PLEASE CHECK BELOW YOUR PRIMARY BUSINESS AT THIS LOCATION:

### A. CONTRACTOR OR SERVICES:

- ☐ Lawn care service business involved primarily with fertilization, weed, and insect control.

#### Please specify method of application:

- 10 ☐ Liquid    11 ☐ Dry    12 ☐ Both

- 20 ☐ Primarily mowing/maintenance service  
 30 ☐ Landscape contractor/lawn service company  
 40 ☐ Nursery or garden center/lawn service company  
 50 ☐ Pest control/lawn service company  
 60 ☐ Irrigation contractor/lawn service company

### B. GROUNDS CARE/MAINTENANCE AT ONE OF THE FOLLOWING TYPES OF FACILITIES:

- 110 ☐ Private or public estate

- 120 ☐ School, college, university, hospital, or similar facility  
 130 ☐ Condominium housing development or industrial park  
 140 ☐ Government grounds; parks, around municipal buildings, military facilities  
 150 ☐ Cemetery or memorial garden  
 190 ☐ Other (please specify) \_\_\_\_\_

### C. SUPPLIER

- 210 ☐ Chemical dealer or distributor  
 220 ☐ Equipment dealer or distributor  
 230 ☐ Seed broker/dealer  
 240 ☐ Sod grower

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goals, and were all committed to the business, so we might as well work together to achieve these goals."

Young said he feels the success of their partnership comes from working so well as a team and as individuals. "When there is a decision to be made in your area, you are the one to make it. This area is your responsibility," he adds.

### Titles don't count

Titles in a business, such as president and vice president are unimportant to the majority of business partners. Some switch their titles every few years while some address the senior partner as president.

In Young's partnership they chose their titles according to the area each worked the best in. Because much of Young's work is in the office, he was given the title secretary/treasurer. He emphasizes the titles have no relationship to their position in the company, and will be restructured every few years.

"What is important," Young adds, "is that we treat each other as equals and create what we set out to create — a well organized business."

Partnerships can sour and often do, but the old adage, "two heads are better than one," still seems to be holding true for some. "Partnership form of business is the most difficult form of business to make work," concludes Goodfellow of Landscape Associates, "but if you pull your skills together and plan for success it will work. And when things go wrong, as they will, you always have the comfort of someone to lean on."

### KENTUCKY BLUEGRASS

#### Eclipse is recommended in Maryland, Virginia

After consistently ranking number one in three consecutive year-long shade trials, Eclipse Kentucky bluegrass has been added to the Maryland/Virginia recommended list for sod certification, according to John Zajac of Garfield Williamson Co., Jersey City, N.J.

The environmentally-adaptive, disease and drought-resistant Kentucky bluegrass distinguished itself in tests performed under the natural shade of locust and cherry trees. It will prove a boon to sod growers who normally can't emulate ideal growing conditions.

The Maryland/Virginia list is limited to turf varieties found suitable for use in the transition zone, an area which presents special problems for turf professionals because it encompasses climates too south for cool-season grasses and too north for warm-season grasses.

The tests were conducted by agronomists from the universities of Maryland/Virginia extension division and the U.S. Department of Agriculture turfgrass program in Beltsville, MD.

## MARKETING IDEA FILE



Progress Liquidcare Lawn Service, Hubbard, Ore. called this their "tell a friend" campaign for this past lawn care season. The engaging photo on the cover was accompanied by the copy "Say the word and save \$5."

The copy on the inside read: "Say the secret word to your friend or neighbor. Then get a \$5 credit on your next application when he or she tries one or more Progress applications. It's easy... just complete and return the attached postage free card. There is no limit to the number of referrals you may send us nor the amount of \$5 credits, once they try our program..."

Mike Erb, Progress marketing manager thought the referral program up and worked with ad specialist Larry Kassell who designed the brochure, using his own picture of his two children.

# ALL SEED IS NOT CREATED EQUAL!



Not every Kentucky Bluegrass seed can produce a grass that tolerates up to 65% shade and still grows vigorously. Not every seed can produce a grass that can stand the stress of drought, cold and extreme heat. Not every seed can produce a grass that can survive low and high altitudes, poor soil and sand. Not every seed can produce a grass that tolerates short mowing down to as little as one-half inch. Not every seed can produce a grass that can stand up to the wear and tear of baseball, football and horse racing. But then, not every seed is Warren's A-34 BenSun Kentucky Bluegrass...it can and does!

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## INSIDE THE INDUSTRY



# INDIANAPOLIS:

## The entertaining city

The capitol of Indiana and the 11th largest city in the United States, Indianapolis is a haven for fun-loving residents, entertainment-minded tourists and business-oriented conventioners.

Lawn care businessmen and families who attend the Professional Lawn Care Association of America (PLCAA) Conference and Trade Show Nov. 16-18 will be able to sample attractions from the nation's largest city-owned park — Eagle Creek — to the contemporary facilities of the country's most luxurious convention center, and the sophisticated nightlife of fine restaurants and theaters.

In Indianapolis, culture is heritage, with a wide variety of fine and performing arts and marvelous museums and monuments for year-round enjoyment. The Indianapolis Symphony, Opera and Ballet Companies, Clowes Hall, Starlight Musicals, The Indiana Repertory Theater and a number of fine dinner theaters, amateur and professional playhouses perform to enthusiastic response.

The Indianapolis Museum of Art, the fascinating City Market, Conner Prairie Settlement all reflect the city's historical tradition. In addition, museums dedicated to children (the largest of its kind in the world), Indian history and the

state's heritage lend an insight to the makings of the future.

From intimate to candlelight dinners for two, to sumptuous banquets for as many as 12,000, Indianapolis feeds its guests with style and gourmet flair. Award-winning French and continental cuisine, exotic memories from tropical climes, Mexican, Italian, German, Greek and Oriental specialties — all are served in restaurants throughout the city.

But a truly fine dinner is only the beginning of an enjoyable evening in Indianapolis, where top stars and big-name entertainment are regular features of the nightlife scene. Dance away the hours to a disco beat or to nostalgic rhythm and swing. Piano bars, country-western's unique blend or the stately sounds of string quartet are equally as possible as you choose the evening show that fits your mood.

The flavor of a European village or the taste of a big-city department store are central to Indianapolis' downtown shopping as you choose from designer fashions in the fine boutique areas of major retailers or the beautiful City Market Internationale (one of only six original city markets remaining in the country).

A few minutes away, PLCAA

conference-goers and families can sample the wares in huge, modern shopping malls, or among the stalls and shops in quaint cobblestreets villages or contemporary bazaars. Whether you search for bargains hidden away in flea markets, or insist on the finest of imported crystal, choose carefully handcrafted designs in fur or your favorite name brands. Indianapolis provides them conveniently and comfortably.

Indianapolis attractions include:

**The Children's Museum.** The largest children's museum in the world isn't in New York, Chicago or London. Right in Indianapolis at 30th and Meridian streets is the largest and third-oldest children's museum with something for anyone who is or ever was a child. Ride a turn-of-the-century carousel, spelunk in a simulated limestone cave, see a real mummy or witness the largest collection of toy trains on public display.

**Hooks' 1980 Drug Store Museum.** Indiana State Fairgrounds is the location. A collection of colorful 19th century drug store and pharmacy memorabilia in a setting of ornately carved 1850 furnishings. Ice cream sodas on tap at the 100-year-old fountain, many old goodies for sale and

happy tunes on the old nickelodeon.

**James Whitcomb Riley Home.** Authorities describe the Lockerbie Street home of poet James Whitcomb Riley as one of the finest Victorian preservations in the United States.

**Speedway Museum.** The famous Indianapolis Motor Speedway, scene of 66 international 500-mile classics, is located seven miles northwest of the center of town, with the magnificent new Hall of Fame Museum building structured inside the track between the number one and number two turns.

**Morris-Butler House.** The elegant Morris-Butler House was constructed near the end of the Civil War. Today it is a nationally recognized landmark and museum of mid-Victorian arts.

**Museum of Indian Heritage.** Indian exhibits are housed in a lovely old structure on the shore of the Eagle Creek Reservoir with Eagle Creek Park.

**Indianapolis Museum of Art.** The Indianapolis Museum of Art is located in a magnificent park-like setting; once the grounds of the Lilly Estate. The museum houses outstanding collections and offers a full schedule of cultural events.

**Conner Prairie Pioneer Settlement.** The place is a central Indiana village, each season brings its own dimension, each day of the week is different, but the year is forever 1936. Conner Prairie is recreating a total rural community of the early 19th century. Through costumed guides skilled in first-person interpretation, Conner Prairie brings the residents of this imaginary community to life.

Buildings which have been brought to the 250-acre site are carefully restored and adapted to the 1836 setting, with period artifacts. It is located 20 miles north of downtown Indianapolis.

**Lilly Center.** Lilly Center features exhibits and displays which portray the world-wide diversified operations and interests of Eli Lilly and Co. Research efforts and production methods, as well as the company's concern for the quality, safety and effectiveness of its products are illustrated.

Lilly family memorabilia and archival materials are located on the first level, while the second level exhibit hall highlights include major presentations on diabetes, antibiotics, agricultural and animal sciences, in addition to capsule manufacturing operations.

**Indiana Museum of Transport and Communications.** This museum was formed to collect, evaluate, restore and operate items of interest in the fields of transportation and communication. Since 1960, the museum has collected over a dozen railroad pieces, has obtained and restored a passenger-freight station, bicycles, radios, telegraph and telephone equipment.





Indianapolis City Market



Indiana State Capitol Building

## Dining, nightlife at PLCAA show

The Professional Lawn Care Association of America (PLCAA) Conference has a reputation as a working show — lawn care businessmen come from all over the country to share ideas, hear speakers and buy equipment and chemicals for the coming season.

But you can't work all of the time, right? Here are places you can relax with family and friends and business associates:

**The City Center Cafe**, 40 Monument Circle. Cafe where one can sit and watch life go by in an old European style setting. 11 a.m. to 5 p.m., Monday through Saturday.

**Brother Juniper's Restaurant**, 150 E. 16th St. Homemade bread and hearty sandwiches. Monday through Friday, 11 a.m. to 8 p.m., 924-9529.

**Country Oven**, Hilton on the Circle. The warmth of the Hoosier hospitality, along with the best in food and drink. 635-2000.

**Culinary Creations**, 399 N. Illinois. Distinctively good home-made fare at reasonable prices. Breakfast, lunch and dinner. Monday through Saturday, 631-0037.

**Delaney's Ice Cream and Sandwich Shoppe**, Merchant's Plaza. Old-fashioned ice cream shop serving soups, salads and sandwiches. Monday through Friday 7 a.m. to 8 p.m. Saturday, 11 a.m. to 6 p.m. Sunday, noon to 6 p.m.

**Eagle's Nest**, Hyatt Regency. City's only revolving restaurant offers a panoramic view which is complemented by the unusual ethnic and traditional American fare. Daily, 11 a.m. to 2 p.m., 6 p.m. to 10 p.m. Reservations, call 632-1234, ext. 47.

**Harrison's**, Hyatt Regency. Aromatic flavors of the world will entice you into a most unique, sophisticated dining experience. Specialties include Roast Five-Star Duckling, Rack of Lamb Diable and Veal Piccata. Monday through Friday, 11 a.m. to 2 p.m., 6 p.m. to 9 p.m. Reservations, call 643-1234.

**Fiddler's Bar and Grill**, 9 N. Meridian. A fun place serving

good food and geared for the fast-paced lunch crowd. 11 a.m. to 8 p.m.

**Greenhouse Tea Room**, Blocks, 150 N. Illinois. Relaxing tea room atmosphere. Perfect for downtown lunch or hearty or light fare. Monday through Friday, 11 a.m. to 2 p.m.

**Hearth and Embers**, North Meridian Inn, 1530 N. Meridian. Try the succulent steaks or one of their great continental specials. Daily, 6 to 10 p.m.

**J. Pierpont's Investment**, 148 E. Market. Elegant, candlelight dining upstairs; bawdy fun dining downstairs. Featuring aged steaks and fresh seafood. 11 a.m. to 2:30 p.m., 5 p.m. to 10 p.m.

**Jong Mea**, 2137 N. Meridian. One of the nation's finest Chinatown restaurants with fine food in oriental style dining room. Private rooms available. 11 a.m. to 10:30 p.m.

**Katy O'Leary's Restaurant**, Essex Hotel, 421 N. Pennsylvania. Featuring meals rich in Gaelic substance, excellent steaks and broiled red snapper. Daily 11 a.m. to 2 p.m., 5 p.m. to 11 p.m.

**Key West Shrimp House**, 2861 Madison Ave. Famous from coast-to-coast for its seafood and steaks. Gracious gourmet dining in a congenial Caribbean atmosphere. Recognized as one of America's best 48 restaurants, according to National Dining Awards. Reservations, call 787-5383.

**King Cole**, 7 N. Meridian. Quiet, elegant atmosphere adorned with original masterpieces. Winner of the Holiday Magazine Fine Dining Award for two decades. Excellent continental cuisine, outstanding seafood offered on its varied menu, accompanied by an extensive wine list. Jackets required after 5 p.m. Monday through Friday from 11 a.m. to 2:30 p.m., 5 p.m. to 10 p.m. Reservations, call 638-5588.

**La Tour**, 35th Floor, Indiana National Bank Tower. One of the finest restaurants in the Midwest, featuring elaborate menu of gourmet specialties and service in the

European manner. Monday through Friday from 11 a.m. to 9:30 p.m.

**La Scala**, 110 S. Meridian. The ultimate in award-winning Italian cuisine in an elegant Italian atmosphere, artistically decorated. Family-priced. Reservations, call 635-7415.

**Masa Ichi House of Shogun Japanese Steak House**, Merchant's Plaza. Delicious Japanese fare prepared by skilled Teppan chefs in an elegant Oriental atmosphere. Lunch and dinner daily. Reservations, call 637-1291.

**McClarney's Famous Restaurant and Lounge**, 1435 W. Morris. Famous for steaks and homemade pies. 10 a.m. to 10 p.m. 632-1621.

**Oaken Bucket**, Hilton on the Circle. Stop in and unwind. Build your own sandwich. 11:30 a.m. to 7:30 p.m.

**The Old Spaghetti Factory**, 210 S. Meridian. Spaghetti with every sauce imaginable, all homemade, served in an antique setting which is breath-taking. Monday through Thursday, 5 p.m. to 10 p.m.

**The Park**, Hyatt Regency. Relax in rocking chair comfort to cocktails and the classical sounds of Nick Kostas in the evening. 11 a.m. to 11 p.m. 632-1234, ext. 32.

**The Porch**, Hyatt Regency. Something for every appetite amidst the atrium splendor. 6:30 a.m. to midnight. 632-1234, ext. 32.

**The Ramsgate**, Sheraton Meridian. Elegant lunches and dinners with a panoramic view of the city. Rich Victorian decor highlighted by mantle, leaded glass and wood millwork from the original Van Camp Mansion. Service until 10 p.m.

**St. Elmo Steak House**, 127 S. Illinois. Famous since 1902 for excellent steaks, chops, seafoods and mixed drinks. 4 p.m. to 10:30 p.m. 637-1811.

**Tea Room of Ayres**, L. S. Ayres, 1 W. Washington. Elegant tea room atmosphere in which the latest fashions are modeled. Perfect for downtown lunch. 11 a.m. to 3 p.m.

**Teller's Cage**, 35th Floor, Indiana National Bank Building. Lunch with a panoramic view. The "in" place in Indy. Free hors d'oeuvres during cocktail hour from 4:30 to 6 p.m. Open until 8 p.m.

**Top of the Hilton**, Hilton on the Circle. Indiana's most beautiful restaurant, overlooking Monument Circle. Take the outside scenic elevator to an evening of delicious food, dancing and entertainment. 5 p.m. to 10:30 p.m. 635-2000.

**The Well House**, Hyatt Regency. Escape to our corner of the world with complimentary hors d'oeuvres and outstanding name jazz musicians. 5 p.m. to 1 a.m. 632-1234, ext. 43.

**Weiss Deli**, 23 E. Market. Best coffee in town. Famous deli soups, sandwiches and salads since 1920. 6 a.m. to 3 p.m.

**Williams**, Sheraton Meridian. Williams features taco salad, duck salad, prime rib sandwiches. With "attitude adjustment hour" featuring nacho bar and nightly entertainment. 11:30 a.m. to 7 p.m. 924-1241.

**Captain Alexander's Wharf**, 6220 Castleway W. Dr. Decorated in the motif of an old seafaring vessel, featuring fresh seafood, prime rib and steak. 10:30 a.m. to 10 p.m. 842-4070.

**Beef and Boards Dinner Theater**, 9301 N. Michigan. Broadway plays with professional New York and Los Angeles casts. Dinner and show offered at one low price. 6 p.m. to 10:30 p.m. 872-9664.

**Benihana of Tokyo**, Keystone at the Crossing. Hibachi steak house with a feast prepared before you in the warm and relaxing Japanese manner. Menu includes choice of steak, lobster, shrimp, scallops and chicken. 846-2495.

**Cafe St. Paul**, Holiday Inn North. American-style dishes and European-style specials. The decor is reminiscent of a rustic sidewalk cafe from a village on the Riviera. 6 a.m. to 10 p.m. 872-9790.

**Hollyhock Hill**, 8110 N. College. Family-style dining.





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**1. SPRAY  
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**2. SLICE  
DAY 10**



**3. SEED  
DAY 10**



**5. COMPLETED  
RENOVATION  
DAY 30**



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John Loyet, President  
Greenscape Lawn & Tree  
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For us, it extends the season by about a month and turns a normally slow fall into a profit opportunity season.

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## Monsanto





## Fiesta, Blazer receive Plant Variety Protection

Pickseed West of Tangent, Oregon has added two varieties to its growing list of elite turfgrasses. Receiving Plant Variety Protection certification this August was Fiesta turf-type perennial ryegrass. Pickseed announced the certification of Blazer Turf-Type early this spring. Both ryegrasses were developed in conjunction with Dr. Reed Funk, a professor of agronomy at Rutgers University.

Both turf-types are known for their excellent disease resistance and winter hardiness. Fiesta also offers outstanding tillering capacity and superb mowing qualities while Blazer is distinguished for

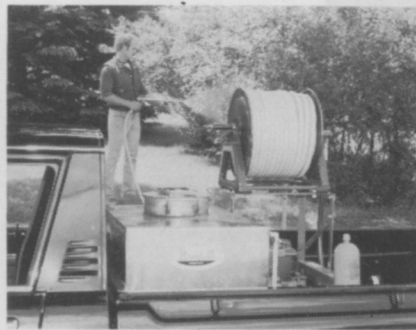
its dark green color and over-all turf quality. They both join an elite corp of turfgrass marketed by Pickseed including Touchdown Kentucky bluegrass, American Kentucky bluegrass, Agram chewings fescue, Exeter colonial bentgrass, and Kingstown velvet bentgrass.

Fiesta and Blazer turf-type are available through Pickseed's nationwide distribution network and in Canada through Otto Pick and Sons Seeds Ltd., Richmond Hill, Ontario. Joining Pickseed in its marketing of Blazer is the Turf and Forage Seed Division of Pioneer Hi-Bred International.

### Curbside spraying

The new spray unit (PCO-50SS) from Broyhill is designed to fit in a number of vehicles for curbside spraying convenience. Its plumbing features are also designed for easy accessibility.

The PCO-50SS offers a Hypro 5206 twin piston pump, a surge chamber with operating pressures up to 400 psi at 6 gpm, and a 50



gallon 304 stainless steel tank that resists wear and chemical action and adds life to the unit.

In addition to standard quality features, the new Broyhill product offers a line of optional equipment for specific spraying problems.

Circle No. 164 on Reader Inquiry Card

### Pump ratios water and chemicals for closed system

Pending the acquisition of U.S. and foreign patents, Terminator Products Inc. will soon be marketing its new "Cohydro Pump," a hydraulic-fluid-powered pump that automatically ratios water and chemicals into an output circuit. It represents the latest technology in "closed circuit" pesticide handling.

The Cohydro pump can be plugged into a tractor's hydraulic system and deliver from 1 to one 150 gallons per minute at up to 600 psi. Kits are available to install an automatic electric-clutch controlled hydraulic pump to a pickup truck, which can power the pump more economically than an auxiliary engine can.

The Cohydro pump is available in sizes ranging from 20-gpm to 150-gpm, at pressures of from 50-psi to 2,500-psi.

Circle No. 165 on Reader Inquiry Card



A method for calculating mowing and trimming costs is explained in a brochure available from 3M Co.

The "Mowing Costs Guide" includes a cost comparison worksheet for computing the costs of mechanical mowing and the cost of spraying with a plant growth regulator. The guide also includes a chart listing a hard-to-mow and trim areas recommended for spraying with Embark plant growth regulator, which is marketed by 3M.

In addition to providing turf management recommendations, the guide offers suggestions for spraying along roadsides, hazardous-to-mow areas and around obstacles such as trees, headstones and fences.

For a free copy of the brochure, write to Agricultural Products/3M, Building 223-1N-05 3M Center, St. Paul, MN 55144.

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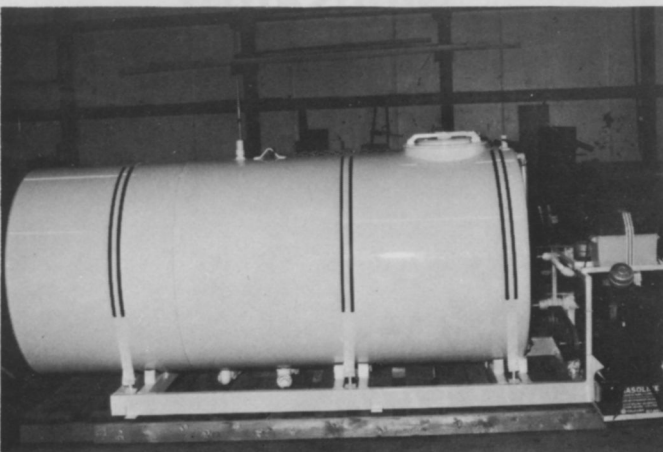
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## TWO-CYCLES

**Suzuki to build engines for Toro**

Hoping to expand its share of the lawnmower market in the 1980's, the Toro Company of Bloomington, Minnesota has reached an agreement with Suzuki Motor Co., Ltd., of Japan to have Suzuki supply Toro with an exclusive "state of the art" two-cycle lawnmower engine.

According to Kendrick B. Melrose, President of Toro, "The introduction of a two-cycle engine line will enhance our competitive position." Production of the 121-cc engine will begin this fall and is expected to be part of Toro's 1983 walk mower product line.

Toro presented Suzuki with a "very demanding set of specifications," said Melrose, "and we were very pleased to find a high-quality company such as Suzuki in a position to supply us with our engine requirements."

**30 years experience**

Both Toro and Suzuki are leaders in their product lines. Toro is the nation's top independent manufacturer of lawn and garden equipment and irrigation systems for both residential and commercial needs. Suzuki has specialized in two-cycle engine production for over 30 years and is a leading worldwide manufacturer of motorcycles, automobiles, outboard motors, and other engines for a variety of applications.

## JULY FIGURES

**Housing starts are up sharply**

According to a Department of Commerce report released in mid-August, new housing starts increased in July to their highest level since April, 1981. Whether this increase will translate into a surge in the lawn care industry is not immediately clear, however.

Analysts indicate that the seasonably-adjusted increase was due to a boost in government-subsidized housing programs which could not be expected to mean lasting recovery in the troubled housing industry. The majority of the government-sponsored starts were multi-family dwellings

of five units or more. The report said that starts of single-family dwellings actually fell slightly from the previous month.

**High mortgage rates**

High mortgage rates continue to be the bane of the single-family housing market, but Mark Reidy, executive vice president of the Mortgage Bankers Association of America, said the Government was providing "a temporary but welcome boost in apartment construction."

Overall, the report concluded that construction of new privately-owned housing units rose to an annual rate of 1.2 million in July, only the second time in the last year that the figure has risen above the one million mark. The number of building permits also increased but industry analysts remained cautious in their assessments of the figures, terming the industry's comeback as an "irregular climb".

**ALCA from page 1**

tured somewhat loosely. Those who wanted to serve on it could but this meant there was no mechanism for insuring nationwide representation. Now we can have a more reliable forum for continuation of the broadest range of ideas."

The agenda of the convention will feature workshops on a number of pertinent topics. Dr. William Franklin will lead a full day session on marketing and image building, an area in which landscape maintenance people "do not customarily have expertise," added Synnestvedt.

**Job estimating**

Mr. Synnestvedt will conduct a seminar on job estimating, which will be geared towards new contractors and mid-level managers. "Estimating, if done properly, can be a useful tool in production monitoring. It can give you more control over the achievement of your work goals," he said.

A panel consisting of leaders in the lawn care industry will discuss innovative use of equipment as a means of reducing operating costs.

Clifford Kraft, a consultant headquartered in Philadelphia, will lead a seminar on personnel problems. "Because the landscape maintenance business is labor intensive, employee training, retainage, and successful hiring practices are integral parts of the business," observed Synnestvedt.

The conference will close with the popular "Brag and Blooper Night," when people informally share some of their major successes and more embarrassing mistakes. "Many people have called to tell me that these sessions have provided as much valuable information as the more structured seminars," claimed Synnestvedt.

For further information, contact: Al Smith, ALCA, 1750 Old Meadow Rd., McLean, VA 22102, 703-821-8611.

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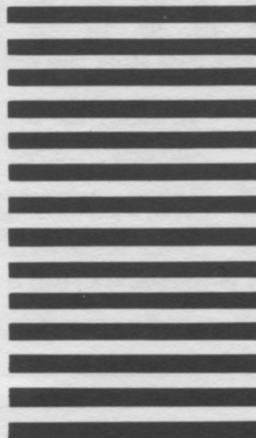
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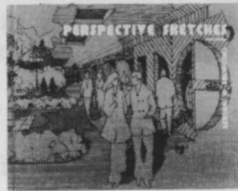


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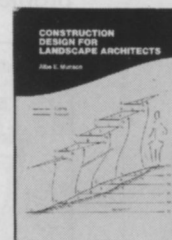
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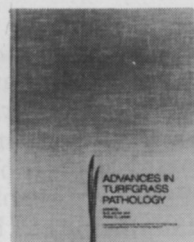


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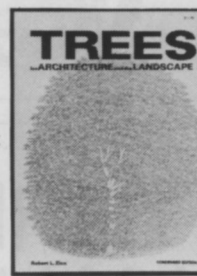
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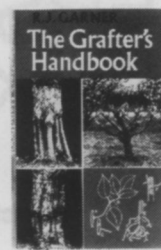
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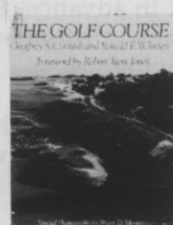


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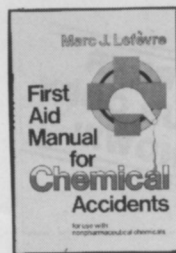


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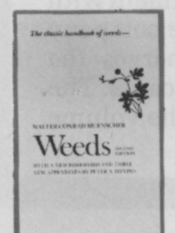
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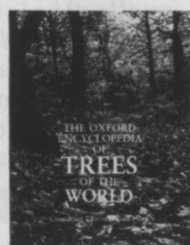
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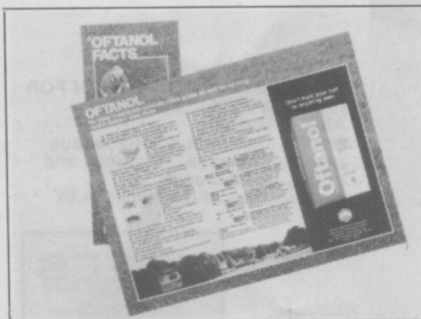
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Bayleton 25% wettable powder fungicide is the subject of Bayleton Facts. Bayleton offers the advantages of multi-site activity and long-lasting control of key problem diseases.

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## COST CUTTINGS

### Speeding cash flow

Good cash flow is essential for the existence of a stable lawn care business. As the economy tightens, many businesses are finding that a substantial number of their customers are making late payments. This is an especially difficult problem for lawn care companies, because they are competing for work within a relatively short season, and therefore, cash flow is usually inadequate for part of the year, according to Robert Ottley of the New York State Turfgrass Association.

*Pre-payment discounts often range from five to eight percent, and must be received by April 1.*

In the past, lawn care companies, like many small businesses, have made agreements with customers to do work with the understanding that payment would be due on completion of the job. If a customer pays a bill within 30 days, this is usually considered acceptable, but many people are trying to hold on to their money as long as possible without paying interest. When this happens, the result is often a strain on a small business' cash flow.

Lawn care companies try to solve this cash flow problem by using several methods. One way is to arrange for customers to pay in advance for their entire program. To help persuade customers to do this, companies have offered a discount off the total price of their season's program. These discounts range from five percent to eight percent, and are usually accompanied by the stipulation that payment must be received on or before the first of April.

Another method to speed cash flow is to have the customer pay for each treatment in advance. Problems may arise with this, especially with new customers who may want to see some results before paying.

Another way to speed customer payments is to put two prices on your invoices. The first is the net price and the other would reflect the price plus 1½ or two percent interest to be paid after 30 days. This system has been in use for years by utility companies.

Probably the fastest way to receive payments after each application is to allow customers to pay for the treatment with bank cards. When using this system, the lawn care company almost immediately has the cash. The bank charges the company a percentage of total sales made on bank cards. The percentage the bank charges usually depends on the volume of its business.

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### FINANCING

## Kubota forms credit corporation

Buyers of tractors can now find a way to fight the high cost of conventional equipment loans. Kubota Tractor Corporation of Compton, Calif. has formed a credit corporation designed to offer below-market interest rates to Kubota customers.

Beginning in August, Kubota Credit Corporation/USA began offering 12 percent interest rates for a limited time on the purchase of new Kubota tractors and implements bought from participating dealers.

"The credit corporation will provide our dealers with more flexibility in selling tractors and will enable them to offer customers the standard monthly repayment plan as well as a seasonal repayment plan tailored to that customer's cash flow," said Mr. K. Morioka, executive vice president of Kubota Tractor Corporation and president of the new Kubota Credit Corporation.



# Management style: Is your's

## ■ Authoritative? ■ Manipulative? ■ Participative?

All business firms achieve results through the actions of other people. Even the one-man operation depends upon effective cooperation of his suppliers and the approving actions of his customers or users if he is to remain in business. Thus the turf manager must deal knowledgeably and effectively with people if he is to be successful in achieving his goals, says W. R. Luckham, associate professor of agricultural economics at Virginia Tech in Blacksburg, Va.

"It is primarily through the employees that the image of the firm is transferred to its users or customers. If this image is to be an accurate representation of the turfgrass manager's goals, policies, and procedures, then these must be communicated to the employee," Luckham claims.

This means that the manager must define his market — or his clientele — and gear his operation to meet the needs of this market. These factors must be communicated to the employee if he is to be successful, he adds.

### Management an art

Management of people is an art, Luckham states, not a science. "Just as artists use different styles to create their desired end products, so do effective managers.

"There is no universally right style that can be applied to all people, but rather a thoughtful selection of the most effective method for a particular individual or group of people," he says. "Further different people respond to a given situation in different ways. In other words, they are motivated by different things."

The manager needs to be "tuned in" to his employees, to understand and know them as people, not just employees. Effective managers, Luckham says, understand themselves and their basic style of management and also seek to know and understand their employees. This knowledge will help them communicate ideas and information more effectively with customers, workers, suppliers, and the general public.

It is only by obtaining accurate readings of our behavior that we can change it correctly to be effective in managing others. What kind of manager are you? Authoritative? Participative? Manipulative? "Wishy-washy"? What's your style, Luckham asks?

### Authoritative

The authoritative manager depends upon power to get the job done. He exerts pressure on his staff and believes that the amount

of work performed is directly related to the amount of pressure applied. Authoritative managers may wield their power through threats of ridicule, job security, or wage cuts, Luckham says. He may use his power with skill, knowledge, honesty and humanitarianism and be reasonably successful, but he will never get superlative performance from his staff.

### Manipulative

The manipulative manager, Luckham adds, uses his staff and their psychological needs to accomplish that which will be of benefit to himself and to the organization, rather than considering the effect it may have on the staff members. His motives are never known. The manipulative style is loaded with danger, everyone is being played for a sucker, and few people like that role.

### Participative

The participative manager uses leadership, guidance, and encouragement in trying to obtain results he wants to achieve. He knows his job is to close the "can do-will do gap." He asks two fundamental

causes the individual to release something within himself, or to put something into action.

The third important point is that the unique resources of the individual must match the organization's goals. The key to motivation is to create the conditions so that the employees can get their satisfaction of the job while contributing toward achieving the goals of the firm.

Luckham warns there is no set formula or cookbook approach to motivation, but there are theories which have been developed over time which shed considerable light in this area.

Abraham Maslow first proposed his hierarchy of human needs in 1954, and they have been elaborated ever since.

In essence, man is a wanting animal, Luckham replies. He has many needs, persisting from birth to death. These needs are not manifested in equal intensities but appear to have a very distinct sequence or hierarchy. Although this hierarchy varies between individuals, the fact that it exists is of paramount importance. Key points in the Maslow theory are:

- Each individual seems to have a basic satisfaction level he must reach before going on to

*Some people need a carrot, some people need a kick in the pants. The lawn care manager's job is to determine which works best.*

questions, Luckham states, about each subordinate: Shall I keep him? If so, how can I help him do his job?

Participative management is not soft management or lack of management, he adds. It is the most demanding style of leadership.

Management's job, Luckham further explains, is to select the appropriate management style for each group or individual, add to it an understanding of why each of his employees works, select the appropriate means to encourage productivity, and communicate effectively with his employees. A well-deserved pat on the back, he adds, will produce more than any raise you might give. "A well-motivated work force doesn't cost — it pays," Luckham advises.

Luckham says he feels that motivation plays a key part in active participation. He explains first that motivation is something that occurs within an individual, and generally has more "staying power" than responding to an external stimulus or exhortation.

Secondly, he says, motivation

satisfy the next need.

- A satisfied need is not a motivator.
- Blocking the satisfaction of a need can prevent an individual from proceeding to the next need or can cause resistant, antagonistic, uncooperative behavior.
- The self-fulfillment need is where the real action is. It is like getting a king in checkers. A king can move in any direction. The more men you make kings, the stronger your team.

The first needs, physiological or biological, Luckham explains, are the needs basic to the life of an individual and are generally provided for in the current work environment. The job related factors that provide for these needs include: money or pay, fringe benefits, working conditions and hours of labor.

The second need, safety, is concerned with job stability, managerial relationships, working conditions and fringe benefits. These needs are also very basic and are now considered to represent a

maintenance condition rather than a growth condition. "The employee does not live to become safe, rather he seeks to become safe in order to live," Luckham says.

### Motivation

"A manager must be aware of the magnitude of the change that occurs when an individual's safety is threatened. Many managers have taken advantage of this change and have called the result motivation. A man who is told that he will lose his job if he does not produce more will probably produce more. He will do so to protect his security. This approach to motivation produces an inclination to do the job, but is limited in its application, and is totally lacking in long range benefit to the employee," Luckham warns.

The middle need, social, is often called the need for love. There is a need for acceptance by fellow workers and a desire to belong. The job related factors include: relationships with the work group, with the supervisor, and, of course, with family and friends. Thus, the social image of the job, and of the organization become important contributors to meeting the employees' social needs.

The final two areas of needs are the ego and self-actualization which are primarily individual type needs. Ego or self-esteem represents needs that can be met from within the individual rather than being dependent upon the external environment.

### Pride

Self-actualization is the peak — being what one is capable of being.

These individual needs are represented by the need for achievement, growth and development, creativity and innovation, accomplishment, power, pride, and above all, a need for being involved and making a contribution, Luckham says. The firm can provide the environment for these needs to be met by providing for: freedom of action, a challenging atmosphere, leadership opportunities, job importance, opportunities to participate in decision making and goal setting, opportunities to enrich and add variety to jobs.

The manager's job is to use motivational tools to create a job climate where the individual can succeed in meeting his basic needs through the satisfaction provided by the job. Controlling the job factors, or motivational tools, and the job climate, which when used skillfully, can allow the employee to achieve his potential, Luckham concludes.



dramatic, business adjustments.

"We're always worried we're just going to get eaten up in a flash. The Middle East situation is unstable, and American drilling has come to a halt because it's not cost effective. We may see a shift for the worse," said Brune.

The survey began with the question: What percentage of your gross do you spend on fuel? The answer heard most frequently was between four and six percent. One troubled Michigan landscaper was at 10 percent. No consensus on the relationship between current and past percentages could be ascertained from the survey but individual experiences were far more telling than any figures could be.

Blue Ribbon Landscape Management in Bothell, Wash. had to undergo a complete change in focus. "Fuel costs have changed the thrust of our entire business," claimed Carol Vlasuc, an employee. "We have shifted from residential to commercial landscaping so our crews can stay on sites longer and the trucks are used less," she added.

#### Residential clusters

Ms. Vlasuc's experience was echoed by Dana Smithlin, who helps run Foothill Grounds of Tucson, Arizona with her husband Peter. "We've cut out less cost efficient residential business, working only those residential sites that are clustered together."

Thelda Dunlop, Bill Dunlop Lawn Service, Dallas, Texas, prides herself on maintaining many of the same residential customers she and her husband have served since they started business in 1947, but she admits that "a large property is necessary" to justify sending a crew. "It hurts every time," she added.

To a great extent the conversion to commercial business is a consequence of a decline in residential business. "Because of mortgage rates, many homes have been left unfinished and the jobs are not as big. Before we would do the front and back. Now we only do the front," said Harold Cooper, Aristocrat Landscaping, Plymouth, Michigan.

#### Commercial contracts

For Blue Ribbon Landscape Management, the change to commercial contracts has had a positive effect on business. Carol Vlasuc was unable to give an accurate comparison of past and present percentages for fuel consumption costs because business had doubled in the past year. "Business has changed so dramatically that we need a bigger place."

One restriction forced on lawn care businesses as a result of their fuel costs has been the distance employers are willing to let their crews travel to work sites. Virtually all of the businesses contacted had set a limit on travel time of one hour or 50 miles, depending on the density of business. Roger Finn of Antietam Tree Service,

Hagerstown, Md., has reduced fuel consumption and travel time by setting up satellite branches in outlying rural areas, giving him closer access to his markets. "I may spend more per dollar in operating costs than most, but I make up for it in rent savings," he added.

For some, an answer to the fuel cost problem has been to buy it bulk rate and store it in their own tanks. One Tulsa, Okla. lawn care businessman was busy setting in a 10,000-gallon fuel tank for bulk delivery when contacted.

#### Buying bulk

The advantage to buying bulk rate is the convenience of delivery and a price break. But, according to Richard Tice, T & L Lawn



Rich Blakley on diesel: "Unless you're mechanically inclined, don't buy it."

Service, Cheshire, Conn., spending less for bulk rate fuel is no longer guaranteed.

"I used to save five to 10 cents buying bulk but now the margin of savings is negligible," he told LAWN CARE INDUSTRY.

Harold Cooper calculates that he would have to buy a 20,000 gallon tank to get a price break. Roger Finn corroborated Cooper's situation. "I might be able to make a savings if I buy a 10,000 gallon tank." Most yards contacted had tanks of 5,000 gallons or less.

"So, why do many continue to buy bulk?" The advantage has evolved to a question of saving employee productivity. Many employers are unwilling to send their crews to wait in line at a local gas station when they should be at

## Jacobsen. Out front again with new out front mowers.

### The new HF-5.

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### The new Turf King II.

Known for its maneuverability and quality of cut, in wet grass or dry, the out front mowing Turf King II is available in both 76" and 84" cutting widths. A versatile machine designed for comfort and the economy you need from a high quality triplex mower.

#### Hydrostatic Drive

- Reel speed independent of ground speed. Variable forward and reverse controlled by single pedal. No clutching.

#### Out Front Mowing

- Cuts ahead of the wheels to eliminate tracking.

#### Limited Slip Differential

- Better traction on slopes and soft ground.

### The new Turfcut II.

A year-round out front rotary system. Available in three engine sizes in either air-cooled gasoline or water-cooled diesel with a choice of three deck sizes and implements ranging from a flail mower to a snow blower. The rugged Turfcut II does more than maneuver, climb and trim. It lasts.

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#### Hydrostatic Drive

- Cutter speed independent of ground speed. Variable forward and reverse controlled by single pedal. No clutching.

#### Two-Speed Transaxle

- Dual speeds. Low 0 to 4.6 mph. High 0 to 8.8 mph.

#### System Implements

- The Turfcut II system includes: 50", 60" and 72" rotary decks, 50" and 60" flail mowers, rotary brooms, plow, snow thrower and grass catcher.



work sites. Tom Brune insists his drivers, who are paid on a commission basis, "wouldn't go for wasting time refueling."

"In troubled times the best way to approach the fuel problem is to do what you did when you started business: Check around for the best price every month." This is the advice of Roger Finn, whose percentage of fuel costs is down to four percent. He reports that he buys fuel four cents a gallon cheaper at the pump than in quantity. "I started shopping for the best deal in my first year of business and haven't stopped."

Firms were equally divided over buying locally or having it delivered, many doing both.

Many businesses depend on the rapport they have developed with local stations as the best way to

One drawback to bulk service is the necessity of installing costly storage tanks. Tom Brune says it would cost him \$10,000 and there is no guarantee that fuel would not be stolen. "It happens weekly in these parts," he says. Installation of fuel tanks also increases insurance costs, and, depending on the location, it is often difficult to get a license.

*Although the price differential between diesel and gas is becoming less, most feel diesel is a better buy.*

ensure against credit problems and fuel shortages. Thelda Dunlop's personal approach has had its benefits. "During the fuel shortage a few years ago, my trucks never had to wait," she claims.

One popular method of cutting fuel costs is conversion to alternate energy sources; specifically diesel or propane. Although the price differential between diesel and regular is, like bulk versus local, becoming less and less distinguishable, the consensus of those surveyed is that diesel is still a better buy. Primarily, this is because it offers better gas

mileage.

Many landscapers now choose products which require diesel fuel while others prefer a mixed bag.

The disadvantage of diesel fuel is the additional cost of the trucks.

Tom Brune's situation is not unique. "Our vehicles stand idle five months out of the year. We would never recoup the cost."

Another disadvantage to diesel trucks is that they are less powerful. According to Dana Smithlin, "You don't have the pulling power with the big diesel trucks that you do with regular gas trucks." For a business that traditionally does a lot of hauling and pulling, the advantage of improved gas mileage in diesel engines can quickly erode.

#### Cold-weather unreliability

"They are also not reliable in cold weather," observes Richard Tice, "because they depend on compression and vaporization for ignition, not electricity."

Rich Blakley of Blakley Fertilizer Co. in Springfield, Ill., offers more cogent advice. "Unless you're mechanically inclined, don't buy it." Conversion to diesel requires stringent and costly safety standards.

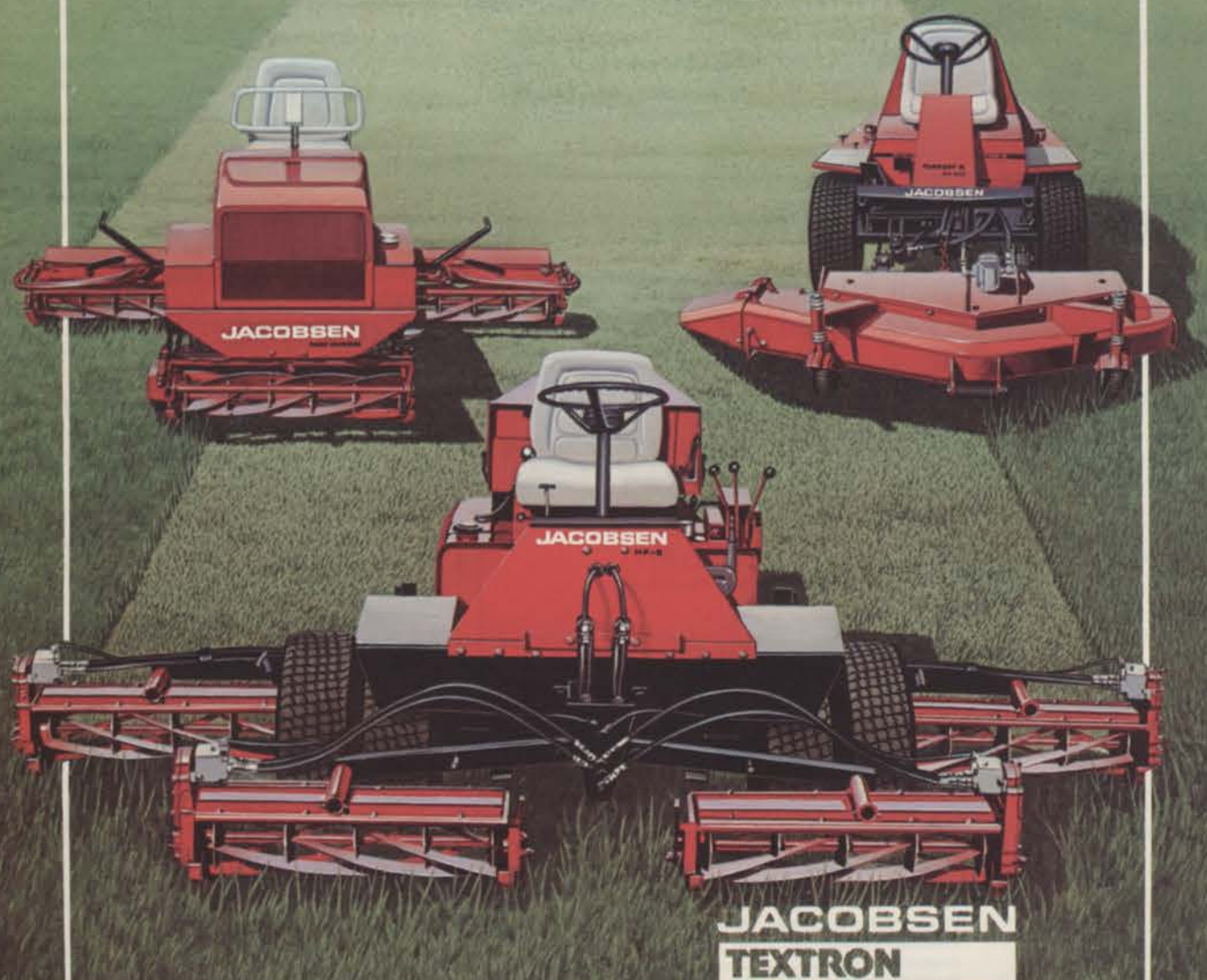
Dana Smithlin had a different problem in choosing diesel gasoline. "In order to get a license plate for my trucks, I had to sign a form stipulating that I would not buy diesel gasoline from out of state." (Apparently, Arizona diesel merchants are having trouble competing against Mexican suppliers, who offer diesel at 40 cents a gallon.) "I don't understand. What if I had to go out of state? And how would such a law be enforced?"

#### Propane conversion

The cost of propane conversion is comparable to diesel but price quotes from around the country for a gallon of propane average 72 cents, 50 cents less than diesel. Most landscape businesses surveyed give themselves a better chance to achieve cost payback with propane. It is the more appealing alternative to Brune, but he sees a problem with refueling. "I don't want to be at the mercy of a propane dealer. During our rush season we open early and close late. What if they're not open and we are? What if his workers go on strike or his pumps blow up? Then where are we? Their reliability fades dramatically when you view some hypothetical situations."

Brune's situation is colored by the fact that there is only one propane supplier within a reasonable distance. Ross Flood, owner of Tierra Vista, Inc. in Tulsa, Okla., has it much easier. "There are two or three places I can get propane in the area. With the surplus of fuel in Oklahoma and tax breaks for buying it, we're in pretty good shape."

Most lawn care people were trying to surmount many of the problems by reducing costs from within. Thomas Brune has instituted a way of minimizing many problems simultaneously. "I now have my employees tune-up the equipment and some are even learning conversion methods. It is effective and not costly to us, and it is a way of finding work for my employees during slower business periods." — Chris Murray



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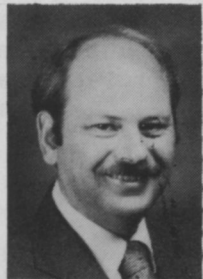
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# NEWSMAKERS

Keith B. Shepersky has been promoted to marketing services manager for **Rain Bird Sales, Inc.**, according to Ed Shoemaker, director of marketing.



Shepersky



Baron

Michael Baron has been pro-

moted to product development manager for the Turf Division of **Rain Bird Sales, Inc.**, Glendora, Calif., according to Ed Shoemaker, director of marketing.

Michael Sznodis is owner of **Lawn Magic**, Riegelsville, Pa. The company offers both liquid and granular chemical lawn care, and also offers seeding, aerating and dethatching services.

Dean Shaw and Dennis Cecala are partners in **Vita Lawn**, Fredonia, N.Y. The company offers liquid chemical lawn care services.

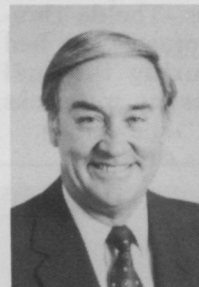
Hugh D. Cotcamp has been named parts operations manager,

sales and marketing, for **Ford Tractor Operations**, according to R. C. Leary, assistant general manager.

Dr. W. Wayne Surles has been named to the position Director of Strategic Planning for **BFC Chemicals, Inc.**, Wilmington, Del.

James S. Roof has been promoted to general manager of the Specialty Chemicals Division of **Mallinckrodt, Inc.**, St. Louis, Mo.

John R. Skidgel has been named director of marketing for the Irrigation Division of **The Toro Co.**, Riverside, Calif., it was announced by Robert Moeller, vice president and general manager.



Skidgel



Garnett

**Rhone-Poulenc, Inc.**, Monmouth Junction, N.J. earlier this year announced the appointment of Jerry Garnett as product manager for Chipco 26019 fungicide and the Chipco range of phenoxy herbicides. He brings 14 years of turf and horticultural experience to his post at Rhone-Poulenc. He was previously market development manager for the May & Baker Garden Products and Environmental Products Departments in Brentwood, England. May & Baker, the United Kingdom's leading turf chemical manufacturer, is a wholly owned subsidiary of Rhone-Poulenc.

Prior to joining May & Baker, he was technical sales and marketing manager for a large United Kingdom distributor and specialist turf contractor, where he gained considerable experience designing and installing Toro irrigation systems in golf and landscape

areas. Before that he held positions as technical salesman and national accounts manager with **Fisons Corp.**

He earned a National Certificate in Turf Culture at the Teachers Training Colleges of Bristol, England, while serving as superintendent of grounds and gardens at the institution. In addition, he is editorial consultant to *The Official Journal of British Golf Greens Keepers Association* and is special correspondent to the new *Turf Management* journal. He is married and he and his wife Christine, have two children.

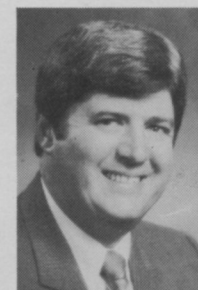
W. L. (Duke) Taraschke has been appointed general manager of the Quickdraw and Kee-Lock divisions of **Caudill Seed Co.**, Louisville, Ky.

James L. Morr has been named product planning manager for **Ford Tractor Operations**, Troy, Mich., according to R. F. Moglia, assistant general manager.

**Weather-matic**, a division of Telsco Industries, Garland, Texas, recently announced the appointment of James Goodrich as assistant customer services manager.



Goodrich



Sheldon

Peter J. Sheldon has been named district sales manager for the **Cushman** and **Ryan** turf care equipment lines, and the Frontline mower units manufactured by OMC Lincoln, Lincoln, Neb. He is a veteran of more than 10 years in sales administration and marketing roles for similar equipment systems and products. Prior to joining OMC Lincoln's sales force, he worked for **FMC Corp.**'s Agricultural Machinery Division. His territorial responsibilities will include: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, Delaware, New York, New Jersey, Pennsylvania and West Virginia.

**Woods, Division of Hesston Corp.**, Oregon, Ill., recently announced the appointment of Travis C. Perry as plant superintendent at its Mount Carroll, Ill. facility. Also, Clair Brown joins Woods marketing group as manager of its newly formed OEM sales department.

**Sensation Corp.**, Omaha, Neb., recently announced the appointment of three new distributors and an expanded territory for a fourth:

**Victory Motors**, Muskogee, Okla., will cover Oklahoma and Kansas. **Robertson Turf Care Products**, Inver Grove Heights, Minn., will handle Minnesota, North Dakota and the northern half of South Dakota. **Turf Products**, Auburn, Mass., will handle Rhode Island, Massachusetts, New Hampshire, Vermont and Maine. **Lawn & Turf**, Conyers, Ga., will handle Georgia as it has in the past and also will handle Alabama.

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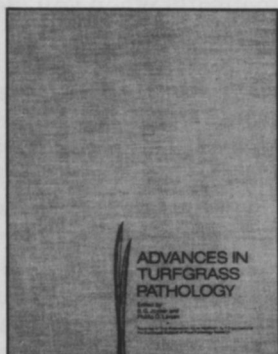
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# PRODUCTS

## Totally natural soil conditioner

Clean Crop Special Products Group of Greeley, Colorado introduces a new "totally organic" soil conditioner called Turfade. Independent laboratory tests have shown it stimulates grass root growth and increases the rate of water penetration into the soil.



Turfade works without the addition of synthetic chemical surfactants but is intended for use as a supplement to good lawn fertilization, not as a substitute.

A quart can cover 4,000 to 5,000 sq. ft. of lawn depending on the age of the turf.

Circle no. 150 on Reader Inquiry Card

## Hose reels

Hannay Series 1500 Reels, a product of Clifford B. Hannay and Sons, Inc., now comes with a data sheet providing all the information necessary to match the right reel to the right application. Capacity, model number, dimensions and weight of the five reel models offered by Hannay are shown in easy-to-read chart form.



Hannay reels can be mounted on truck beds and other mobile equipment for convenient use in lawn care and pesticide spraying. They can handle 3/4" I.D. hose in lengths to 700 feet, or 2 1/2" I.D. hose in lengths to 500 feet and feature two types of rewind mechanisms and an adjustable spring drag device as a brake.

Circle no. 151 on Reader Inquiry Card

## Heavy-duty trimmers

The new Windmill line of trimmers and brush cutters from Vandermolen Corp. is powered by heavy-duty 32 cc and 35 cc Kawasaki engines which operate



independently of the shaft housings. That is, the machines are exceptionally well-balanced and easy-to-operate because the engine

remains in the same position all the time regardless of the angle of operation of the cutting head.

A full line of nylon and metal cutting heads and blades is available for specific cutting and trimming problems.

Circle no. 152 on Reader Inquiry Card

## Cushman mower is loaded with options

Emphasizing durability and versatility, Cushman Mower has



come out with its new Front Line model capable of multi-season maintenance chores. The three wheel mower has the ability to cut fine grass or tall weeds, and, using optional components, can do snow removal and sweeping.

The mower features 60 and 72-inch cutting decks and is powered by an OMC 18-hp four-cycle engine. An optional diesel is also available.

It has a lubricated telescopic drive shaft for greater durability with two belts continuously self-adjusting to reduce wear. The cutting deck lifts hydraulically to clear curbs and the mower comes equipped with individual wheel brakes for maintaining control on various terrains.

Circle no. 153 on Reader Inquiry Card



Art Wick

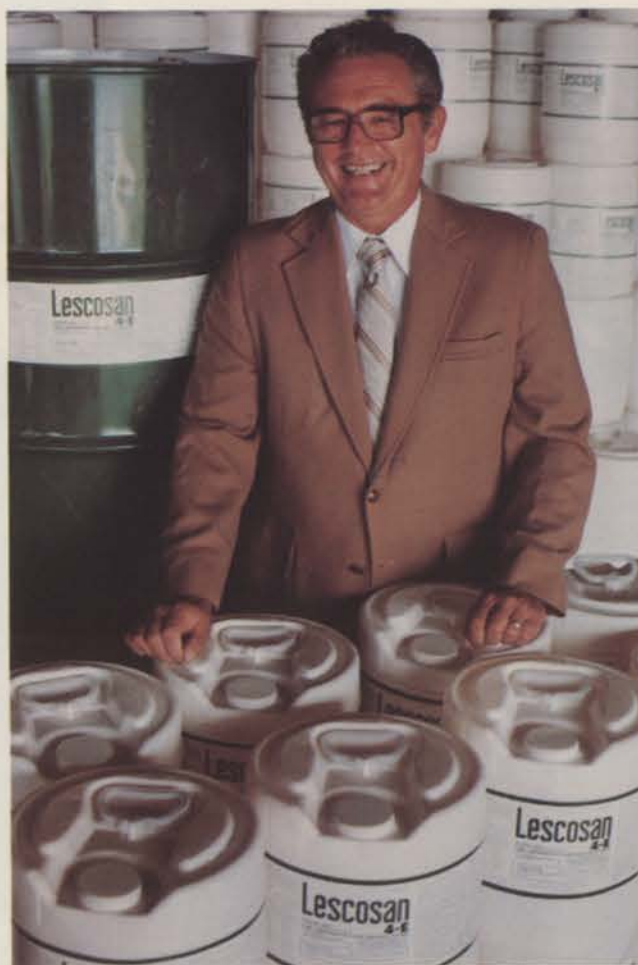


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Circle No. 112 on Reader Inquiry Card



## Prelude turf-type perennial ryegrass

Lofts Seed, Inc. announces the development of Prelude, a "new generation" turf-type perennial ryegrass recognized for its superiority over previous varieties in a number of categories. These include: better shade performance, superior heat tolerance and winter hardiness, and good disease resistance to crown rust and brown patch.

Circle No. 154 on Reader Inquiry Card

## Grass vacuum

Excel Industries, Inc. is introducing a new grass vacuum attachment which allows the operator to dump grass without leaving the seat. Bac-Vac, as the name implies,



is designed to vacuum grass clippings, store them conveniently behind the operator's station, and release grass from the 16-bushel collector bin when the operator simply releases the locking lever.

Designed especially for use on the Excel Hustler 261, the Bac-Vac system uses an auxiliary 5 hp Briggs and Stratton engine powerful enough to pick up leaves in the fall in addition to grass in the spring and summer.

Circle No. 155 on Reader Inquiry Card

## Utility trailer

The Jacobsen Division of Textron Inc. has come out with a new utility trailer for hauling turf equipment and supplies. The 2800 lb. capacity Model 80 trailer tilts to allow an operator to drive turf care machines onto its 6-ft. by 10-ft. 9-in. all-steel bed. A 1,200 capacity winch does the rest of the loading and unloading.

The trailer comes equipped with



I.C.C. approved light package and offers a variety of safety features including a wire mesh tailgate for reduced wind resistance and hydraulic surge brakes which apply automatically when the towing vehicle suddenly decreases speed.

Circle No. 156 on Reader Inquiry Card

## Cardboard computer

For those businessmen unable to spend the time or money introducing a computerized information retrieval system into their businesses, the Indecks Company has the answer: Datasort.

Described as a "cardboard computer," Datasort is a manual cross-referencing system using note cards with holes in them, a small rod, and a handpunch. The whole system weighs less than three pounds, is the size of a thickish book, and sells for under \$30.



You develop categories within your own cross-referencing system by punching holes in the file cards. Information is retrieved by inserting the rod into any category hole, then lifting and shaking the stack. The file containing the information you seek will fall into view.

This punchcard system allows you to establish any relationship between information that is necessary and minimizes the time spent duplicating, scanning, and refiling.

It is ideally designed for 5,000 cards.

Circle No. 157 on Reader Inquiry Card

## Self-propelling compact sprayer

Answering the need for a compact self-propelling sprayer, Bouldin and Lawson, Inc. is introducing the Spray Master. The 28-inch wide unit, which holds a powerful 8 HP engine and a 20 gallon tank, only needs to be guided along.



There's a multi-set flow valve to allow any combination of hood, left or right booms and a gauge and regulator to control the rate of spray.

An optional "hand wand" providing over 200 lb. pressure for spraying high, hard-to-reach places is also available.

Circle No. 158 on Reader Inquiry Card

For information contact:

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Jamaica, N.Y. 11423

**JACKLIN SEED CO.**

Post Falls, ID. 83854

**NORTHROP KING CO.**

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TURF

**Adelphi\***  
KENTUCKY BLUEGRASS

THE GREENER KENTUCKY BLUEGRASS™



\*U.S. Plant Pat. No. 3150



## Banol registered in California

Already active in many states for use in the control of *Pythium* blight, Banol turf fungicide has now been approved by the EPA for use in California.

Banol is a product of TUCO Agricultural Chemicals, Division of the Upjohn Company. It is a water soluble liquid concentrate with propamocarb as its active ingredient.

Recommended rates of usage is 1.3 to 1.4 oz. of Banol in 2-5 gallons of water per 1,000 sq. ft. when weather conditions are favorable for the development of *Pythium* blight. These include sustained high temperatures and high humidity. Repeat applications may be made in 7-21 days if weather conditions remain favorable for disease development.

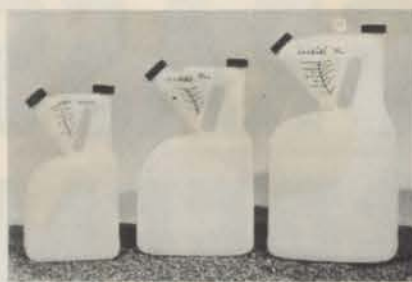
Circle No. 159 on Reader Inquiry Card

## Measure, dispense with new container

How to store and measure chemicals safely and economically is a problem in the lawn care industry. Container Mfg. Inc. has come up with the perfect solution (no pun intended) in the Tip "N" Measure container.

Shaped like an "N," this new measure container is capable of initial measurements, volume recheck, and addition or subtraction of concentrate, minimizing costly improper dosage and dangerous accidental spillage.

As a transfer container, Tip "N" measure allows the landscaper to carry chemicals to the job in smaller controlled quantities and eliminates the need for extra and often illegal measuring devices. Spills and leaks in the service trucks are also eliminated since the container is sealed when not in



use.

Tip "N" Measure containers come in three sizes ranging from a quart to a gallon.

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## Season-long grub control from Scotts

Only one application of Insecticide 4, the newest product from the ProTurf Division of O. M. Scott & Sons Company, is necessary to provide a full season of grub control. The same dosage is all that is required to control grub development in the summer.



Insecticide 4 can protect Kentucky bluegrass, bentgrass, perennial ryegrass, fine fescue, *Poa annua*, bermudagrass and St. Augustinegrass from chinchbugs, mole crickets, sod webworms and *Hyperodes* weevils. Its application rate depends on the insect to be controlled.

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## 36-inch mowers from Sensation

Sensation Corp. has introduced its new concept in intermediate mowers. The 36-inch cutting ability provides the lawn care businessman with a mower that will perform well under any conditions, but is lightweight for easy handling.



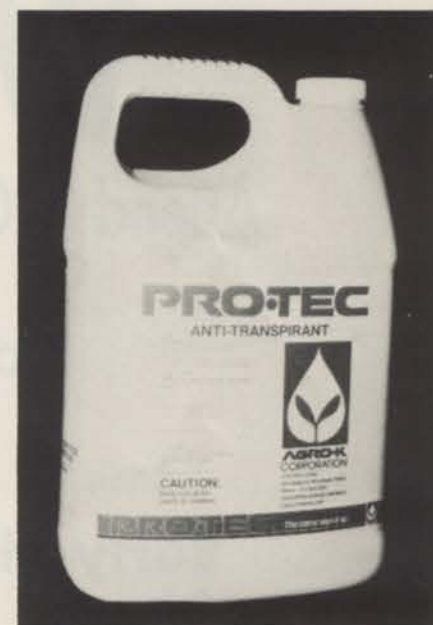
The company is offering a choice of three 11 h.p. engines and two 8 h.p. mowers and will have two choices of grass catchers. The unit is also backed by a one-year warranty.

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## Anti-transpirant extends season

Agro-K Corporation believes it has found the answer to winter kill and transplanting shock problems in Pro-Tec, its new anti-transpirant

capable of protecting grass, plants, and trees up to a full season after only a single application. A liquid polymer, Pro-Tec does not interfere with the essential exchange of carbon dioxide and oxygen.



By reducing winter kill damage, Pro-Tec can extend the business calendar for lawn care businessmen up to three months. It is easy to use and will not plug up or corrode equipment, even after prolonged stagnancy.

Pro-Tec is non-flammable, non-toxic, and non-phytotoxic.

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# MONEYWISE

## Bennies one-third of labor cost

Employee benefits now make up almost one-third of total compensation. Once considered an extra bonus to salaries, they are rapidly becoming a very important and expensive part of the worker's total pay package.

Fringe extras such as pension-plan contributions, paid vacations and sick leave now represent about 30 percent of total payroll costs. They have grown much more rapidly than wages and nearly tripled in dollar value in the last 11 years.

According to a recent study compiled by the U.S. Chamber of Commerce, the average firm paid slightly more than \$6,000 per worker on employee benefits in 1980, a gain of 9.2 percent from a year earlier. In 1979, these extra benefits amounted to \$5,560 per employee and contributed 29.6 percent of all compensation. While fringes were expanding nearly 10 percent, cash pay for the average worker grew to \$14,195, a gain of only 7.4 percent.

Over the long run, the difference between growth rates in annual pay and fringe benefits has been even more dramatic. For the past 12 years, wages grew 134 percent in dollar terms but only four percent after adjusting for inflation. During the same period, fringe benefits have climbed more than 209 percent, or more than 37 percent in real terms.

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Lebanon, Pa. 17042

Thanks Lebanon

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# YOUR GRASS WILL BE GREENER

Attend PLCAA's 3rd Annual Convention and Trade Show  
November 16-18, 1982  
Indiana Convention • Exposition Center  
Indianapolis, Indiana

## Early Bird Registration/Reception

Be present Monday evening, November 15, at the Early Bird Registration/Reception and theme party. Socialize with your peers, renewing old acquaintances and making new ones. Here is an opportunity to complete your registration, avoid those long lines on Tuesday morning and be on time for the opening.

## Convention Program

In response to last year's attendees evaluations the program has been expanded to three days and will offer repeat workshops. Topics will include **Motivation; Government Regulations; Management and Stress; Legal Issues; Client Relations** and a special **Panel Presentation** on "Hot Issues."

## Keynoter

Keynoting the convention this year will be Earl L. Butz, former U.S. Secretary of Agriculture, and Dean Emeritus of Agriculture, Purdue University, West Lafayette, Indiana. Dr. Butz will address the subject of the value of the small business entrepreneur in the American economic system under the title, "Populism, Politics, and Progress."

## Trade Show

View the latest developments of products and services and have your questions answered by exhibitors in the attractive Convention Exposition Center conveniently located to hotels and downtown. Exhibit hours have been extended into the afternoon of the final day to provide more visitation time by registrants. Many new exhibitors representing a wide diversity of product lines already are contracted for PLCAA '82.

Send to: **Professional Lawn Care Association of America**  
435 N. Michigan Avenue, Suite 1717  
Chicago, IL 60611  
312/644-0828

I'm interested in attending PLCAA's Third Annual Convention and Trade Show. Please send me information on:

☐ Registration ☐ Exhibiting ☐ Membership

Name

Company

Address

City, State, Zip





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### HELP WANTED

**Corporate Agronomist** — Major lawn care company seeks experienced, degreed agronomist to assume responsibility for agronomic programs and training. Successful candidate will manage staff of regional agronomists. Knowledge of both cool and warm season grasses is essential. Excellent salary and benefits. Write LCI Box 76. 10/82

### MISCELLANEOUS

**KELWAY® SOIL ACIDITY TESTER**, used by PROFESSIONALS nationwide. Direct reading, lightweight, portable, fully serviceable, no power source, Model HB-2 reads moisture too. Available through distributors. For brochure contact Kel Instruments Co., Inc., Dept. T, P.O. Box 1869, Clifton, N.J. 07015, 201-471-3954. TF

### SERVICES

**GET ACQUAINTED PRICES!** Lawn Care Professionals, Landscapers, Tree Experts, Nurserymen, Sod Farms. WE MANUFACTURE FERTILIZERS & MICRONUTRIENTS FROM BASIC RAW MATERIALS. DEAL DIRECT! Check our prices before you buy. Call or write (312) 254-3115. NATIONAL LIQUID FERTILIZER CORP., 3724 W. 38th St., Chicago, IL 60632. 12/82

### BUSINESS OPPORTUNITY

Midwest lawn spray and maintenance company, including equipment and accounts. Office and warehouse also available. Established business for turnkey operation. Must sell, \$70,000. Write LCI Box 73. 10/82

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### POSITION WANTED

**GENERAL MANAGER** — 7 years very successful experience at all levels in the lawn care industry. Credentials available upon inquiry. Write LCI Box 77. 10/82

### FOR SALE

**CLOSEOUT SPECIAL!** Save your back issues of LAWN CARE INDUSTRY and save money at the same time. We're closing out our line of permanent binders at the special low price of two for only \$7.50! (This is a \$7.00 savings over our regular price plus postage and handling.) Orders will be filled as long as our supply lasts — quantities are limited. Order your binders today from: Book Sales, HBJ PUBLICATIONS, One East First Street, Duluth, MN 55802. TF

#### Used Spray Units for Sale

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**FOR SALE** — 7 year established and incorporated landscape maintenance business. Year round cash flow. We enjoy one of the highest reputations in our respected field. Serious inquiries only please! Located in central New Jersey. Everlasting Lawns, Inc., P.O. Box 358, Cranbury, NJ 08512. 11/82

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### WANTED TO BUY

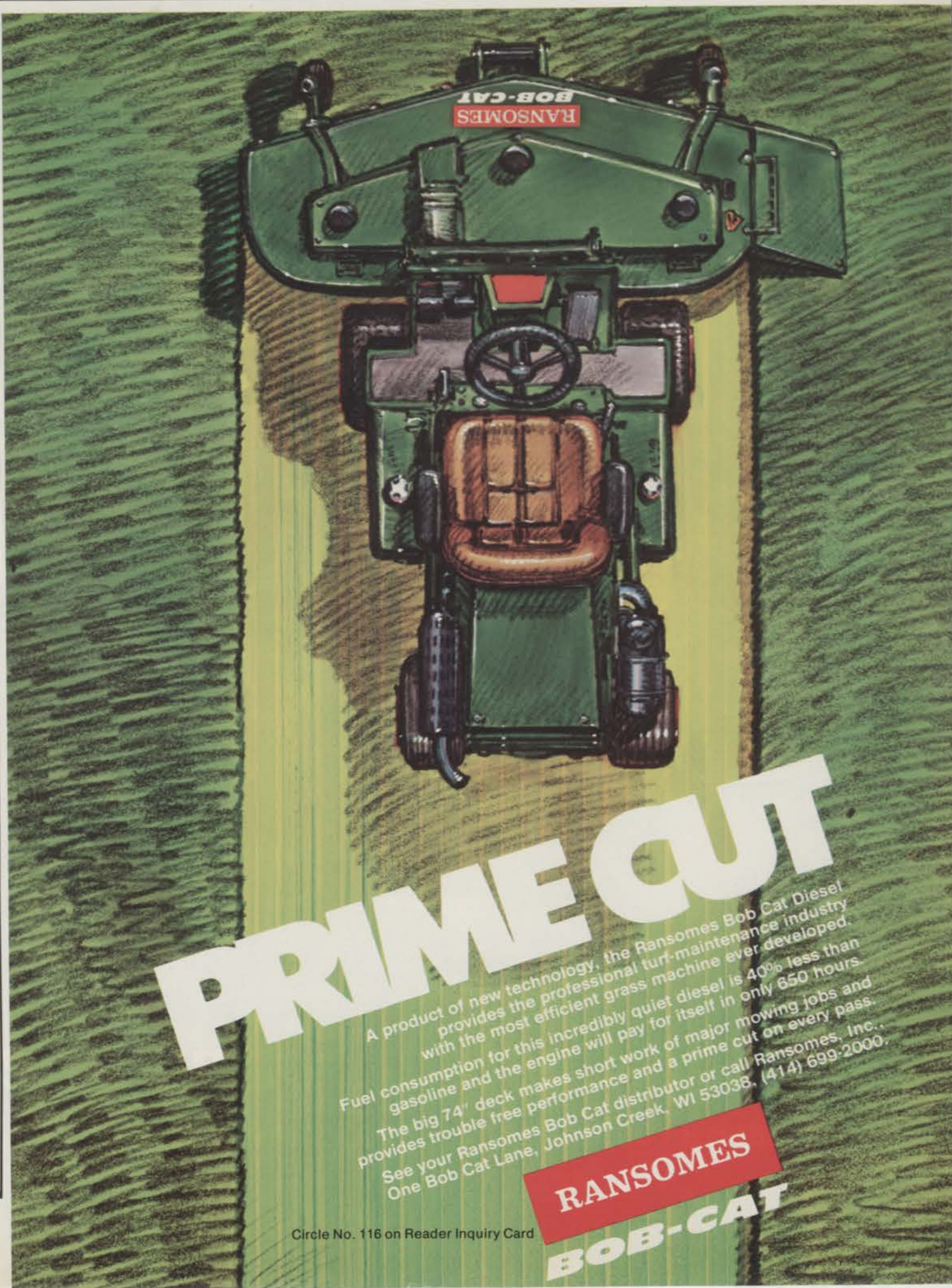
**WANT: CHEMICAL LAWN CARE BUSINESS** (MINIMUM 2000 ACCOUNTS) IN COLUMBUS, OHIO, CHICAGO, ATLANTA, FORT WAYNE, DETROIT, LOUISVILLE, LEXINGTON, KY., CONTACT: D.W. BAKER, P.O. BOX 73, WEST CARROLLTON, OHIO 45449 OR CALL: 513-866-2402. 1/83

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### EQUIPMENT FOR SALE

**SPRAY TRUCKS** — 2 1979 Chev C-30, 750 gal. tanks, elect. hose reel, hydrocell pumps, compartmentized tanks. 2 1979 Chev C-50, 1200 gal. tanks, mech. agitation, elect. hose reel, compartmentized tanks. Florida 813-576-1111. Ask for Paul. 12/82

**SPRAY TRUCKS** — 1979 Chev C-30, 750 gal. tanks, mech. agitation, elect. hose reel, hydrocell 10 gal./min. pumps. Good condition, ready to spray. Call 513-845-0517. Ask for Ron Wilson. 12/82



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A product of new technology, the Ransomes Bob Cat Diesel provides the professional turf-maintenance industry with the most efficient grass machine ever developed. Fuel consumption for this incredibly quiet diesel is 40% less than gasoline and the engine will pay for itself in only 650 hours. The big 74" deck makes short work of major mowing jobs and provides trouble free performance and a prime cut on every pass. See your Ransomes Bob Cat distributor or call Ransomes, Inc., One Bob Cat Lane, Johnson Creek, WI 53038, (414) 699-2000.

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