EPA pesticide policy must have public's confidence

ORLANDO, FL-The U.S. Environmental Protection Agency (EPA) is taking steps to regain the confidence of the public in regard to pesticides.

So said Ms. Arty B. Williams at the Golf Course Superintendents of America Association convention in February here. Williams is with the EPA Office of Pesticide Programs. She's been with the agency since

"While concern is positive, fear is not always as positive and we need to respond to the public concern with timely and accurate information to ensure that concern doesn't regress to fear," she said, adding that the EPA is striving "to improve our communications about what we do, how we do it, why we do it and the resulting risks from our actions."

Williams said the U.S. EPA is stressing two major pesticide initiatives, risk reduction and pollution prevention, as it develops programs

- · Pesticides in ground-
 - Endangered species pro-

- · Certification and train-
- Pesticide re-registra-
 - · Risk communication.

Groundwater protection

The U.S. EPA is giving individual states "the lead role in designing and implementing programs" for ground-

water protection, said Williams, because the federal agency has neither the knowledge nor the staff to investigate the hydrogeology, soil characteristics, and pesticide use patterns in every state or region.

Although it's the EPA's strategy to target only agricultural pesticides at this time, she added, it's likely

See EPA page 37

Serving lawn management and chemical lawn care professionals

VOLUME 14 NUMBER 4

AN HUNTIL PUBLICATION

APRIL 1990



Turf chemicals: minor pollution threat

ell-maintained turf is good for the environment.

Turfgrass professionals have known this for decades; now research is reconfirming it as it's also reconfirming that the intelligent use of chemical pesticides on turf pose negligible threat to the environment, particularly groundwater.

This latest news comes from the Golf Course Superintendents of America Association (GCSAA) Convention in Orlando, FL, in February. (LAWN CARE INDUSTRY was

The GCSAA devoted a morning to the topic "Managing Today's Environment." Several respected turf researchers and professionals spoke about turf pesticides and the environment.

Though the message was aimed at golf course superintendents, many of the findings and comments of these educators and experts are applicable to other turf professionals as well, particularly LCOs who daily address the concerns of homeowners and fellow businesspeople in their communi-

For this reason we've synopsized some of these presen-

"Studies to date have not indicated commonly-used turf pesticides are groundwater pollution hazards,'

See TURF page 40

Lawn Care Month; let customers know

pril is the month to tell America that you're doing something good for it. It's the first-ever National Lawn Care Month.

So, let the public know about the environmental importance of lawn grasses.

- Cool our neighborhoods.
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- Prevent soil erosion.
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- Purify water as it seeps into the ground.
 - Help build topsoil.
 - Help reduce sunlight glare.
 - Absorb noise pollution.

"Lawns need to be recognized for the necessary benefits they provide to our health and our future," says Jim Brooks, executive vice president of PLCAA. "More than 60 million Americans provide some type of care for their lawns. Whether it is the homeowner or a professional, the caretakers of America's 14 million acres of lawns deserve credit for the valuable service



they perform by contributing to the betterment of the world's environment."

During National Lawn Care Month, lawn care professionals, manufacturers, community leaders, home gardeners, lawn care associations, environmentalists, and the public are encouraged to plan community events and pro-

See MONTH page 40

Orlando-area LCOs must deliver

Central Florida clients pushing industry toward better service

BY RON HALL editor

n central Florida, where a talking mouse is king, homeowners now expect the impossible—a perfect

Expect it? They demand it. 'Customer's expectations today are 10 times what they used to be," says Greg Clen-

denin, vice president of Middleton Pest Control Inc., one of the oldest, largest and fastest-growing lawn spray providers in all of Florida. "It's amazing how expectations have risen."

They've risen, seemingly, at about the same pace as Middleton's remarkable growth, at least since Charles Steinmetz

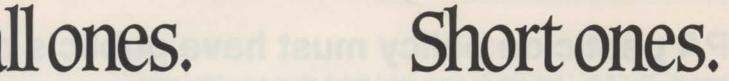
See ORLANDO page 6

The Purpose of Our Company is to Render the HIGHEST QUALITY SERVICE to Our Customers and OFFER UNLIMITED POTENTIAL to Our Employees. C. P. STEINMETZ

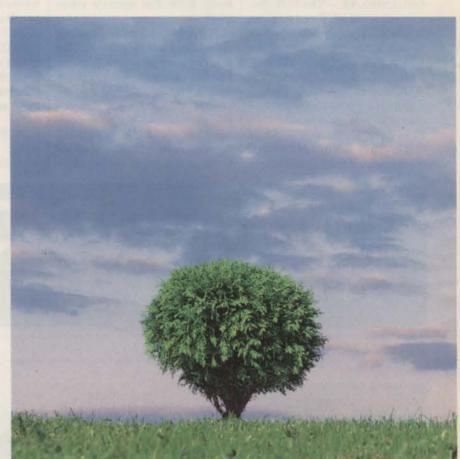
Steinmetz's goals are posted for everyone to see

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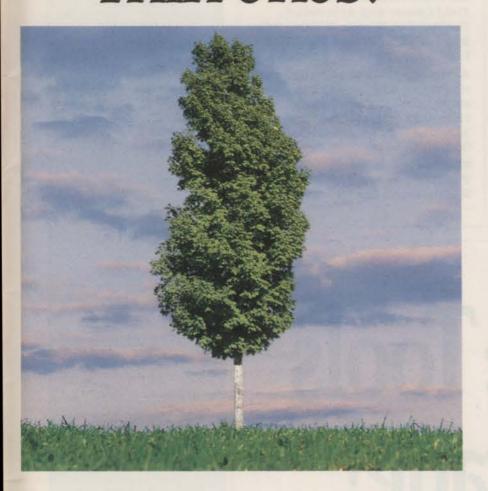
Tall ones.



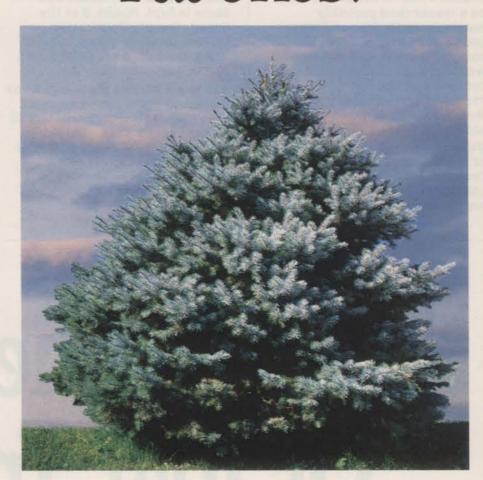




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clogged nozzles, or undissolved clumps. Your applicators can mix without dust. And without the splashing caused by liquid insecticides.

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> Why not judge for yourself how well PAGEANT DF protects the beauty of trees and shrubs? Then send a clear message to the insecticide you're presently using: hand over the crown. To find out more, call





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MEMOS

No need to count calories. John Urbanchuck, The Fertilizer Institute, says if farmers couldn't use fertilizer it would be a leaner (and probably meaner) world. Rice and wheat production would fall 50 percent, corn 40 percent. U.S. consumers would spent considerably more for food and the United States export of agricultural products would drop by \$5 billion annually.

John Bass is the first president of the Montana Turf and Ornamental Professionals (AMTOP) formed in an organizational meeting in Helena

on Jan. 27. AMTOP is looking for more members.

The Florida Turfgrass Association Conference and Show is Sept. 30-Oct. 3 at the Orange County Convention Center, Orlando. Contact FTA at 302 S. Graham Ave., Orlando, FL 32803. 407-898-6721.

The same Wayne Huizenga? The Cleveland Plain Dealer reported that Wayne Huizenga will buy 15 percent of the Miami Dolphins and a 50 percent share of Robbie Stadium Corp. Huizenga's interests could be worth \$75 million. A Wayne Huizenga was formerly with Tru Green.

The North Carolina Turf and Landscape Field Day is Wednesday, May 16, at the North Carolina State University Turf Field Center and Arboretum. Contact Bill Wilder, NCLCA, P.O. Box 400, Knightdale, NC 27545. 919-266-1777.

A pilot project to compost yard waste in a city facility has shown that the end productrich, dark soil, is safe from harmful levels of pesticides, says Cornell University engineers.

The Southern Grounds and Turf Conference, Nov. 15-16, Myrtle Beach Convention Center.

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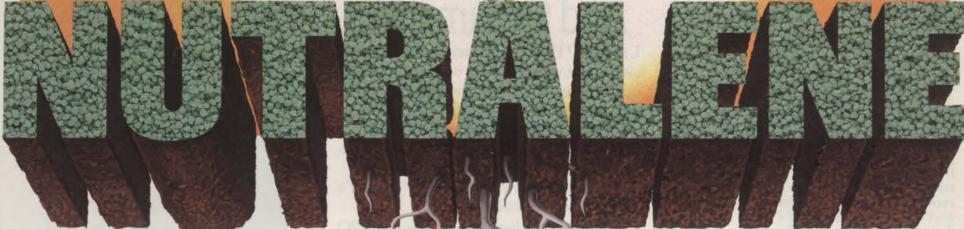
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Circle No. 128 on Reader Inquiry Card

ORLANDO

from page 1

bought the company in 1977 and began building it from a \$100,000-a-year operation to what could approach \$6 million in sales in 1990. Mind you, not all is from lawn applications. As the company's name implies, Middleton is also a pest control company. The two services have been linked since the original Mr. Middleton penned "lawn spraying" on his business license application in 1952. "Lawn spraying?" asked the puzzled clerk.

Lawn care is big business in Florida now because homeowners view their landscapes and lawns as reflections of their status in the hundreds of new upscale neighborhoods here.

Going, going, gone are the orange groves. The pastel bungalows.

The real world has found Orlando and brought with it ideas of how the city should look, i.e. lawns should be green carpets.

Is that asking too much? Probably. Although Florida's climate is suited for lush lawns, it's also ideal for lawn problems and pests.

Chinch bugs "can be a problem all year long," says Clendenin, while mole crickets are turning up more frequently in the lush St. Augustine that slow displaces Bahiagrass in homeowners' preference.

Because of customers' growing demand for insect-free, disease-free, weed-free lawns, Clendenin says lawn care is no longer open game for anybody with a sprayer and a desire to rope customers. "The lawn spray business is very technical," he says. "If you're not completely ready to do it right, it's definitely not the business to get into now.

"We can deliver the service and we also have the technical ability to do the work including a lot of specialized weed



Jim Wingo offers many services



Middleton's Greg Clendenin (left) and President Charles Steinmetz say the public wants quality; price is secondary in lawn care.

control that some people in this business shy away from."

He changed careers

Jim Wingo's deep blue eyes are intense. He's kind of intense. He says the lawn business in Orlando is intense too.

That's just one of the things he's learned in the five-plus years he's been owner of Jim's Lawnscape. A plumber by trade, Wingo was business agent for the plumber's union when he bought into a tiny, new lawn company six years ago, then six months later buying it outright. "It was a little scary," he says.

But Wingo's a fast learner, competitive, and he thinks his years as a business agent taught him what people want and expect from a service company.

"I may not know how to operate one of those big mowers, but I know how to buy them. I know how to get a mechanic to service them. And I know how to go out and beat on doors,"

He's obviously doing a lot of things right because this year his company approaches the \$1 million mark.

Jim's Lawnscape targets apartment and condo complexes. "And my philosophy is that we'll do anything they need. They just have to ask us and we'll find a way to serve

Introducing Tempo For Home Lawns And Ornamentals.

Use new TEMPO[™] 2 ornamental insecticide and it will become your new standard of measure for all other insecticides. New TEMPO is the first affordable pyrethroid labeled for both ornamentals and home lawns. Better yet, it treats the same area as effectively as the leading insecticide, but with 80% less active ingredient. And that's a sizeable difference.

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the Lyme disease virus.

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them," he says, meaning about anything involving turf and landscape. "Even if we have to sub-contract it," says Wingo.

Lawn spraying is one of these services. Jacksonvillebased Turf-Tech Inc. brings a portion of its sizable fleet to Lawnscape customers four times a year to service many of Lawnscape's customers. "Sometimes, I'm really acting as a broker," he explains.

But there are a couple of wrinkles in the Orlando lawn business that Wingo dislikes-manpower and over-ir-

"Another businessman told me the worst part about this industry is that you can't get and keep good help and I said, 'you're nuts.' He was right, it's the toughest part of this industry and money isn't always the reason," says Wingo.



Dr. J. Buttram: diagnose more.

Over-irrigation: "People think that just because they've got an irrigation system, it's got to run all the time. They love to stand there, watch the sprinklers run and listen to the grass grow," says Wingo.

A diagnostic approach

Dr. J's Pest Control, which hugs busy Rt. 50 just west of Orlando, is typical of many family pest control/lawn spray operations in central Florida. It offers both services, and figuring out which came first is a chicken-or-egg proposition.

But to call Jim Buttram "typical" would hardly be ac-curate. For one thing, he's holds a Ph.D. in entomology



New Isuzu turbo trucks get 12 mpg for Middleton applicators, making routing more economical, efficient

with extensive experience as both an educator and as a researcher in the chemical industry. For another, he's begun to ask his lawn service customers to shoulder more responsibility for their lawns-actually asking them. "The homeowner is going to have to take some of the

burden for wanting their

lawns to look like a carpet out-

side," he says in a deep, gravelly voice, "maybe even something like doing their own fertilizing." The reason,

he says, is the public's increas-

ing concern over chemicals in

the environment. "I don't think we're going to be able to

approach lawns like we have

with a preventive type of pro-

gram, kind of like the old agri-

cultural approach of putting

material out there whether there's an insect problem or

Buttram predicts lawn

technicians will be providing more diagnostic services to

their customers, more client

education and, probably, using

individual situation and let

that situation dictate what type of material to put down,

including both the amount

and the timing," says But-

Water-either too much or too little-and insects: these are two of the big variables in the central Florida lawn market, says Steve Billmeyer, operational vp of Massey Services, Inc., of which Green Up Lawn Care is a part. Consequently, says Billmeyer,

Green Up technicians offer a

lot of customer "coaching"

See ORLANDO on page 48

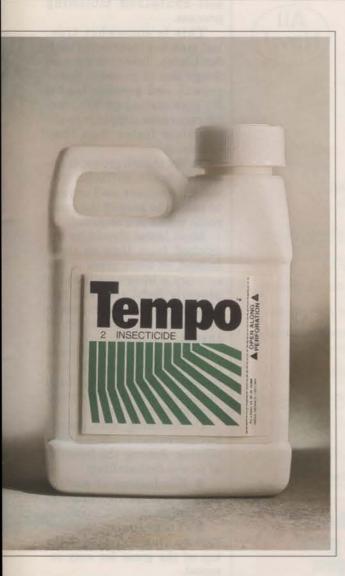
Customer coaching

"We'll have to look at each

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Steve Billmeyer: "coaching" vital.

Circle No. 126 on Reader Inquiry Card



Heavy thatch layer may result in lawn diseases

BY BOB GANYARD

hatch is a layer of dead organic material that gradually accumulates on the surface of a lawn, between the soil and grass blades, a mixture of roots, steams, runners and leaves. About half of the thatch comes from clippings; the other half from the growing and dying of the grasses.

Thatch causes more than unsightliness. Grass needs nutrients, sunshine and water. Even when growing conditions are ideal, strong, disease may strike healthy plants. Excessive thatch—more than ½ inch—restricts the movement of air, water, fertilizer and pesticides into the soil. It also fosters shallow roots and favors bugs and lawn diseases.

But, many people believe thatch is beneficial, that grass clippings should be permitted to lie on the turf to decay and return nature's nutrients to the earth in a self-contained mulching

This is somewhat true, but man has intervened with fertilizers, insecticides and fungicides to promote faster growth and greener lawns. By accelerating growth, fertilizers cause clippings to accumulate faster than they can decay.

As the thatch grows, it becomes more difficult for water, fertilizer and oxygen to reach the area at the grass roots where it's required.

Most lawns should be detatched from time to time. Indeed, in some areas of the country a bluegrass lawn, if properly fertilized, will last only four or five years due to the heavy accumulation of thatch.

Mowing should precede dethatching, with the mower's blades set one inch lower than normal to cut off dead grass crowns.

Dethatching, also, should be done before seeding or fertilizing. Among the benefits of power dethatching:

 Elimination of surface accumulations of clippings and thatch.

 Thinning of matted growth, which is pulled to the top of the grass for easy removal.

 Improved color and general appearance of lawn as brown material is removed gives a uniform green appearance

Soil is scratched to break the surface crust of bare and thin areas so new seed can take root more readily, with faster germination and growth of seedlings.

• Improved aeration and better penetration of moisture, fertilizers and sunlight. Improved penetration provides savings through the use of less fertilizer.

 Elimination of the labor and time consumed in hand raking.

About the Author

Bob Ganyard is sales manager for EasyRake Powered Lawn Tools, 1001 South Randsdell Road, Lebanon, IN 46052. 317-777-1662.

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Circle No. 102 on Reader Inquiry Card

YELLOW

from Page 18

Is the focus of your business commercial lawn care? Show a satisfied grounds maintenance person.

Most artwork in the Yellow Pages is "clip art" used by directories all over the United States. Make your advertisement original with some fresh new artwork.

Hire a local artist to do it for you, maybe even an art-and-design student at a nearby school or college. An eye-catching black-and-white illustration shouldn't cost more than \$150.

At the bottom of the advertisement put your company name, phone number and address. Indicate if you take charge cards, senior citizen discounts, etc.

Independent Yellow Pages

In most areas the Yellow Pages are still the phone company publications. You probably should have some representation in all phone company publications in areas where you do business.

Since the Yellow Pages industry has been deregulated, there have been many independent Yellow Pages companies with directories. These aren't affiliated with the telephone company.

Check with other business owners and some of your customers to find out if anybody is using them. You probably should have some representation in these too, even if it's just a listing.

How much to spend on Yellow Pages advertising varies. A general rule of thumb of 25 percent of your advertising budget is common, but it may not be right for you. Averages are just that—averages.

Aggressive companies weigh these expenditures against those for newspaper advertisements, billboards, telemarketing, direct mail, etc.

The Yellow Pages have been around for 100 years and, seemingly, will always be around.



About the Author
Mike Hiller is a senior
consultant for All Green
Management Associates,
Columbus, Ohio. He has a
marketing degree from The
Ohio State University and has
extensive background in Yellow
Pages, advertising and
telemarketing.

July 1 applicators must be certified in Missouri

PLCAMA spoke up for changes in Pesticide Act

RANSAS CITY, MO—The Professional Lawn Care Association of Mid-America (PLCAMA) helped influence the new State of Missouri Pesticide Use Act which on Jan. 1, 1990, began governing the professional application of pesticides on turf and ornamentals.

The PLCAMA News reports that the original wording of the Act required applicators to measure and record exact temperature and wind velocity and direction prior to each application. PLCAMA argued successfully for a "reasonable estimate" of these factors.

Other major items in the law:

• It establishes a new category of pesticide applicator, the pesticide technician. Effective July 1, 1990, only certified commercial technicians may apply pesticides for hire on other than one's own personal property. (The only exception is the pesticide

technician trainee who can apply pesticides under the direct supervision of a certified commercial applicator. This is allowed to provide for on-the-job training.) Legal age for certified applicators: 18. A registered technician needs 10 hours of classroom training and 30 hours of approved on-the-job training.

 The director of the state ag department is to be notified in writing within 10 working days of the employment or discontinued employment of any individual as a technician or trainee.

 Technicians or trainees must have in their possession either a work order, a job ticket, invoice or other document for each pesticide application they perform.

 The law allows civil penalties up to \$1,000 for each violation.

If you provide chemical applications in Missouri, be aware of the changes. LCI

You never know what's hit you when you see patch disease. It could be Fusarium blight. Or necrotic ring spot. Or summer patch. Or takeall patch. Or spring dead spot. Or any combination.

They all look very similar on turf. Only with a microscope can you tell them apart. So guessing which one's causing your patch disease still leaves your turf open to the other four.

That's why complete coverage pays. And only Rubigan is labeled to prevent and treat all five of these pathogens that cause patch disease.

Not to mention dollar spot, snow mold, copper spot, red thread and stripe smut. And this spring is an excellent time to begin your preven-

Why take chances controlling only part of the patch disease problem? Span the spectrum with Rubigan. See your Elanco distributor. Or call toll-free: 1-800-352-6776.

Elanco Products Company A Division of Eli Lilly and Company Lilly Corporate Center Dept. E-455. Indianapolis. IN 46285, U.S.A. Rubigan[®]—(fenarimol. Elanco)



Only Rubigan[®] spans the patch disease spectrum.

Circle No. 109 on Reader Inquiry Card



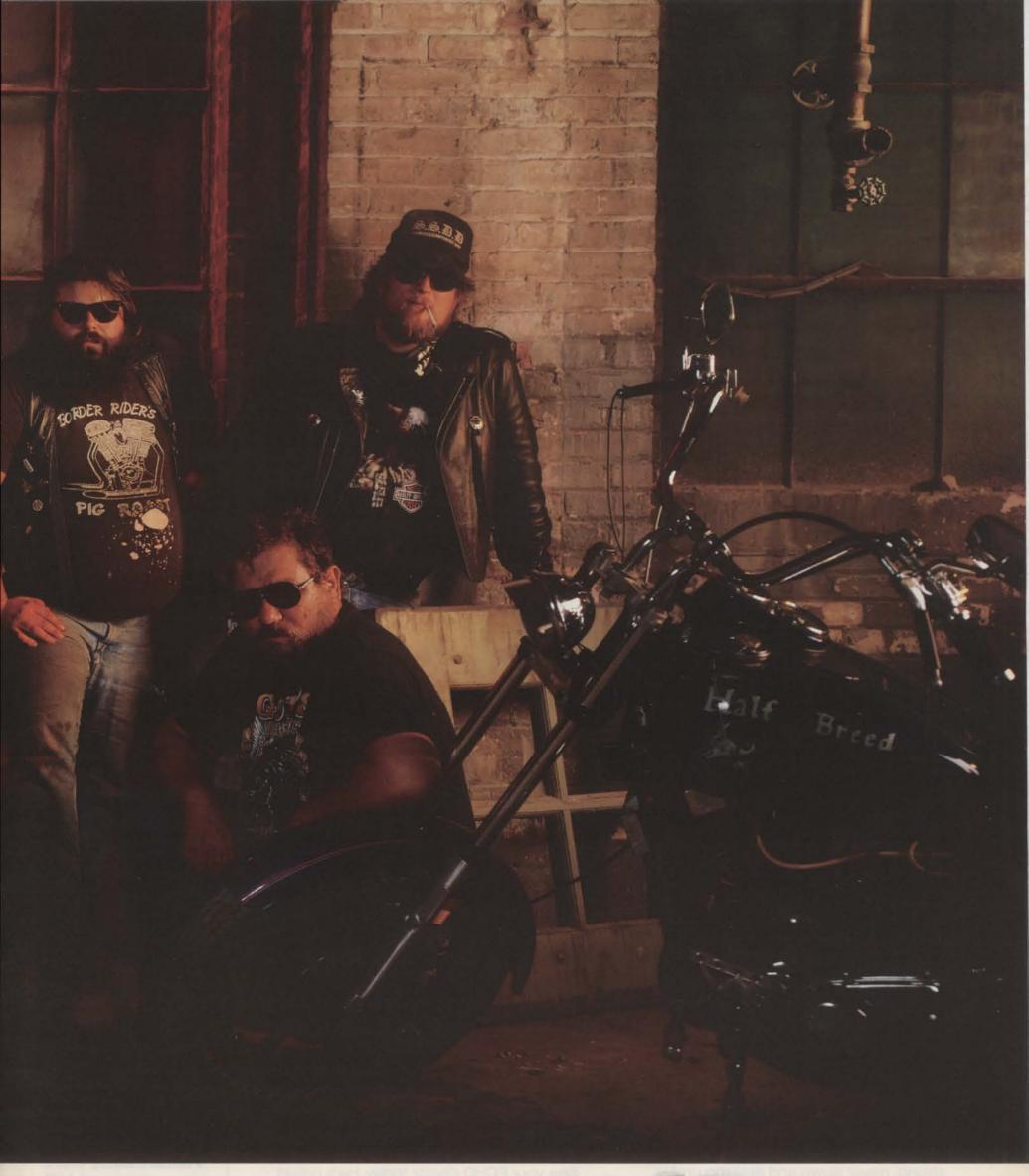


Granted, DURSBAN* Turf Insecticide won't do you much good in a dark alley. But when it's time to get tough on surface-feeding insects, it doesn't make any sense to take chances. What makes sense is using the

industry standard-DURSBAN insecticide.

More muscle for your money. Nothing's meaner on Chinch Bugs, Billbugs, Sod Webworms and other surfacefeeding thugs. Nothing. And there's simply no better value for liquid lawn care applications.

One tough insecticide.
What's more, DURSBAN Turf
Insecticide offers excellent residual, low odor and superb broad
spectrum control. The kind of



control you've come to expect—and customers demand.

So arm yourself with
DURSBAN Turf Insecticide. And

keep surface feeders off your turf. Wearing a black leather jacket during application is, of course, not recommended.

DURSBAN Turf Insecticide. The Professional Choice.





Being a franchisee is not for all operators, but some can prosper

BY HAL ZEVE Marketing Director, Lawn Doctor

ou're in the lawn care business and things are going great considering how much time you give to the business, and how much you know about agronomics, your equipment, and marketing.

Or, maybe things aren't going so great after all. Your business has stalled. Low renewal rates force you to make too many new sales just to stay at your present business level, high materials squeeze your margins and hurt profits, and average dollars-per-customer is stuck at the same level it was two years ago.

These are not insurmountable problems. But, if you have any or all of them, you want and need answers. You

may be able to find them in franchising, the fastest-growing segment of the U.S. economy. In 1989, more than 36 percent of the retail segment of the Gross National Product was from franchised businesses. Yet, confusion continues about what a franchise is. And what it's not. First, and foremost, a franchise agreement doesn't create an employee/employer relationship.

When you become a franchisee you don't give up ownership of your business; nor do you and your franchisor become partners in the ownership of your lawn care business. You do, however, be-

come partners in making your business successful. You don't work for the franchisor; he does not work for you. You share a mutual interest, a mutual dependency for the success of your lawn care business.

As a franchisee, you own and operate your business while capitalizing on the expertise the franchisor has developed through years of experience with hundreds of lawn care businesses that have faced the same problems you now face. Franchise status can add to the value of the business as expertise and operating knowledge gained from the franchisor's programs are



Hal Zeve: investigate benefits of franchiseeing.

incorporated into your busi-

Lawn care franchisees have another support gorup that is not commonly available in many franchise situations. Because they operate in noncompeting territories, members of lawn franchise group become informal consultants

A strong trade name increases the equity value of your business.

to one another, sharing ideas and information on their successes in sales and marketing and about solutions to shared problems on their occasional failures.

What to ask a franchisor

The first questions you might ask of a franchisor involves money—what's it cost? This is important but it's just the beginning. You're not just buying a franchise, you're buying a share in an entire system and the right to use that system to increase your volume and profits.

You should also examine:

• Franchisee relations: A franchisor should be eager to have you talk directly to any of the franchisees. Is the franchisor responsive? Does he react to the needs of the franchisees on a timely basis?

• Growth history: Successful franchise companies have demonstrable growth records by both the franchisor and the franchisees. If only the franchisor has grown, he may be putting extra emphasis on the sale of franchises, and not providing needed support programs.

• Initial training: Even if you're an experienced LCO there are almost sure to be areas of expertise that can profit from added polishing. A thorough opening training program can give you a faster start toward your growth goals.

• Continuing education: Lawn care is one of the nation's newer industries. Techniques, materials and equipment are changing. Continuing training in the field



Better than anyone, you know the value of having the right tool for the job—equipment that is always up and running strong, never down and draining profits.

Pure quality from start to finish. That's why rugged Echo power equipment is proven and preferred by the toughest

customers around—those that earn a living with the right tool.

See your ECHO dealer today. He's proud to stand behind every ECHO product. You'll find him in the yellow pages. Or call (708) 540-8400.



and at annual meetings can keep you on the leading edge. Major franchisors have the resources to keep abreast of changes, to evaluate them. Just because something is new doesn't mean it's good. The franchisor's research may help you avoid costly errors.

Agronomic support: When you have an agronomic problem on a lawn, or a customer who is pressing you for information, you need answers. The leading franchisors have staff agronomists ready to help you on the phone and in the field.

• Operations assistance: Small operating inefficiences become big profit leaks. The best franchisors provide both upfront operations training and continuous field staff support to help you maximize operating efficiencies.

• Equipment: If you're going to service lawns with essentially the same equipment as the homeowner, expect high-labor, low-profit night-mares. You have to be able to work more quickly and efficiently than that to turn an acceptable profit. Examine the franchisor's recommended equipment to be sure that it allows you to get on and off the lawn quickly, it minimizes the charge of mis-application, it

A franchisor should be eager to have you talk directly to any of the franchisees. Is the franchisor responsive?

controls application rates and product distribution, and it's the right size for the turf areas you service.

• Marketing and sales support: No matter how well you run your business, you'll lose some customers. Some move, some die, some will be dissatisfied (rightly or wrongly), the lure of the price from a low-ball competitor will attract a few, and others will decide to do their own after you get their lawns in good shape.

You need a continuous flow of new customers to make your business grow. The experience of franchisors in developing and retaining tens-of-thousands of customers every year has taught them how to hone the marketing/sales end of the business. They should make these resources available to you. Their on-going sales training programs help you effectively train new employees.

Don't overlook the power and value of a company's name and trademark. It's difficult to quantify, yet extremely important in the success of a sales effort. Consumers rely on and buy familiar brands.

Also a strong trade name

You're buying a share in an entire system and the right to use that system to increase your profits.

increases the equity value of your business which, when and if you decide to sell, makes it both more saleable and valu-

Group buying

The economies of scale offered through group buying provide one of the fastest and surest ways to increase bottom line profits. The effective franchisor encourages group cooperatives among its franchisees, and assists in the development of these buying groups.

Group buying savings can extend far beyond the areas of fertilizers, weed and insect controls to include such items as advertising programs and operating equipment.

Financial planning

Experts agree that financial planning is often the least uti-

lized process in the world of small business, and the lack of thorough planning causes more problems than almost any other factor.

The development of sophisticated computer programs and the availability of a broad range of case histories from within the franchise group can bring a start-up or expanding business vital assistance in developing a program for volume and profit growth.

The decision to go with a franchise is both an intensely personal process and a careful assessment of the risks of independent business success versus franchise success. There is no one right answer.

You must weigh your success to date, your need or desire to expand your business, and your adaptability. Successful franchise operation can mean doing some things in new ways; you may have to admit to yourself that you haven't been doing everything right.

The success rate of franchises in comparison to independent small businesses is well established. More than 90 percent of franchise start-ups succeed, while fewer than 40 percent of the new independent businesses are able to make the grade.

Only you can make the decision.

On Some Lawns, Grubs Just Aren't a Problem.



OFTANOL™ controls grubs before they have a chance to do their damage.

Providing continuous protection that lasts. Nothing works better. It's your best bet for grub control.

Mobay Corporation

OFTANOL



Calif. researchers say use less water in "non-use" turfgrass situations

urfgrass researchers at the University of California, Riverside are advocating a new philosophy in selecting and irrigating turf that will significantly increase water conservation and reduce irrigation cost.

Based on the results of a four-year study, UCR investigators said it is now an obsolete practice to select one grass and one irrigation schedule for an entire area, such as a golf course, park or lawn. To conserve water, turf types and irrigation schedules should vary and be determined by facility usage patterns, reported California Landscape Magazine in its January/February 1990 issue.

As much as one-half of the 1.4 million acres of turfgrass in California is used intensively for sports play and must be maintained with optimum irrigation water for the grass to recuperate from wear and tear.

The other 50 percent of the turf receives minimal foot traffic because it is located near clubhouses, along fairways or in remote places of the park or lawn.

UCR research now shows such minimum traffic or "nonuse" areas require little irrigation water, up to 80 per cent less than intensively used turf, if planted to particular grasses.

Bermudagrass and seashore paspalum performed the best in the UCR study. Two species of saltbush, buffalograss and two varieties of phalaris also gave comparatively good cover and quality under irrigation stress in low traffic areas.

"In areas receiving little or no wear, there is no need for irrigation regimes that support recuperative ability from heavy foot traffic. We have shown that irrigation water can drop to 20 percent of normal for these grasses, and they still look green, have a uniform appearance and give adequate ground cover in non-use areas," said Dr. Victor A. Gibeault, director of the UCR turfgrass research project.

For turf selection and irrigation management purposes, Gibeault said minimal traffic areas were categorized as non-use," even though the turf actually has many critical functions-soil erosion control, dust stabilization, heat dissipation and reduction in fire hazards, traffic noise, smog and precipitation water

"Most people just understand the amenity value of turf. They know it increases property values, but many of the functional benefits of

turfgrasses are typically overlooked by the general public," said Gibeault.

UCR researchers evaluated 27 ground covers under lowirrigation regimes-20, 40, 60 percent of normal-in the four-year study. The UCR study was conducted at South Coast Field Station in Irvine,

Water scarcity is a major issue in the \$1.1 billion California turfgrass industry.



Wisconsin LCOs join

The Grounds Management Association of Wisconsin and other proactive lawn care professionals united to become an affiliated chapter member of PLCAA. Board members, l. to r. Lou Wierichs, vice president; Dave Eggman, treasurer; Dr. Robert Newman; George Kanavas; Terry Kurth, president; Bill Vogel; and July Bollinger, secretary. Board members not pictured: Joe Bilskempen, Terry Bradford, Dave Fredrickson, Bill Olson, Brian Swingle.

Fast, dependable green-up without unwanted growth

Read how golf course superintendents and other professional landscape managers are using Ferromec® Sprayable Liquid Iron to improve the efficiency of their turf management programs.

> Everett Mealman, President PBI/Gordon Corporation

ike Petty, superintendent of the prestigious Tucson National Golf Course, talks about a benefit from Ferromec that promises to be even more significant than its ability to produce fast, dependable, long-lasting green-up without causing excessive mowing.

He sums it up this way: "Ferromec applications, rather than nitrogen, reduce susceptibility to disease.

The weather in Tucson is really tough on bentgrass. It freezes frequently, and in the summer the temperature can get up to 115 degrees. Indeed, bentgrass in Tucson is under tremendous pressure.

"We paint the dormant Bermuda

fairways," says Petty, "and the members like it much better than overseeding . . . But how are you going to keep the great color in the bentgrass greens and aprons without high nitrogen feedings?

Petty answers his own question by saying that he sprays the greens and aprons 26 times a year with four ounces of Ferromec per 1,000 sq. feet.

"It does a beautiful job," says Petty. "The Ferromec-treated greens and aprons are frosting on the cake - but the Ferromec does more than beautify the course. My records show that the bent is less subject to disease, and accordingly requires less fungicide during the summer,

when I spray it regularly with Ferromec, as opposed to high applications of nitrogen.

Ferromec is important

in the Embark® program
But if Mike Petty expects Ferromec to reduce fungicide costs, Michael Johnston depends on it to ensure the color of grass he puts on hold with Embark PGR to reduce mowing costs.

Michael Johnston is a landscape management consultant based in Asbury, Missouri, and his service consists of designing programs for commercial property managers such as Trammell Crow and Cohen Esrey, who then put Johnston's specs out for

"More and more, our clients want their properties to sparkle with a manicured look," says Johnston, "because they know that it impacts directly on rental values. They want a carpet of lush green turf, high-lighted with creative arrangements of ornamentals . . . but they demand that maintenance costs be held to an absolute minimuim.

"To reduce the mowing costs, we specify Embark at full label rate. And to assure weed-free sparkling, lively turf color, we specify tank mixing Ferromec AC with the Embark and Super Trimec. We know from direct experience that the Ferromec AC will always fix the color we want within 48 hours or less, so the color is in place before the Embark kicks in and puts the grass

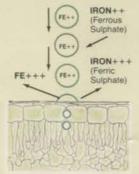
Ferromec works! You can depend on it! But that's not necessarily so of all sprayable irons, according to Tom Garvey, who has a Servicemaster franchise in El Cajon (San Diego), California.

Garvey caters to upscale homeowners who insist on color but hate the necessity of too much nitrogen, too much irrigation, and too much mowing.

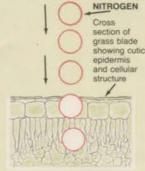
When I saw with my own eyes what George Toma was able to do with Ferromec at Jack Murphy Stadium for the '88 Super Bowl, I decided to try it," says Garvey.

"Today we spray Ferromec every seven weeks at a rate of five ounces

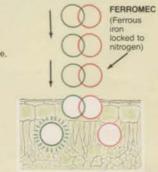
Schematic drawings show why patented Ferromec iron works fast and is so dependable for turf green-up



Iron is essential for the synthesis of chlorophyl — no iron, no green. But grass doesn't like the taste of iron and is very reluctant to ingest it. Further-more, iron must be in the fer-rous ++ state to efficiently create green color, and it tends to revert to the inefficient ferric +++ state when exposed to oxygen.



On the other hand, turfgrass loves the taste of nitrogen and ingests it with gusto. Nitrogeninduced growth, of course, will pull iron out of the soil and thus create green color, but the amount required to produce color will result in abnormal growth, which in turn causes unwanted mowing and exposure to disease.



Ferromec is a Complex of fer usable ferrous state. Grass loves nitrogen and readily in-gests Ferromec, thus delivering the color-producing iron. But at the 5-oz. rate, only .063 pounds of nitrogen per 1,000 sq. ft. is delivered by Ferromec, and ex-cessive growth does not occur.

Develop system to monitor sales efforts



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

BY E. T. WANDTKE

ales and closure data help you build effective advertising and sales plans. Also, you'll learn which of your sales people can sell and what types of advertising pay the biggest dividends.

As an added benefit, the data help you focus on the types of sales training most effective for your company.

Certainly the initial advertising of your services is under way, but what information should you monitor? How frequently should you review this information? How should your office personnel summarize this information daily?

Monitoring data

What advertising data needs to be monitored? The answer is independent of how you attract new customers. Whether you use telemarketing, direct mail, newspaper, direct sales, radio, television, or billboards to attract customers you should track:

• Responses by source of advertising media.

• Closure rate by type of

• Average response time to make the initial contact on any prospective customer.

 Length of time to closure of a proposal to a customer after the initial contact,

Sales rate (closure) by individual

Let your sales employees know you're monitoring their performance, and discuss the effectiveness of their efforts with them each week.

• Length of time to make the initial contact on a given lead. Average closure rate for all sales individuals.

• Closure by lead type.

• Sale by lead type.

Collecting and compiling this data takes time. That's why you need a system. One way is to develop a daily data collection recording system that can be summarized into weekly reports. This will work for those high-powered individuals on your payroll that call themselves salesmen.

Develop four forms

Actually, you'll want to develop four forms but with different titles. The first should be titled "Leads for the Month of XXX," the second "Sales by Lead Type for the Month of XXX," the third "Closure Rate (number of sales divided by number of leads) for the Month of XXX," and the last "Sales in Dollars by Lead Type for the Month of XXX.' Each sales person should be included on these forms so that you can generate a meaningful weekly report to help you evaluate your sales efforts and advertising.

Let your employees know you're monitoring their performance, and discuss the results of these advertising and sales effectiveness reports with them weekly. Compare the past week's efforts with those of the same week last year. This can be enlightening for you and your staff. It's meaningful also to compare results with the goals you had set for your company for the week or month.

Keep monitoring

How long should you monitor the sales leads? The rush of the initial selling season may cause you cause you to skip on the record keeping until the leads slow down, but that's when the need is greatest for the daily monitoring of leads and closure. Even if your volume drops, maintain daily records because if you read them thoughtfully, they'll reveal opportunities you may have overlooked.

It'll also allow you to spot trends about a shift in the effectiveness of certain types of advertising, and also to develop back-up marketing and sales plans. Consumer attitudes change and you can identify these trends.



Tom Garvey has built his Servicemaster franchise lawn care business in El Cajon, California on the basis of five ounces of Ferromec per 1,000 sq. feet every seven weeks. Green is the name of the game: green grass, green uniforms; and green stuff in the wallet. "But be sure it's Ferromec," warns Garvey. "Substitutes don't always work fast enough or last long enough."

per 1,000 sq. ft., and the results are so positive that the very backbone of our business is word-of-mouth from customers whose friends and neighbors have asked them how in the world they keep their grass so green without all that mowing."

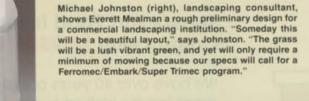
Ferromec works when regular irons fail

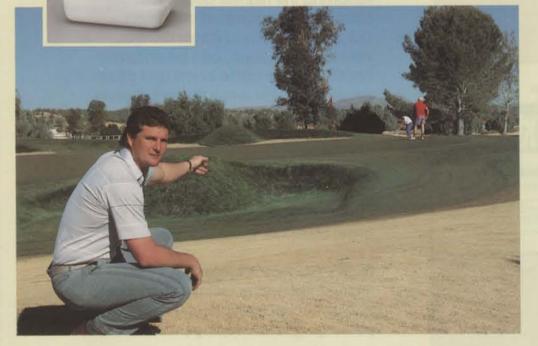
But Garvey goes on to say that, for his program, it has to be Ferromec. "Last year our distributor was temporarily out of Ferromec, and we tried a substitute brand that was advertised as just like Ferromec, only less expensive."

"What a lesson I learned," says Garvey. "Five ounces of the substitute iron did nothing. A repeat of five more ounces was needed to get the kind of green we're accustomed to, and the color only held up for four weeks, versus the six weeks we get from Ferromec."

Why is Ferromec so fast, and so dependable, and so long lasting? It's because of the patented nitrogeniron bonding process. To satisfy your professional curiosity, we suggest you spend a minute with the schematic drawings on the opposite page, which explain its unique activity.

Ferromec® is available in Canada from Green Cross Products.
Ferromec®, Embark® and Trimec® are registered trademarks of PBI Gordon Corporation.
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Mike Petty, superintendent of the Tucson National Course, paints his dormant Bermuda fairways with a turf colorant and sprays the bentgrass greens and aprons 26 times a year with four ounces of Ferromec per 1,000 sq. feet. He loves the color and insists that Ferromec applications, rather than nitrogen, reduce susceptibility to disease. (Foreground is unpainted rough.)

Need more information?

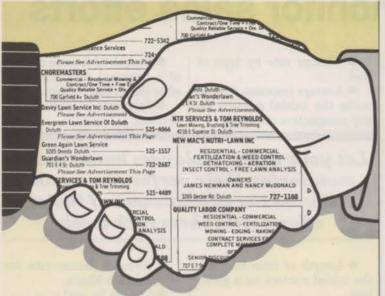
Call and talk with one of our professionals in Sales Service.

Toll-free 1-800-821-7925



1217 West 12th Street P.O. Box 4090 Kansas City, MO. 64101

FERROMEC AC



Put muscle in Yellow Pages ad by focusing on clients' desires

BY MIKE HILLER

he Yellow Pages is the classic good news/bad news proposition.

The good news: a Yellow Pages advertisement gives a sense of legitimacy to a lawn care business and it can generate some sales.

The bad news: it costs. And it costs a lot depending upon the size of your market area and how big an advertisement you run.

But don't think a big Yellow Pages advertisement automatically translates into big sales. It doesn't, and many LCOs could cut their Yellow Pages expenditures in half without a significant loss of business by targeting their message and by putting more punch in their advertisements. By more punch I mean better graphics and a better choice of words, not neces-

sarily a bigger ad with more words. What you the LCO should seek is the right type of advertisement, a well-designed advertisement that draws a positive reaction from potential customers.

Why choose you?

For this you're often better off doing some thinking and some research on your own. Do not necessarily rely on what your Yellow Pages sales person thinks is right for you. Yellow Pages sales people, are after all just that-sales people. It's unlikely they know the lawn care business better than you, impossible that they know your business better than you. You, as the owner/ operator (or manager), have some work to do to find out how to get the most bang out of your Yellow Pages bucks.

First, find out why customers choose your company. Pick five to 10 percent of your typical clients, call them and ask why they chose your company over others (don't mention Yellow Pages). If most mention your prompt, timely service and your friendly personnel, then your headline might read "Timely Service" with a sub-headline of "By Professional and Friendly People." By finding out why most of your customers choose you, you can adjust your advertising message to mirror your customers' dominant buying motives.

High rent district

The top third of your Yellow Pages ad is the place to put the message that speaks directly to the type of customer you want. This is the "high-rent" district, where a customer is going to look first. Those advertisements with the company name at the top of the space aren't as effective as they could be unless they're nationally known and a household name.

The middle of the advertisement should contain what a customer should know about your company. Don't get too technical, naming lawn diseases or specific chemicals. Your prospects assume you can take care of their lawn, that you're the expert. They would rather feel comfortable about how you go about it. Don't clutter the middle of the ad with words. Most Yellow Pages advertisements have too many words.

Show a smiling face

Since pictures of trucks and spray hoses don't show what your prospects are buying either, why are they there? Because everybody else shows trucks and spray hoses?

See YELLOW Page 40

You can't grow wrong with Shaw's.





Shaw's Turf Food Insect Control with DURSBAN

We have over 40 years of experience supplying the highest quality turf products to our satisfied customers. Our Shaw's Turf Food Insect Control, containing Dursban, can be uniformly applied to any home lawns and other ornamental and recreational turf grass areas. This Shaw's product controls insects while feeding your lawn and turf areas.

Shaw's offers fertilizers from the top of the line to economical general use--plus custom grades that are prepared to exact customer specifications.

Shaw's product "excellence" is maintained and guaranteed by strict quality control throughout the blending. packaging and shipping processes.

KNOX FERTILIZER COMPANY

P.O. BOX 248, KNOX, INDIANA 46534



LAWN CARE INDUSTRY APRIL 1990

Target queen for fire ant work

ORLANDO, FL—Dr. Pat Cobb, Auburn University, Auburn, AL, advised turf managers to target the queen when battling a fire ant infestation.

"To eliminate the colony you've got to get rid of that egg-laying machine, the queen," said Cobb at the Golf Course Superintendents of America Association (GCSAA) Convention here in February. Sometimes though, she said, there is more than one queen in a colony.

Cobb described fire ant control as primarily a chemical program and "very labor intensive." Turf managers can either treat individual fire ant mounds with insecticides, apply baits or, as she recommended, use a combination of both techniques. Mound treatments kill fire ant workers, while baits such as Logic and Affirm are eventually carried back to the colony to kill the queens. Control with baits is not an overnight proposition, but may take weeks.

Cobb suggested broadcasting 1 to 1½ pounds of bait per acre in the spring and coming back in a week or so (giving the workers time to carry the bait back to the queens) and then

treating the mounds to kill the workers.

Actually there are several different types of fire ants but Cobb's comments were directed against the red imported fire ant which entered the United States through the Port of Mobile, AL, at the turn of the century and now infests much of the Southeast.

Fire ants mounds can interfere with mowing, etc., but Cobb said they're mostly "a people problem" because of their painful sting. "We've pretty much learned to live with them," she said. LCI





Dr. Pat Cobb: Some mounds have multiple queens.

NAA recruited 250 members

AMHERST, NH-The National Arborist Association "recruited" 250 new members in 1989 through its "You Belong" campaign. The NAA, concerned that it had only 800 members as of April 1989, hired a professional public relations firm to market the NAA. (The NAA says there are 13,000 tree service firms in the United States.)

More than a third of the non-members contacted felt that they should be and will become members of NAA. Another third said that they didn't think that they were ready to join NAA yet and the remaining third said they had no interest in being a member.

The NAA says 9 out of 10 of its new members during 1989 came from the association's direct mail and follow-up efforts.

ASPA in Ottawa July 25-27, '90

orlando, fl—Over 870 people attended the American Sod Producers Association Midwinter Conference here in mid-February. There were 42 exhibitors.

The ASPA Summer Convention & Field Days is July 25-27 in Ottawa, Ontario, Canada. For further information contact ASPA, 1855-A Hicks Road, Rolling Meadows, IL 60008; 708-705-9898.

Some Things in Nature Were Meant to Have Spots. Your Turf Just Wasn't One of Them.



DYRENE* 4 turf fungicide. Effective control in the prevention of leaf spot. It keeps your turf, and your reputation, looking good. There's no better way to keep your turf spotless.

DYRENE 4



Brilman, Poitras join seed firm

CORVALLIS, OR—Dr. Leah Brilman is the new research director for Seed Research of Oregon, Inc. From 1982-1986 she was the research director at Jacklin Seed Company.

Dr. Brilman (M.S. and Ph.D. degrees from the University of Arizona in Agronomy and Plant Genetics) will be expanding the research program at Seed Research with continued emphasis on turf species. Special emphasis will be on the bentgrass program with expanded breeding efforts towards special adaptations within the Agrostis species. Seed Research already has two creeping bentgrass varieties on the market, SR 1020 and Providence (SR 1019). Both are in commercial production and are entered in the NTEP tests established in the fall 1989.

In a related matter, Seed Research hired Steve Poitras as its marketing manager. Poitras has a B.S. in Soil Science from Montana State University and an M.S. in Agronomy from Washington State University. His work experience includes: research on

Checklist for NJ '90 applicators

WAYNE, NJ—The Alliance Newsletter, published by the Alliance for Environmental Concerns, Inc., issued these reminders to pesticide applicators in New Jersey:

• Make sure you know the posting requirements, and have the Consumer Information Sheet for Commercial Certified Pesticide Applicators.

 Make sure your certification is valid.

 Check the calibration on all your application equipment.

• Make certain that your pesticide storage area inventory has been submitted to the local fire department.

 Meet SARA Title III requirements at the local and state level.

 Application records are now required to be kept for three years.

• Insurance for pollution liability will be required for renewal of pesticide businesses

 Review your underground storage tank situation based upon the current federal and state proposals.

Review your OSHA requirements.

 Review any relevent local ordinances.

The Alliance also reports that Assembly Bill 877 expands county departments of health to include pesticides in their monitoring and enforcement of environmental health standards.



Dr. Brilman research director.

seed production, weed control, and prevention of winter injury to golf course putting greens; tence and at WSU.



Steve Poitras market manager.

greens; teaching of weed science and turfgrass science labs at WSU.

DowElanco's new logo has a worldwide theme

ew logo. New committment.

The new logo for DowElanco, the joint venture between The Dow Chemical Company and Elanco Products Company, is a representation of the company's mission "to be the leading worldwide organization totally dedicated to serving the needs of specialty markets, such as turf and ornamental," says Dick Holzschu, general manager of DowElanco Specialty Products

The partnership combines both Dow and Elanco assets and is dedicated to turf, orna-



mental, agricultural and urban pest control chemicals. First year sales are anticipated at about \$1.5 billion.

"We're now a bigger, better financed and better staffed organization that can do more for the industry than ever before," says Bill Culpepper. LCI

Now! Affordable post-emergent control of

Crabgrass & Nutsedge

plus the broadleaves you get with Trimec®

Thousands of your fellow turf-management pros tested Trimec® Plus Herbicide last year. Read how you can profit from their experiences with this new herbicide that is labeled for Kentucky bluegrass and Bermudagrass:

"Sometimes things are so obvious that they take you by surprise." No, that's not Yogi Berra double talk ... It's the essence of what

so many of our turf friends said when they sampled Trimec Plus last year.

Listen to Sandy Queen,
Certified Superintendent of Golf
for the city of Overland Park, Kansas. "The minute I read the Trimec
Plus label, I said to myself, Hey, this
will work! I just know it will!"

It was in August of 1988 when Sandy saw the Trimec Plus label and the first thought that came to his mind was to test it against a \$250.00-a-gallon post-emerge he



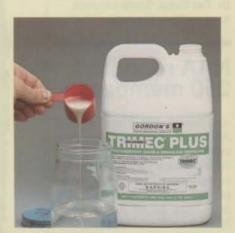
Everett Mealman President

had already purchased to use on the goosegrass of a newly seeded drivingrange tee at the Overland Park Golf Course.

"You remember the weather last year," said Sandy, "so you won't be surprised to learn that,

even though a pre-emergent had been used, the tee was loaded with goosegrass and crabgrass. We sprayed half of it with the super expensive exotic and the other half with Trimec Plus, which I believe costs \$27 a gallon and, based on the rates we used, cut our cost per acre in half.

"The super expensive exotic only



New free-flowing formulation: Active ingredients are in a stable, uniform suspension that is as easy to work with as any other Trimec Complex.

got the young goosegrass. It did virtually nothing on the mature plants. But that one application of Trimec Plus virtually cleaned out all the grassy weeds as well as a good deal of yellow nutsedge that was also immune to the more costly treatment."

We'll tell you what Sandy Queen saw on the Trimec Plus label that made him so sure it was a winner, but first, here are a few more comments from your peers.

Works with no burning or discoloration

Russell Kestler, who owns Rus-

TRIMEC PLUS

Below is a polaroid showing the goosegrass control of brand A, vs. Trimec Plus. At left in photo is August Leitzen, Superintendent of Overland Park Golf Course, with Sandy Queen, Certified Superintendent of Golf for the city of Overland Park, Kansas.



EPA

from page 1

some states "are going to incorporate all pesticides into their strategies." She said the EPA's role will be to identify the specific chemicals that might affect groundwater, and to provide guidance to the states.

Endangered species

Williams said EPA will propose that manufacturers of pesticides that can cause harm to endangered species put a statement on these product labels instructing users that they must obtain additional information from a county bulletin. This bulletin, apparently published by the EPA, will explain the program along with a map of each county showing where endangered species live. It will also reportedly list pesticides and their use limitations.

Expect a notice of the final program later this year and implementation in 1991, said Williams.

Certification/training

Regulations should be proposed in the next four or five months calling for three levels of supervision in restricteduse applications: the most highly toxic chemicals permitted to be used only by a certified applicator, the other two levels under the direct supervision of a certified applicator who must be, for some chemicals, on site.

Also, she said, certified applicators will be responsible for training persons working under their direct supervision. Each state will be requiring a continuing level of competency for these certified applicators.

Re-registering products

The re-registration of older chemicals was mandated by the Dec. 1988 amendements to Federal Insecticide, Fungicide and Rodenticide Act(FIFRA), said Williams, with Congress

calling for the process to be completed in nine years. EPA says it won't be done until about 2010. For the first time EPA was given authority to charge fees for reviewing the data for re-registration and also to charge to maintain the registration on other products.

She said more than 13,000

products were cancelled after the first round of billing. Manufacturers failed to pay the fees. Of that total, however, 80 percent hadn't been produced in the last three years.

"As a result of this accelerated re-registration, you may find fewer pesticides in the future," said Williams.

Rain Bird announces winners

GLENDORA, CA-The Turf Division of Rain Bird Sales, Inc., named Reams Sprinkler Supply Co., Inc., Lincoln, NB. and Turf Equipment Supply

1989 Master Turf Distributors of the Year.

Rain Bird also honored 10 distributors for performance in specific areas.

 Outstanding sales achievement: Pacific Irrigation of Laguna Hills, CA; Northern Water Works Supply, Fargo, ND; and Florida Irrigation Supply, Inc., Orlando.

 Authorized service center of the year: United Pipe and Supply Co., Inc., Eugene, OR.

 Outstanding market domination: Grand Junction Pipe and Supply of Grand Junction, CO.

 Outstanding marketing achievement: Automatic Rain of Menlo Park, CA.

 Outstanding specification effort: High Tech Irrigation, Inc., Indio, CA.

 Outstanding sales and support of Maxicom™ central control: Evergreen Pacific Supply, Inc., Bellevue, WA.

Company, Las Vegas, NV as





1) Tom Tomlinson, left, of Lawn Doctor in Trumbull, West Redding, Connecticut with two of his drivers, Gary Schwarz (center) and Matt Werthmann. Tomlinson reports excellent results with Trimec Plus on yellow nutsedge.

2) Russell Kestler, of Russell's Landscaping, Malverne, N.Y. Kestler used Trimec Plus to control crabgrass in 85° temperature with very good results and no burning or discoloration.

sell's Landscaping of Malverne, New York out on Long Island, said, "We used Trimec Plus last season on approximately 140,000 sq. ft. of residential turf that was loaded with crabgrass. We got excellent results with just one application - and there was no discoloration or burning of the turf, even in August.

Tom Tomlinson of Lawn Doctor in West Redding, Connecticut used it on over 40 lawns last year to clean out yellow nutsedge and crabgrass. "The results were excellent," said Tomlinson. "Trimec Plus totally cleaned up an unusually heavy infestation of nutsedge and crabgrass in spite of erratic and difficult weather conditions, and in most instances only one treatment was needed.

"And guess what," continued Tomlinson. "Trimec Plus also cleaned up our clover problems."

After listening to Tomlinson, we almost think we should have named our new herbicide Trimec Plus-Plus-Plus: nutsedge plus crabgrass, plus broadleaves, plus economy.

Why Trimec Plus is so efficient

Now, back to what Sandy saw on the Trimec Plus label that got his enthusiasm up — it was MSMA as an ingredient in a new Trimec Complex. As a Certified Superintendent of Golf, Queen is quite naturally a dyed-in-the-wool user of Trimec and, of course, he has had extensive experience with MSMA.

He knows that MSMA is surely one of the most effective herbicides for use on grassy weeds and sedges, but that it has a major flaw. To get enough of it into a grassy weed to kill it requires repeated applications, or so much of a wetting-and-penetrating agent that burning and discoloration will occur.

And he also knows that Trimec has a unique eutectic characteristic that gives it unparalleled penetrating power.

A new Trimec Complex

So, when MSMA is locked into a Complex with Trimec - which is precisely what Trimec Plus is - you have a superior system for delivering the MSMA to grassy weeds such as crabgrass, dallisgrass, barnyardgrass and nutsedge and, of course, the delivery system itself, Trimec, is the undisputed number one post-emergent broadleaf herbicide for ornamental turf in all the world!

Trimec plus MSMA. But, wait! Remember that word. Complex.





Trimec Plus is not a tank mix of Trimec and MSMA. Trimec Plus is a specially compounded amine complex of 2,4-D, MCPP, Banvel® and MSMA . in a stable, uniform suspension that is as easy to work with as any other Trimec Complex.

You'd have to buy at least two or three other herbicides to do all of the things that Trimec Plus, alone, will do - control crabgrass; control yellow nutsedge; control the widest spectrum of broadleaves.

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Lofts claims its Poa is darker

BOUND BROOK, NJ-Lofts Seed Inc. announced a new Poa trivialis variety, Laser, with the darkest color of any variety of Poa yet tested. The new variety comes after 10 years of research by Lofts' Research Director Dr. Richard Hurley and Dr. C. Reed Funk of Rutgers University.

Lofts says Laser offers fast germination, cold tolerance, winter color retention and all the other benefits of Pao trivialis with the added advantage of dark color. It's recommended for winter overseeding of cool-season grasses in the south, and for damp, shaded areas wherever coolseason grasses are well adapted.

Lofts Seed Inc., Bound Brook, NJ 201/356-8700. LCI

Louisville Expo 4 acres larger

LOUISVILLE, KY-The 1990 International Lawn, Garden & Power Equipment Expo is adding a four-acre commercial equipment site.

"Traditionally, Expo has mirrored the trends in our industry," said Dennis Dix, CEO of the Outdoor Power Equipment Institute.

Strategies for lessening tax burden for your heirs

BY ROBERT SABIN

ost people who own a small business have dreams—two in particular.

The first is that the small business will become a large and very profitable one. The second is that they have just launched what will become a great corporate dynasty. Everyone, it seems, imagines their children someday taking over to carry the firm to greatness.

Accomplishing the first

dream has always been tough enough. And now, our friends at the Internal Revenue Service have made the second a lot tougher too.

New regulations

After three years, the IRS is finally getting ready to explain how it will interpret Section 2036(c), a poorly worded portion of the 1986 tax act which attacks "estate freezing," a technique many business owners have used to pass companies intact to their children, thus avoiding taxes which

would otherwise require many firms to be sold.

Surprise! The prospect of having your business sold to strangers so that your heirs can pay taxes on the proceeds does not bother the IRS. Maybe it bothers you though.

First some background.

The way it was...

Before 1988 it was possible for a business owner to freeze the value of his or her estate, transferring any future increase in its value tax-free to the heirs. This was done with "preferred stock recapitalization" which worked like this:

Presume you own all the common stock in a firm that's worth \$1 million. You exchange the common stock for new "preferred" stock now worth \$990,000 plus new common stock worth \$10,000.

Preferred stock, by definition, has a fixed redemption price. So, even if the firm's value increased, the preferred stock will never be worth more than \$990,000. All the added value builds up in the common stock which can be given (or

sold) to your child with minimal tax liability now.

This meant that if the value of the business increased to \$5 million by the time you died, your child would owe no estate tax on the additional \$4 million because he/she would already own the common stock.

And the way it is...

Unfortunately, the IRS got wind of this and, in 1987, Congress passed legislation. The new law's language was garbled, however, and the IRS has been trying ever since to come up with adequate explanatory regulations.

It still hasn't done so, but last fall the IRS did issue an opinion of how the regulations on Section 2036(c) will

eventually read.

The law

Section 2036(c) is a direct attack on estate freezing. It says that, for tax purposes, the value of a business remains the property of the owner if:

 The owner transfers a "disproportionate" share of

GRITS: how it can help

alf of a loaf is better than none, which brings us to the Grantor Retained Income Trust (GRIT). GRITs have not been widely used because preferred stock recapitalization simply worked better. Now, they've come to the forefront.

In a GRIT, you transfer property to a trust, retain its income for 10 years and, at the end of the term, the property goes to your children. A gift tax is paid when the trust is established, but the tax is based upon a discounted present value of the property.

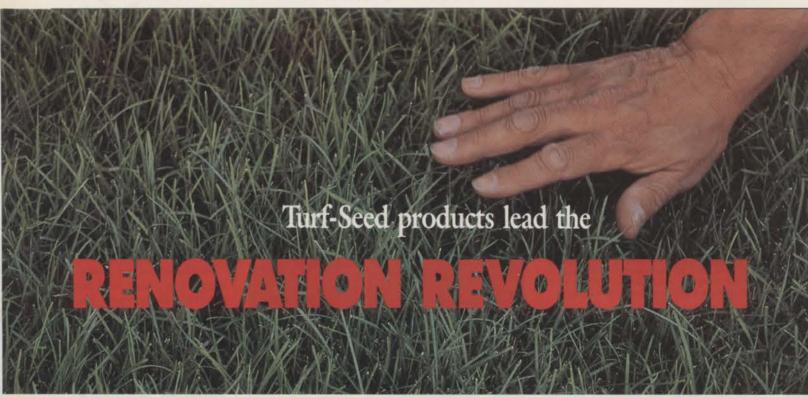
If, for example, a 10-year GRIT was established for property having a \$100,000 value, the discounted present value would be \$38,000 and a gift tax of \$19,000 would be due—presuming a 50 percent estate tax rate.

If, after 10 years, the property passes to the children and is worth \$500,000, no additional tax would be paid. They would receive \$500,000 worth of property at a gift tax cost of \$19,000 rather than \$250,000.

To qualify for a GRIT, all income must be distributed to the parent and the term of the trust must be no more than 10 years.

A GRIT has drawbacks. For one thing, the parent must be alive when it expires. If he is not expected to live 10 years, a GRIT is probably not a good idea.

Also, they're irrevocable. The parent must decide today that he won't need the property in 10 years.



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its appreciation potential.

And
• Retains control of the firm or receives income from it.

Essentially this makes preferred stock recapitalization a pointless exercise. Take the parent who gave his child \$10,000 worth of common stock while keeping preferred stock worth \$990,000.

Since all appreciation builds up in the common stock, the parent has transferred a "disproportionate" share of potential appreciation while retaining an interest in the income of the enterprise—the preferred stock.

The result would be that upon the death of the parent, his estate would be taxed at \$5 million, rather than at the \$990,000 face value of the preferred stock.

Hello, tax man. Goodbye, family firm.

Well, maybe not. Bureaucracies being what they are, the IRS is seldom complete or efficient in closing a loophole. Section 2036(c) is no exception and there are other options to limit your estate's tax liability.

Qualified dept

You can still sell your company to your children in exchange for a note if the note constitutes "qualified debt."

Qualified debt must meet these criteria:

 It must be an unconditional promise to pay.

● It must have a fixed maturity of no more than 15 years. (If it is secured by real estate, the maturity can be extended to 30 years.)

• It must contain a fixed rate of interest, or be tied to a market rate with fixed dates for payment of interest.

• It must not be subordinated to the claims of general creditors.

• It must not have any voting rights unless there is a default.

 It must not be convertible to stock.

An owner who can comply with these rules can sell the business to his children, freeze the value of his estate and maintain a source of cash. And there are other options.

Valuable agreements

You can also retain an interest in the company with an employment or consulting contract if:

1. The term is for three years or less.

2. The salary is "reasonable" and

3. The salary is not tied to profits, gross profits or sales.

Since these restrictions are so tough to meet, the IRS has said it will allow other employment/consulting agreements if they don't constitute a disproportionate transfer.

For example, if the employment agreement is for

The prospect of having your business sold so your heirs can pay taxes on the proceeds doesn't bother the IRS.

more than three years but can be terminated by the employer for reasonable cause, Section 2036(c) will not apply. Agreements not to compete are treated the same as employment contracts.

The bottom line: Business owners may be able to structure a generation-to-generation buy-out by combining qualified debt, employment/consulting contracts and non-compete agreements.

The leasing option

Leasing property to a child is another way to get around 2036(c), as long as the lease is at fair market value. (Note: In establishing market value, consider both the property itself and the terms of the lease.)

Following this strategy, a business owner would sell his stock to his children while retaining ownership of its real estate, which he leases back to the company. Under the law, the business will not be in-

cluded in his estate.

As originally enacted, Section 2036(c) was relatively easy to avoid. If you used a preferred stock recapitalization and gave away both the preferred stock and the common stock before you died, you avoided 2036(c).

The IRS realized this and added a gift tax provision. Now, Section 2036(c) applies if the business owners give preferred stock to a child or if the child sells the common stock to a third party.

Let's presume that you sell your common stock to your child for \$750,000 and retain preferred stock worth \$250,000. The company is worth \$1 million.

Your brilliant child makes the company a big success and, five years later, sells it for \$2.25 million. You get \$250,000 for your preferred stock; he gets \$2 million for his common stock.

Under the new rule, this means you will have given your child \$1.25 million—the difference between what he got (\$2 million) and what he paid (\$750,000). At a 50 percent tax rate, you now owe the IRS \$625,000 on a sale that netted you only \$250,000.

Of course, you can recover the taxes from your child.

The bottom line: Consider
See TAXES Page 47

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TURF

from page 1

reported Dr. Richard Cooper, associate professor of turfgrass science at the University of Massachusets, Amherst, MA.

There are several reasons why, he explained.

● On a golf course there are very dense plant populations—1500 to 2000 plants per sq. ft. in the roughs, 3500 to 4000 plants per sq. ft. on putting greens. "When we apply pesticides to turfgrass, the plants intercept most of the pesticides we apply."

• Unlike some some agricultural row crops, turfgrass can develop extensive root systems. Roots decay and add to the organic matter in the soil which help tie up pesticides. Pesticides stick to root surfaces to some extent, he said.

• The thatch layer in turf captures some pesticides. "We don't see this in traditional agriculture," said Dr. Cooper.

Other forces also interact to lessen the effects of turf pesticides on groundwater: volatilization, the gaseous losses of pesticides; some pesticides are taken up and metabolized by plants; some chemicals bind to the soil and the organic material in the soil; soil microbes break down

some pesticides.

"Even so, there are concerns for pesticide movement in the environment," said Dr. Cooper, "and we should be aware of them." He said more research is under way to answer some of these concerns.

One of the tasks facing turfgrass managers, he added, is educating the public concerning use of pesticides on turf. "They simply aren't knowledgable enough to know that there's a difference between bare soil agriculture and turfgrass management," he said. "It's important that we have some ammunition and facts at our disposal when people pose questions."

Minimizing nitrate leaching

Dr. Richard Hull, professor of turfgrass science, University of Rhode Island, Kingston, RI, offered these suggestions to reduce nitrate leaching from turf to groundwater:

• Use low rates and frequent small applications of nitrogen.

• Use organic nitrogen sources.

• Do not overwater. This promotes leaching.

• Retain clippings in turf.

• Apply nitrogen only when the grass roots are active. Reduce fall applications.

• Use slow-release nitrogen

• Select grasses that are less demanding of nitrogen.

• Use grass mixtures rather than single species.

• Reduce nitrogen levels on older turf stands.

Nitrate is the oxidized form of nitrogen. Any nitrogen the grass plants don't use either ends up in the atmosphere as gas, is taken up by other plants and organisms or converts to nitrate.

Nitrogen is available to grass plants from three sources, said Dr. Hull—from organic mater in the soil, from grass clippings and from fertilizer.

"If you do seriously overirrigate, you can force leaching," Dr. Hull cautioned.

We need more proof

Dr. Bruce Branham, associate professor at Michigan State University, East Lansing, MI, said turf research needs more money, including some help from legislators, to settle some of the concerns with turf pesticides and the environment. "We are going to have to prove, even though a lot of the evidence shows that we're pretty clean, that we are clean," he told the GCSAA audience.

The biggest concern the public has with turf pesticides is groundwater contamination, he said. "In the future we may see legislation that will presume something contaminates groundwater until it can proven that it doesn't."

Why? Once contaminated, it's extremely expensive and difficult to decontaminate groundwater. Dr. Branham added: "I think one of the things that we're going to see in the future of the new pesticides coming out is that their use rates are going to be much lower...In the future we'll see pesticides in the gram-per-acre range. In fact, we already are in row-crop agriculture."

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MONTH

from page 1

grams to develop awareness and understanding of lawn care issues.

The four theme weeks are:

• Lawn Appreciation
Week, April 1-7.

• Lawn Maintenance Week, April 8-14.

• Lawn Care Product Safety Week, April 15-21.

• Recycle Grass Clippings Week, April 22-28.

PLCAA, based in Atlanta, represents about 1,000 lawn care companies in the U.S. and Canada. For more information about National Lawn Care Month, call Sandy Hensel, director of public relations 404-977-5222.

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Aerification is a big selleramong the nation's lawn care companies, and becoming bigger. This type of service is commonly sold as an adjunct to chemical lawn care.

Spring aerification programs can help turf survive summer, according to Dr. Hall of VPI-SU

ore aerification, which many lawn care companies sell as an add-on service, is extremely beneficial to the turfgrass ecosystem, according to Dr. John R. Hall III of Virginia Polytechnical College and State University.

The aerification process is most often achieved in lawn situations by inserting times into the soil and removing soil plugs. Dr. Hall says benefits include:

- increasing air exchange;
- helping water infiltration to the root system;
- promoting water retention;
- increasing nutrient penetration; and
- decomposing thatch.

"It also decreases runoff and therefore increases water use efficiency, reducing total irrigation requirements," he notes.

"Heavily-trafficked coolseason grasses should be aerified spring and fall during periods of active foliage growth," says Hall. "Midsummer aerification can also be beneficial, if irrigation is available and temperatures are favorable."

The cooperative extension agent also notes that warm-season grasses can be beneficially aerated from the time they green up until they go dormant in the fall, and that once-a-month aerification on heavily-trafficked bermudagrass like that on athletic fields would not be detrimental.

"Total amount of aerifications per year needs to be linked to fertility levels and amount of traffic and thatch build-up present," he says. "The frequency of aerification must be geared as well to the potential for healing regrowth."

Aerification should be linked to fertility levels, traffic and thatch build-up.

Mechanical impedance or resistance to root or rhizome growth brought about by compaction is most severe on drier soils. Soil damage is likely to be more severe on clay or silt soils than on sandy soils because of the greater soil strength of heavier soils. This can result in shorter root and rhizome systems.

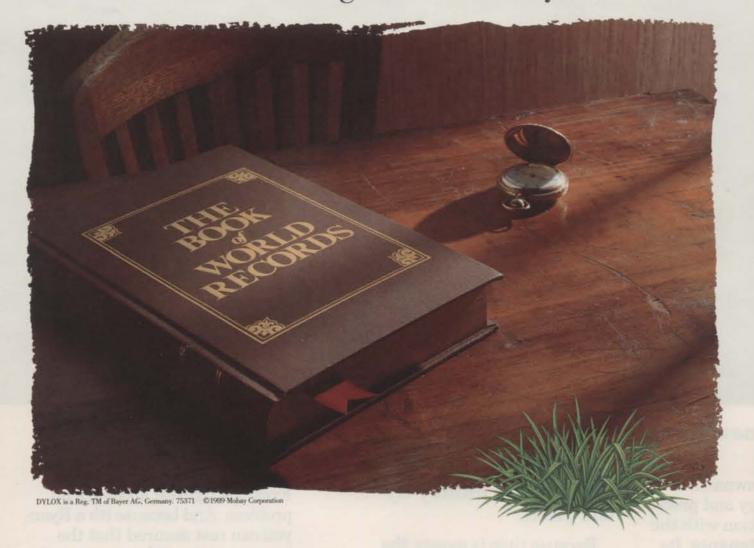
Plant roots need oxygen to survive, and as the bulk density of a soil increases, carbon dioxide and other toxic gases evolving from respiration and organic matter decomposition meet increasing resistance to diffusion. Their concentration can build up to the point that they become toxic to the root.

Since compaction is very much a surface phenomenon most negatively affecting the top four inches of soil, Hall notes, surface runoff is significantly increased. Water use efficiency is decreased, leading to greater irrigation demand.

Dr. Hall says that having irrigation expands the amount of time that aerification can be used.

Aerification during excessively hot periods when moisture is limited will only serve to aggravate the limited moisture condition, he says

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The "Big 4" lawn grass mistakes

COLLEGE PARK, MD-Dr. Thomas R. Turner says four common mistakes keep lawn grasses from looking their best. Turner is the turfgrass management specialist for the University of Maryland Cooperative Extension Service.

The four big mistakes:

• Using poor quality seed. You might pay 50 to 100 percent more for varieties suited to your particular region, but the added cost is worthwhile when you consider germination and the cost of insect and disease control. Seed early in the spring (consult your extension agent for times best for your region) if you want to avoid heat stress and weed competition for the new grass.

• Over-fertilizing. Too much fertilizer in the spring or summer only increases the frequency of mowing. Apply no more than one pound of actual nitrogen per 1,000 square feet for a bright green color. Do no fertilizing from early April through mid-May in the Maryland area (consult your extension agent for your region) if you want to help reduce disease problems.

• Applying pre-emergence crabgrass control chemicals too late. Normally this should be done around April 10 in central Maryland (consult your agent for your area), but an early spring may require moving that date up. Keep an eye on local conditions.

• Mowing grass too short. Cutting at a height of 2 ½ to 3 inches can reduce weed competition 50 to 80 percent, compared to a mowing height of less than 2 inches. The higher mowing height also improves drought hardiness. LCI

Lebanon picks two turf groups for cash grants

LEBANON, PA—Lebanon Chemical Corporation said the 1989 recipients of the Ciba-Geigy Research Awards are the Professional Lawn Care Research Foundation, Cleveland, and the O.J. Noer Research Foundation Inc., Milwaukee. Each organization received a donation of \$640 toward their research efforts.

Lebanon Chemical, in conjunction with Ciba-Geigy Corporation, Greensboro, NC, makes annual contributions to organizations involved in the study of turfgrass and turf-related issues.

The donations were made possible through a Ciba-Geigy program which recognizes distributors.



Skogley honored

Dr. Richard Skogley was feted by the Professional Turf and Landscape Conference January 16 at the Westchester County Center, White Plains, NY. Skogley retired from the University of Rhode Island after 35 years of service to turf. (l. to r.) Frank Sansotta, pres. NY Turf and Landscape Association; Al Maiorano, pres. Westchester Gardeners; Dr. Skogley; Frank Claps, festivities chairman; and Angelo Maiorano, pres. Long Island Landscape Gardeners.



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Field safety kit aimed at pesticide applicators

Direct Safety Company offers the Chemwash Field Decontamination Kit which includes a 5-gallon Chemwash water tank with universal mounting bracket for easy mounting on spray rigs of supply trucks, four tubes of waterless hand cleaner, 10 disposable bath towels, 100 disposable hand towels and one emergency blanket. LCI Circle No. 161 on service card.



Solo's chainsaw won't freeze your hands off

Solo Incorporated offers a chain saw with an electrically heated handle and a powerful 2.7 cubic-inch engine. The Model 644H is designed for easy thinning and limbing of

all types of timber as well as for felling and bucking soft woods. The gas-powered two-cycle engine provides 14,000 rpm. Model 644H comes with a .325-inch pitch chain. The chain saw weighs only 10 pounds.



Mitsubishi trucks are durable, economical

Mitsubishi Fuso Truck of America offers three cab-over turbocharged diesel truck models in a full range of wheelbases with conventional and drop side dump body packages, and stake bodies with and without hoists. "By outfitting a variety of trucks with different body packages means that end users will be able to get the right Misubishi Fuso truck they need," said Tom Reimers, MFTA executive vice president. The 3 models are: the 11,600 lb. GVW FG434



4WD, the 13,500 lb. GVW FE-HD444, and the 17,196 lb. GVW FH1000. The diesel trucks are noted for durability,

economy and adaptability to a wide variety of vocations including lawn care. LCI Circle No. 163 on service card.



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Tiltmasters give you a wide range of wheelbases,
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Underground gas tanks, environmental time bombs

eaking underground storage tanks with petroleum products pose a significant threat to groundwater.

Just how much? If you have to pay for the removal of one and the resulting decomtamination of the surrounding area, it'll open your eyes. Even if the \$25,000 per-day, pertank fine—assuming the EPA finds you're violating their regulations—doesn't.

"You must become knowledgeable about the EPA requirements and I mean knowledgeable," said Richard

Shanks, "because if you're not in compliance you're talking about heavy fines."

Shanks, president of Financial Guardian of Kansas City, described the storage tank as an "underground time bomb" during an educational session at the Golf Course Superintendents of America Association (GCSAA) Convention in February. He said there may be as many as 1 million in the United States, and the steel tank has a design life of about 20 years, though he's seen tanks that leaked after only two years and others that

remained solid far longer than 20 years.

If you're not in compliance, you're looking at heavy fines.

He said the EPA believes that at least 10 percent leak as many as 25 percent over 12 years old. The EPA regulations concerning these tanks went into effect December 1988

Shank, whose company offers an insurance program to golf courses having underground storage tanks (LCOs aren't a part of this program, but Shank says he can direct them to an appropriate insurer), said the EPA regulations require:

 Data on the age of the tank and leak, corrosion, spill and overfill protection.

Extensive record-keeping. "You should have registered your tanks by now," he

• Installation and repairs

only by a certified environmental contractor in some states.

• The reporting of any

 That owners/operators of the tanks must demonstrate they can pay for a leak and any environmental damage it causes.

TAXES

from Page 39

the impact of 2036(c) when selling any company in which there is more than one class of stock.

Good news, bad news

The good news is that Section 2036(c) applies only to a business. This means you can still rather easily shield your home and other "personal use" property from estate taxes. Life insurance is also exempt.

The bad news is that 2036(c) probably won't be going away. Several congressmen have introduced legislation to repeal it, but success is not likely. The Bush administration is dead set against anything that reduces revenue and, let's face it, Section 2036(c) brings in plenty.

For its part, the IRS says it's willing to discuss reasonable suggestions for changes.

Minimizing estate taxes is a battle that won't end until you do—and maybe not then. Opportunities still exist, however, and that's better than nothing. The longer you wait, however, the tougher the problem.

Consult your tax advisor today. LCI

Maintenance for a mower

COLUMBUS, OHIO—Shape up your mowers before the lawn season and increase their life span.

Good management and preventive maintenance can increase the life of small engine equipment up to three or four times, says Joe Gliem, agricultural engineer and smallengine specialist at Ohio State University.

Most important, says Gliem, is changing the oil. Do it at the beginning of the season and again after 40-50 hours of use. Make sure the area around the oil spout is clean to prevent contamination of fresh oil, he says.

"Run the engine before changing the oil," Gliem says.
"That warms the oil, which makes it flow better and drain

For an engine to last, you must maintain the air filter, spark plugs, combustion chamber and breaker point, he says.



4

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W

W4

EPA

from page 1

some states "are going to incorporate all pesticides into their strategies." She said the EPA's role will be to identify the specific chemicals that might affect groundwater, and to provide guidance to the states.

Endangered species

Williams said EPA will propose that manufacturers of pesticides that can cause harm to endangered species put a statement on these product labels instructing users that they must obtain additional information from a county

bulletin. This bulletin, apparently published by the EPA, will explain the program along with a map of each county showing where endangered species live. It will also reportedly list pesticides and their use limitations.

Expect a notice of the final program later this year and implementation in 1991, said Williams.

Certification/training

Regulations should be proposed in the next four or five months calling for three levels of supervision in restricteduse applications: the most highly toxic chemicals permitted to be used only by a cer-

tified applicator, the other two levels under the direct supervision of a certified applicator who must be, for some chemicals, on site.

Also, she said, certified applicators will be responsible for training persons working under their direct supervision. Each state will be requiring a continuing level of competency for these certified applicators.

Re-registering products

The re-registration of older chemicals was mandated by the Dec. 1988 amendements to Federal Insecticide, Fungicide and Rodenticide Act FIFRA), said Williams, with Congress calling for the process to be completed in nine years. EPA says it won't be done until about 2010. For the first time EPA was given authority to charge fees for reviewing the data for re-registration and also to charge to maintain the registration on other products.

She said more than 13,000 products were cancelled after the first round of billing. Manufacturers failed to pay the fees. Of that total, however, 80 percent hadn't been produced in the last three years.

"As a result of this accelerated re-registration, you may find fewer pesticides in the future," said Williams. LCI

ORLANDO

from page 7

about their watering practices and mowing. "The healthy lawn in Florida grows fast and if the customer doesn't mow often enough, they'll ruin the lawn. We'll absolutely counsel customers who are mowing improperly," says Billmeyer. Green Up takes responsi-

Green Up takes responsibility for fertilizing, fungus and insect control with a minimum of six applications per

year.

Chinch bugs are pretty much a year-round problem and mole crickets can be particularly bothersome. "The mole cricket is now showing up in very healthy St. Augustine lawns and really raising havoc," says Billmeyer, and applicators must target the nymphal stage. Infestations of adult mole crickets are much harder to knock out. Sod webworms are mainly a seasonal problem in central Florida.

Billmeyer says company research indicates that homeowners in central Florida, particularly upscale owners, "want green lush lawns. It's a looking-good issue and there's little forgiveness about it."

The perfect lawn? At least in central Florida, a growing number of homeowners want it.

Broader labels for C-G items

GREENSBORO, NC—The Environmental Protection Agency (EPA) has approved label amendments for Ciba-Geigy's Banner fungicide and Pennant herbicide.

Banner's label amendments allow the product to be used on all landscape plantings. The fungicide controls powdery mildews, rusts, leaf-spots, blights, anthracnose and other diseases on a variety of ornamental plants (see label).

Pennant liquid can also no be used on all landscape plantings. Pennant, says Ciba-Geigy, controls a variety of difficult weeds and grasses with a high degree of safety to ornamental plants.

Grants to 6

ROLLING MEADOWS, IL—American Sod Producers Association grants of nearly \$20,000 for six university researchers for 1989-90:

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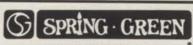
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AD INDEX

101 Americalist 8

The Andersons

	(Regional)8
103	Bata Industries S-3
104	Ciba Geigy Corp. 39
105	Ciba Geigy Corp 39
106	Cushman, Inc 41
107	Dow/Elanco 12-13
108	Dow/Elanco 2-3
109	Dow/Elanco11
110	Dow/Elanco11
111	Drawing Board8
112	Echo Inc 14 Excel Industries S-15
113	
114	GMC Truck 47
115	Hahn50
116	Knox Fertilizer 18
117	Labanon Chemical 49
118	Lesco, Inc 52
119	Lesco, Inc S-9
120	Lofts Seed Inc 51
139	Maruyama US Inc 4
121	Millicen S-5
122	Milwaukee Sewerage
	Milorganite Div 45
123	Mobay Corp15
124	Mobay Corp42
125	Mobay Corp35
126	Mobay Corp6-7
127	Mobay Corp S-16
128	Nor-am Chemical5
129	O M Scott S-10
130	PBI/Gordon Corp.
404	
131	PBI/Gordon Corp.
400	
132	Precision Labs . S-12
133	Rhone Poulenc Ag Co.
110	S-6,S-7
140	Ringer Corp 50
134	Safety Equip. & Supply
125	Triazone S-13
135	Turf Sood Inc.
136	Turf Seed Inc 38
137	Tyler Enterprises
	(Regional)48
1	

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