

Tax Reform Act of 1986 spells change for industry

BALTIMORE—Lawn care companies, like other companies, will be subject to higher corporate taxes in 1987 as a result of the Tax Reform Act of 1986.

Certain organizational changes, however, will reduce the effects of the new law for some companies.

The new tax law was explained by attorney John Cooper at the recent Professional Lawn Care Association of America convention in Baltimore. Cooper is employed by Sirote, Permutt, Friend, Friedman, Held & Apolinsky, P.C. of Birmingham, AL, the PLCAA's

law firm.

"Corporations have been severely hit," Cooper said. "Consequently, that's going to affect some of the business decisions you have to make." The new law will raise the same amount of revenue as the old, but it shifts more of the burden from individuals

to businesses.

Cooper advises LCOs to consider forming Subchapter S corporations. Instead of the corporation paying a tax on its income in addition to the owners paying individual taxes on their incomes, the partners in the

See **TAX**, Page 23



Cooper: Tax shelters reduced.

LAWN CARE INDUSTRY

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JANUARY 1987

ALCA-PGMS

Joint show a success

MILWAUKEE—If the first try was any indication, the two associations have a big future together.

The Green Team Conference and Trade Show, the first joint venture by the Associated Landscape Contractors of America's Landscape Management Division and the Professional Grounds Management Society, drew more than 800 attendees to Milwaukee's Marc Plaza Hotel. (Despite the record-breaking cold that struck the night before the conference began.)

"For our first attempt, it

See **DEBUT**, Page 26

EPA reviews question 2,4-D—cancer link

WASHINGTON, D.C.—Experts hired by the Environmental Protection Agency to review the study linking 2,4-D to lymphatic cancer have raised new doubts about the study.

Two of the four reviewers

SCIENTISTS DISPUTE NCI STUDY

dispute the conclusions of the National Cancer Institute and University of Kansas' study, while one supports it and another did not give a clear conclusion.

The study said farmers exposed to 2,4-D for more than 20 days each year had six times the risk of developing non-Hodgkins lymphoma (NHL).

EPA had not decided whether to place 2,4-D under special review at the time of this writing. Special review is the first step towards changing a product's user status.

Linda Vlier, senior review

See **2,4-D**, Page 12

Majority of LCOs won't post signs in '87

BALTIMORE—ChemLawn Service Corp.'s decision to expand its voluntary sign posting program in 1987 has made little impact on the rest of the industry, a survey of attendees at the 7th Annual Professional Lawn Care Association of America convention revealed.

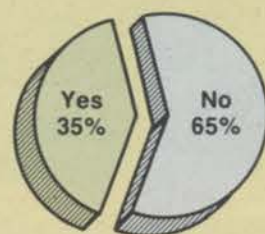
Out of 108 attendees interviewed at **LAWN CARE INDUS-**

TRY'S booth at the trade show, only 35 percent said they plan to post warning signs in 1987. The remaining 65 percent said they do not.

The decision not to post in 1987 was even more pronounced in a recent PLCAA membership survey.

Of 192 respondents, 76 percent said they don't plan to post in 1987.

Will you post warning markers in 1987?



Source: Lawn Care Industry PLCAA Show Survey

Most of those who do plan to post are in the Midwest and Northeast.

"We don't have the pres-

sure down there," said James Bartley, president of Chem-Gro, Inc., Montgomery, AL. Bartley was one of several interviewed at the trade show who said warning signs will alarm people about lawn chemicals unnecessarily.

"It I start doing it, it might alarm people," agreed Larry Bourbonnais, president of Spray Green, Riverside, CA. He added that there is no pressure to post in California.

Even some companies in the Northeast and Midwest don't intend to post. "It's not a larger factor in our part of

See **SIGNS**, Page 23

INSIDE

LIABILITIES

Contractors and LCOs can be held liable for damages if they're not protected.

20

TODAY'S TURF

Differences between ester and amine formulations.

8

CLASSIFIED

See what's for sale, miscellaneous items.

40

NEXT MONTH

- More from the PLCAA convention in Baltimore and the ALCA-PGMS Green Team show in Milwaukee.
- Tips on how to buy new equipment.

PLCAA breaks new ground in Baltimore!

BALTIMORE—Some said it was the location. Others said it was the seriousness of the issues addressed. Whatever the attraction, the 7th Annual Professional Lawn Care Association of America Conference and Trade Show packed 'em in like never before.

Total attendance at the Baltimore Convention Center was 1703—a 43 percent jump over the 1985 attendance in Tampa, FL. The jump represents the largest one-year percentage increase in the

convention's history.

The number of trade show exhibits jumped 12 percent, to 158. The exhibits covered 34,800 square feet compared to 26,500 square feet in Tampa.

"The numbers show it was the biggest and the best," beamed Jim Brooks, PLCAA

See **PLCAA**, Page 29



Brooks: Biggest and best yet.

LATE NEWS

NE Green merges with Turf Pro

SPRINGFIELD, Mass.—The owners of New England Green, Inc., Springfield, MA, and Turf Pro Industries, Inc., Plymouth, MI recently announced the merger of the two companies. The new company will continue under the name of New England Green.

The consolidated revenues of the two companies will exceed \$13 million for 1986, making the new company the sixth largest lawn care firm in the nation, according to figures compiled by **LAWN CARE INDUSTRY**.

Both companies recently completed their fourth full seasons in business.

Mike McKee, president of New England Green, will oversee the eastern zone of the new company and Dan Chopp, president of Turf Pro Industries, will oversee the western zone.

See **MERGER**, Page 8



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New operating ratios released for LCOs

MARIETTA, GA.—The Professional Lawn Care Association of America recently released the results of its second annual Operating Ratios Survey to members. The ratios are standards LCOs can measure performance by.

Companies that participated in the study showed 24.3 percent growth overall. The median sales growth for the chemical firms jumped 19.3 percent and landscape management firms grew 32.5 percent.

The report includes an Individual Company Report which enables a com-

pany to compare its own operating ratios to those of the participating companies.

The purpose of the report is to give LCOs information that will enable them to better manage their businesses. It is provided by Industry Insights, a survey research firm based in Columbus, OH.

The report has been sent to all PLCAA members. Non-members can receive a copy for \$150. Requests should be sent to PLCAA at 1225 Johnson Ferry Road, NE, Suite B-220, Marietta, GA 30067. LCI

Man of the Year says thanks



Many thanks to many friends in the industry, bids Ron Giffen, LAWN CARE INDUSTRY's 1986 Man of the Year upon receiving the prestigious honor at the Professional Lawn Care Association of America convention in Baltimore. The award was presented by Bob Earley, (center), publisher of LAWN CARE INDUSTRY. Newly-elected PLCAA president Jim Wilkinson looks on. LCI

PLCAA alters its position on sign posting

BALTIMORE—The Professional Lawn Care Association of America has modified its opposition to sign posting to allow for the voluntary posting of signs after a chemical application. The change was approved by the new board of

directors during the 7th Annual PLCAA Conference and Trade Show in Baltimore.

Under its standards for the regulation of pesticides, PLCAA has adopted the following position:

PLCAA believes proper ap-

plication of labeled pesticides by licensed, trained applicators is the primary issue in ensuring public and employee safety. The association is not opposed to the voluntary posting of lawns after application as a courtesy to customers

as notice that an application has been made.

The position further states that if notification is required, it shouldn't single out applications to a particular site, such as lawns, or a particular type of applicator, such as LCOs. LCI

MEMOS

The Professional Lawn Care Association of America will assess members additional dues to support its "defense fund" in 1987. The defense fund refers to the PLCAA's public relations efforts, which have been costing around \$6,000 per month.

Members will be assessed on a sliding scale. At the low end, companies with up to \$200,000 in annual sales will be assessed \$25 per quarter. At the high end, companies with more than \$5 million in annual sales will be assessed \$375 per quarter.

Barefoot Grass Lawn Service has been named by *Inc.* magazine as one of the 500 fastest growing private companies in America. The company was ranked 224 in the list published in the magazine's December issue. The listing included only companies that had \$100,000 to \$25 million revenues in 1981.

"We're pleased to be recognized," commented Patrick Norton, president of Worthington, OH-based Barefoot Grass.

LESCO, Inc. was ranked 66th by *Forbes* magazine's 200 Best Small Companies in America recently. The Rocky River, OH-based supplier of lawn care equipment was chosen for its high growth in earnings, which have jumped an average 38 percent over the last five years. LESCO earned \$2.5 million in

fiscal 1985, 60 cents a share. Further strengthening the company's financial outlook is its recent acquisition of Groves Industries, Inc., an Elyria, OH-based manufacturer of precision machine parts.

ServiceMaster Industries has bought **Terminix International, Inc.**, the nation's second largest pest control company. ServiceMaster, based in Downer's Grove, IL, is involved in management services and started a lawn care division in the last two years that entered LAWN CARE INDUSTRY's Million Dollar Companies List in 1986.

ServiceMaster reportedly paid \$105 million for Terminix, which has annual sales of \$150 million.

Rhone Poulenc is buying **Union Carbide's Agrichemicals Division**. Union Carbide has signed a definitive agreement for the sale of its worldwide ag business to French-based Rhone Poulenc, Inc. for \$575 million, according to the November 24 issue of *Agrichemical Briefing*.

Bertrand Louvet, president of the company's American subsidiary, cited agricultural chemicals as one of the three main areas for future growth. He noted that agricultural chemicals account for the greatest single share of the company's business, 25 percent.

The company is also eyeing expansion in fine and specialty chemicals and pharmaceuticals.

Law 'n' order is never easy.

Just ask John Orrok, an enforcement supervisor for the New Jersey Department of Environmental Protection.

He recently told a meeting of the Alliance for Environmental Concerns about the time he spotted a spray truck that lacked registration numbers on two sides, an apparent violation.

Orrok flashed a badge, identified himself, and inquired as to the missing numbers on two sides of the truck. "They're on there," said the driver as he pointed to the cab. "Well I don't see them," said Orrok. Orrok's vision was directed to the top of the cab, and sure enough, there was a magnetic sign with the registration numbers. On the bottom of the truck was another magnetic sign with the same information. It was indeed on "two sides" of the truck, but Orrok was not amused: "I didn't cite him but I sure set him straight."

The Maryland Alliance for the Responsible Regulation of Pesticides needs money following its legal victory over sign posting laws in Montgomery and Prince Georges counties. Legal fees have exceeded \$30,000, and another \$10,000 to \$15,000 will be needed for the anticipated appeal of Judge J. Frederick Motz's ruling.

The alliance can be contacted at P.O. Box 5677, Rockville, MD 20855, (301) 365-4740. LCI

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Verdict on 2,4-D is a long ways away

By ELLIOT MARAS
Editor

Our recent survey indicates many LCOs are waiting out the winter before deciding whether to use phenoxy herbicides in 1987.

I hope they're not waiting for any definitive actions from the Environmental Protection Agency on which to base their plans.

The EPA does not work by the industry's timetable, so LCOs must decide for themselves what products to

use in 1987.

At the present time, the need for a "special review" of 2,4-D, the EPA's first step towards changing the product's user status, is questionable.

The EPA said it would consider a special review because of a study by the National Cancer Institute and the University of Kansas linking 2,4-D to non-Hodgkins lymphoma. But the independent assessments the agency sanctioned on the study do more to dispute the

study than support it.

Two scientists, Dr. Brian MacMahon of Harvard and Dr. Donald Morgan of the University of Iowa, disputed the National Cancer Institute—University of Kansas study. One, Dr. Martha Linet of John Hopkins University, supported it.

The fourth reviewer, Dr. Leon Burmeister, said the study proved no cause-effect relationship between 2,4-D exposure and NHL. This can be interpreted as a vote

against the study. However, Dr. Burmeister's review can also be construed as favoring the study as much as opposing it, since he characterized it as having high scientific validity.

For the sake of objectivity, let's give half of Burmeister's review to favor the study and half to oppose it. That leaves the score 2 1/2 against and 1 1/2 for.

The weight of scientific reviews does not appear to support the study. But a special review could still be deemed necessary since at least one of the reviews supports the institute's study.

The good news then, is the indication that if there is a special review, 2,4-D will most likely be exonerated.

That is, assuming the EPA will treat the matter scientifically. And as far as a lot of people in the industry are concerned, that's a lot to assume. Let's consider that particular issue.

Dr. John Moore, assistant administrator for pesticides and toxic substances, was quick to lend credibility to the institute's study when it first came out. It would have been more responsible for him to have reserved comment until after the reviews were completed.

The animosity towards the EPA in some quarters of the industry is understandable. But it is a potentially destructive disposition that sometimes oversteps the bounds of rationale.

In the interest of minimizing that disposition, I'd like to place a certain rumor to rest.

Rumor has it that the EPA would not release the first of the reviews to be submitted, Dr. MacMahon's, until forced to do so under the Freedom of Information Act (FOIA).

The rumor sprang from the news that the attorney for the 2,4-D Industry Task Force, John Conner, requested the review on a FOIA form. Some within the industry incorrectly construed this to mean he was stonewalled.

Conner explained to me that he used the FOIA form simply because the EPA asks all information to be requested on such forms for its own recordkeeping.

Overall, the EPA has addressed the 2,4-D issue in a professional manner. The industry should encourage it to act as responsibly as possible.

LCI

Elliot Maras



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Most LCOs know that the best time to control broadleaf weeds is when the weeds are young. What many LCOs don't know is that control can be enhanced by proper selection of ester and amine herbicide applications.

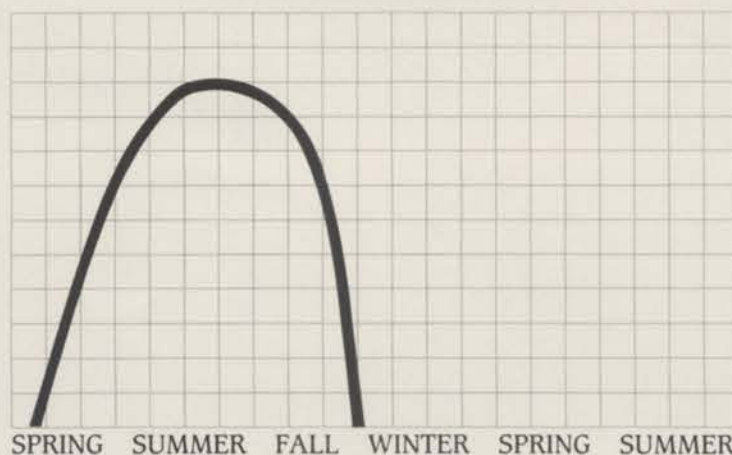
Hard-to-control broadleaf weeds include wild violet (*Viola papilionacea*), ground ivy (*Glechoma hederacea*) and prostrate spruce (*Euphorbia supina*).

"Germinating weeds are easier to control, so the second

round is when you need to get them," said Dr. Bruce Branham, turf specialist at Michigan State University. Most of the difficult-to-control annuals, such as spurge, are summer annuals. They usually germinate in the spring, he said.

However, Branham noted that many non-target plants are susceptible to injury at that time. "I'd be very leery of using an ester-formulated herbicide then because of the volatility that's associated with esters. I'd recommend broad-

SUMMER ANNUALS



casting with an amine formulation in the spring."

Amines, Branham said, have lower volatility potential. In summer applications, LCO's should go back with an ester for spot treatments, Branham said.

Branham said it is advisable to apply esters as a general treatment in fall rounds. "It's important to look at the fall as a time to get control of perennials such as wild violet. If you use ester chemicals in the fall, the non-target plants are much less susceptible and you'll get better control because the weeds will be drawing the chemical down into the root system as they prepare for winter."

In the following spring, Branham said, you can get what you missed with an amine, plus pick up newly-germinating weeds.

To achieve complete control of difficult-to-kill perennial weeds, the roots must be controlled as well as the foliage, according to Dr. Robert Shearman, turf specialist at the University of Nebraska.

Dr. Tony Hall, product development manager for Dow Chemical Co., said the herbicide triclopyr represents the first opportunity to control many of the difficult-to-control broadleaf weeds in broadcast applications. Triclopyr is the primary active ingredient in Turflon herbicides. **LCI**

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MERGER,

from Page 1

Turf Pro and New England Green were the second and third fastest growing lawn care firms in the country in 1985, according to LAWN CARE INDUSTRY'S 1986 Million Dollar Companies List. (See August's LAWN CARE INDUSTRY.)

Turf Pro was ranked 19th with \$2.9 million and New England Green was ranked 13th with \$4.5 million.

The new company will serve 24 locations in the Northeast and Midwest.

"The regional nature of the name was given much consideration prior to the mutual selection," said McKee. "It appears to have worked well for Carolina Freight, Kentucky Fried Chicken, Texas Instruments and others."

"We felt it was important to immediately establish one identity with common goals," said Chopp.

Acquisitions of other companies are on the way, McKee said. "We are positioned appropriately to take advantage of acquisitions, diversification and attracting as many quality personnel to our team as possible," he said.

"Our common goal is actually controlled growth through quality service." **LCI**

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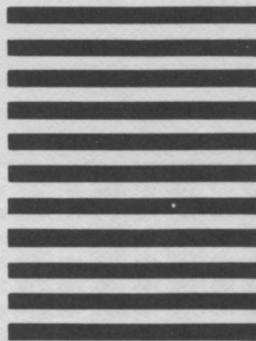
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New York scrutinizes industry, subpoenas LCO

BUFFALO—An LCO has been subpoenaed by the state attorney general as part of an investigation of the lawn care industry's operating practices.

The attorney general's office has requested records from Mister Lawn Care, Grand Island, NY, pertaining to: training and education of employees; business complaints; health complaints; advertising materials; prevention of drift and runoff; wildlife kills; and the amount and manner of pesticides used.

"He's complied with most of our requests," said Deborah Volberg, assistant attorney general in the environmental protection bureau. But the office still wants company president Jeffrey Gardner to explain some of the records, she said.

Gardner did not wish to comment.

The subpoena is part of a statewide investigation the office launched following a series of public forums about lawn care.

Several people had complained to local and state officials about the business practices of lawn care companies while others claimed to have suffered adverse health effects from pesticides.

"We became very concerned about some of the prob-

lems we were being told about," Volberg said. "We're taking a hard look at the industry."

The office is basically interested in knowing if the industry is policing itself sufficiently or if additional legislation is necessary. It has drafted a

neighbor notification law which would require LCOs to notify a customer's neighbors of chemical applications.

"As a whole, the industry is working within the law," Volberg said. She said several LCOs have come forward to discuss their concerns with

her office and many have been helpful.

The office is concerned that some LCOs are not following the state right-to-know-law, which requires employers who use toxic substances to train employees in how to use them.

The office's other major

concern is that some LCOs are not following the automatic renewal law, whereby service providers must advise customers in writing that their service will be continued the following year.

The subpoena resulted from various discussions. LCI

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2,4-D,

from Page 1

manager in the EPA's office of pesticide programs, said EPA staffers are still examining epidemiological reviews. She had no idea when a decision would be made.

"Their reviews did reach different conclusions, which is part of the whole problem,"

Vlier said.

The 2,4-D Industry Task Force, a coalition of pesticide manufacturers, reviewed the institute's study and performed its own study. (See December's LAWN CARE INDUSTRY. It disputed the institute's conclusions.

Independent reviewers whose conclusions most supported the task force were Dr.

Brian MacMahon, professor and chairman of the department of epidemiology, Harvard School of Public Health, and Dr. Donald P. Morgan, University of Iowa's College of Medicine.

Dr. Martha Linet of John Hopkins University supported the institute's conclusions, while Dr. Leon Burmeister of the University

of Iowa's College of Medicine did not give a clear conclusion.

Following are key excerpts from the review by Dr. MacMahon:

In my opinion the weight of evidence does not support the conclusion that there is an association between exposure to 2,4-D and NHL.

Dr. Donald Morgan con-

cluded:

I don't believe that the weight of evidence indicates an excess risk of lymphoma among agricultural workers of 2,4-D. I don't believe 2,4-D is a likely cause of lymphoma, soft tissue sarcoma, or other cancer.

The reviews are available from the EPA. LCI



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Restrictive law passed in California

CALIFORNIA—Commercial pesticide users in California are waiting for the governor to tell them which pesticides they can't use. On Nov. 4, voters approved Proposition 65, the Safe Drinking Water and Toxics Enforcement

ment Act.

Businesses with 10 or more employees will not be allowed to use any chemical defined as carcinogenic or potentially carcinogenic if there is any possibility that it could contaminate groundwater.

A citizen right-of action clause enables anyone to bring action to enforce the law. It also includes a "bounty hunter" provision: private citizens who bring enforcement will receive 25 percent of any penalties.

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Label expected for Acclaim

WASHINGTON, D.C.—The Environmental Protection Agency will approve a label for Acclaim, a non-phenoxy, post-emergent herbicide, for use on grassy weeds in early 1987. It is made with fenoxaprop-ethyl by Hoechst-Roussel.

Carole Gray of the EPA's office of pesticide programs said use will probably be approved "soon" for sod farms, rights-of-way, and commercial and residential turf.

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Circle No. 122 on Reader Inquiry Card

Sign posting ordinances sprouting throughout Minnesota

By JAMES E. GUYETTE
Associate Editor

MINNESOTA—LCOs in the Land of 10,000 Lakes acknowledge that they will indeed have posting laws, according to Tom Mann, president of the Minnesota Professional Lawn Care Association.

"We're behind the time when we're not going to have (posting) ordinances in Minnesota. I personally don't see us stopping them at all," Mann said.

Already posting laws have been enacted or are under consideration in several communities, including St. Paul, Minneapolis, Duluth, Bloomington and Cottage Grove.

"We're in the dead of winter right now," said Mann. "Imagine what it will be like in April when everybody starts thinking about spring."

The best possible tactic for use by the Minnesota association is to assist the state's agriculture department in its efforts to prepare a state-wide posting regulation, Mann said.

It is doubtful that the various local laws can be challenged in court. "I don't see the association underwriting the tab for this thing because we don't have the money," he said.

Part of the problem is that

Minnesota LCOs have been slow to respond to the call for action regarding posting regulations, Mann said, noting that the apathy is puzzling. "You'd think that anything as near and dear to you as your source of income would have you sit up and take notice. I

don't know if they're disinterested or just dumb enough that they don't care," he said.

Another factor is that perhaps Minnesota lawn care customers do indeed want posting regulations.

"We have to serve them. If they want to be served with a

flag on their lawn then that's part of our job."

The proposed ordinance in Bloomington is "far and away the most comprehensive" of the assorted regulations, Mann said.

Its notification procedures call for the date, time, address,

temperature, wind speed, wind direction, company name, address and license number, and the name and amount of the herbicide applied.

The flag also has to warn people to stay off and it must be left on the lawn for 72 hours.

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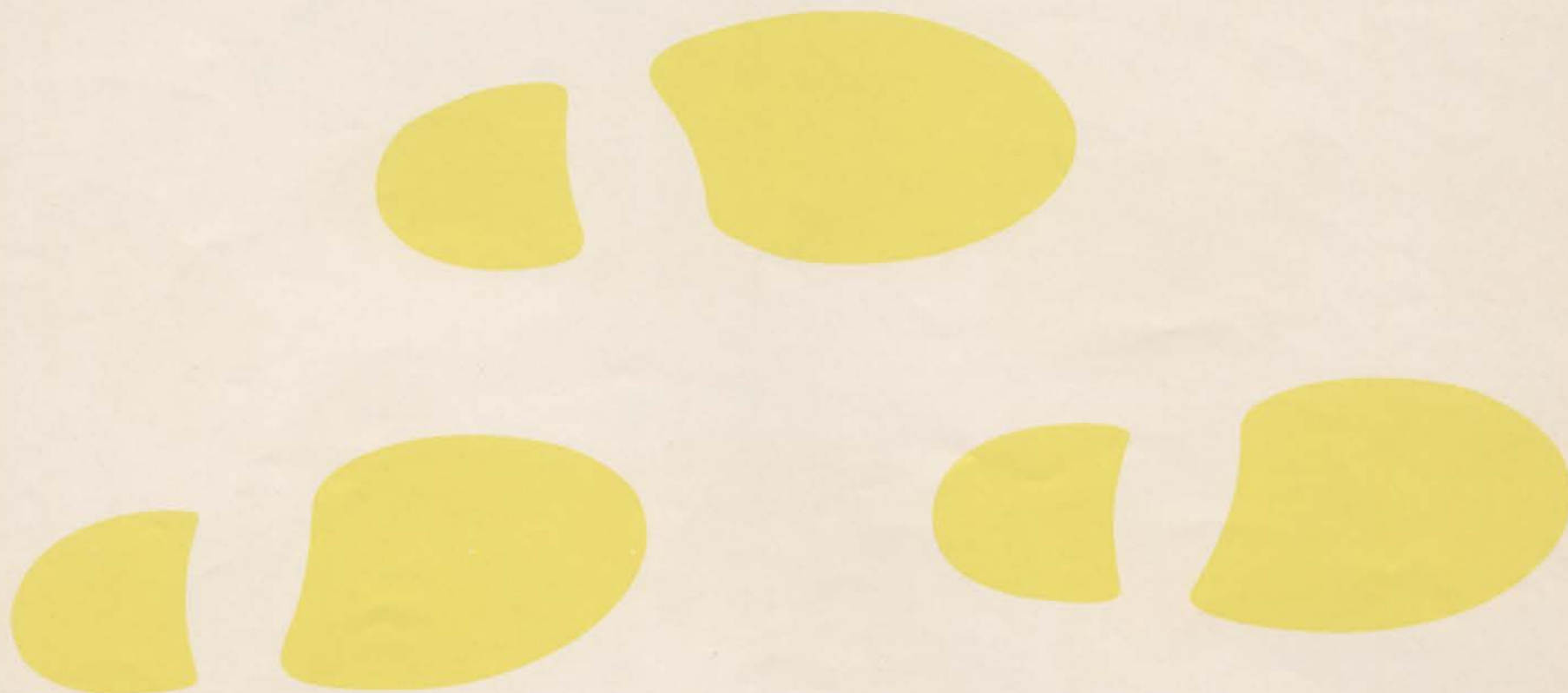
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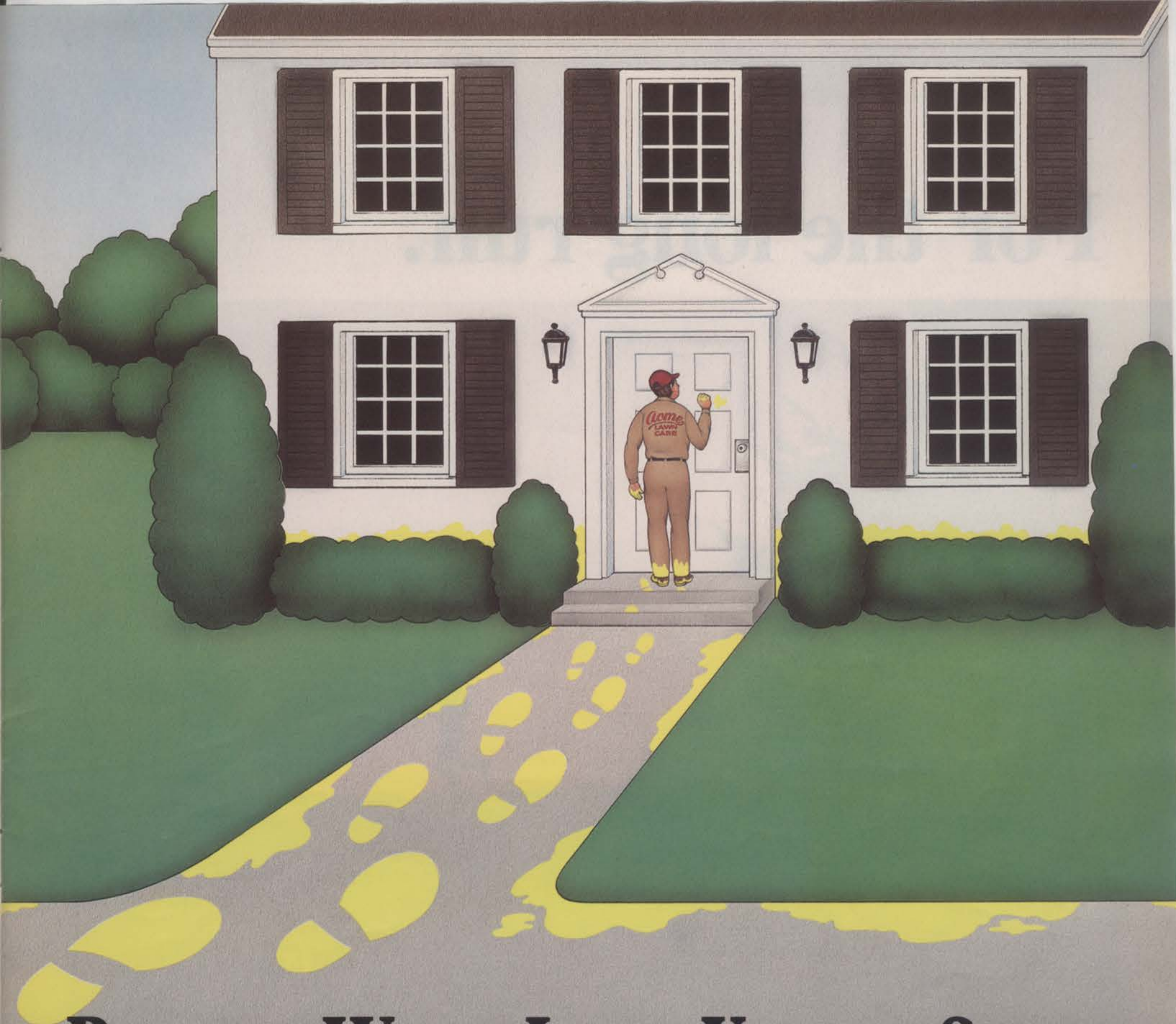
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Boss has to ride herd over flock of mechanics

By JAMES E. GUYETTE
Associate Editor

MILWAUKEE—A preventative maintenance program for equipment won't be effective unless the boss keeps close tabs on the mechanics, according to Ron Turley.

"Somebody in management must ensure the quality of the job," Turley said. "If there's nobody else, you inspect it yourself."

A computer whiz and expert at garage management, Turley was director of maintenance for United Parcel Ser-

vice for more than 15 years and he owns a consulting firm, Ron Turley & Associates, Phoenix, AZ. He conducted several seminars at the Green Team Conference and Trade Show in Milwaukee, a joint effort by the Associated Landscape Contractors of America Landscape Management Division and the Professional Grounds Management Society.

"Performing preventative maintenance is an investment," Turley said. "A PM (preventative maintenance operation) isn't any good unless 50 percent of all repairs

are discovered by preventative maintenance," he said.

The mechanic's job is to lubricate and oil, plus discovery and prediction, Turley said. It is important that problems be spotted and repaired in the garage—not on the road. "Driver write-ups are expensive so we don't want a lot of them."

There should be no more than two road calls per vehicle per year. If there are 100 vehicles in a fleet, only one a day (1 percent) should break down, and that includes flat tires, Turley said.

"Increasing maintenance hours does not necessarily prevent breakdowns," Turley said, particularly if the mechanic is not that skilled or motivated.

What then? "You raise your (pay) rates until you find good people."

Turley emphasized that management has to do spot checks to make sure that all the steps in a preventative maintenance program are followed. "We should be inspecting a number of PMs," he said. That can be accomplished by doing such things as checking

tire pressure and battery acid level—items that are often left undone. "You have to supervise quality control if there's nobody else."

In designing a preventative maintenance program, special care should be directed toward wires and hoses. Crossed-up lines and rubbing hoses are major factors in breakdowns, he said.

Clamping, tightening, adjusting, lubricating and checking are things to be done. If fluid levels are low, "find out where the fluid is going," he said.

Invest in 5-gallon containers and a spraying unit for the lubricants and similar materials. "We don't buy anything in spray cans."

Close attention should be paid toward vehicle bodies. Turley said he is "flabbergasted" when he sees rusted trucks. (He did not discuss Midwestern winters.) "It's only poor maintenance—I don't think floors should rust-out. I don't think fenders should rust-out either—or beds of pickups."

The solution is to inspect, lubricate and undercoat when needed, he said.

Above all, don't forget to see how much air is in the tires, he said. A tire 20 pounds low should be removed for observation. **LCI**

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Turley: Check wires and hoses.

New bluegrasses called stronger

PLEASANT HILL, TENN.—The new-named Kentucky bluegrass varieties found in premium seed blends and mixtures have been developed with better heat and drought tolerance and greater resistance to insects and diseases, according to the Lawn Institute.

For fall seeding, the institute recommends Kentucky bluegrasses with names A-34, BenSun, Adelphi, America, Arboretum, Baron, Classic, Eclipse, Fylking, Glade, Gnome, Merit, Monopoly, Nassau, Nugget, Ram I, Rugby, Sydsport, Touchdown.

The institute recognizes these as the best for keeping lawns weed-free. Lawns converted to these grasses, it is claimed, will not require regular chemical weed control treatments. **LCI**

It could be cheaper to rent rather than buy tools

By JAMES E. GUYETTE
Associate Editor

It could be that renting equipment is a better deal than buying certain items.

"Sometimes many of us become obsessed with ownership," said Robb Lied of Lied's Nursery Co., Inc., Sussex, WI. "Then ego enters into the picture, as some may feel that the winner in the game is the person who dies with the most toys. Well, that just isn't true—and if you're playing that game you're just playing against yourself," he said.

"I believe that the name of the game is to utilize equipment to your best advantage so that it provides you with the best return on your investment," said Lied, who is a certified public accountant. "Basically this can be summed up quite easily: You should only buy for your everyday needs. If you are going to increase your production above your normal levels you should look into an option other than purchasing," Lied said.

And one big option is renting, especially when your need for a product is limited.

"Check around when you rent a piece of equipment," said Norman Knief of Lincoln Contractors Supply, Inc., a Wisconsin rental firm.

"You have to shop around for the best deal," said Richard E. Johnson of Marinebank Leasing Co., Milwaukee.

Lied, Knief and Johnson took part in a panel discussion at the Green Team Conference and Trade Show in Milwaukee, a joint effort of the Associated Landscape Contractors of America Landscape Management Division and the Professional Grounds Maintenance Society.

One advantage to renting, said Lied, is that you are not tying up operating capital for down payments and monthly payments. It also does not show up as debt on your financial statement balance sheet.

You can save, too, because renting does not carry with it a fixed cost. "Every day, whether or not the piece of equipment is being utilized, the fixed costs are ticking away (if you buy)," Lied said.

Another factor when deciding whether to buy or rent is to consider the investment tax credit recapture. "Find out what your recapture rights are," Knief said. "It's extremely important that you know." Under the tax laws, to keep your tax credit when buying you must keep a car three years, equipment five years and trucks three-to-five years depending on classification. The panelists suggested that an accountant be consulted on this matter.

What if you don't know whether to repair a piece of old equipment, buy a new one or rent?

You can figure it out by computing the cost of the currently needed repairs and by estimating expected repairs for over the next three years.

Then estimate the cost of a new machine, both now and three years from now.

Next, what is your interest rate for taking out a loan?

However, Knief said that interest rates are not a determining factor when he buys equipment. "Five years is the maximum that I will hold any piece of equipment," he said.

He offered another tip: "It is not necessarily to your ad-

vantage to go to the cheapest place you can find."

A recent trend among rental companies is to offer a damage waiver. Usually about 7 percent of the base monthly rental rate, it eliminates the renter's liability if the equipment is damaged. For some items, it's best to avoid a damage waiver: "There's not much you can do to wreck a roller," Knief said. One should use care, though.

"Before you rent a piece of equipment find out what your options are and get it in writing," Knief said.

Sometimes it is more eco-



Lied: Figure your costs.



Knief: Get it in writing.

nomical to buy. For one thing, the equipment is always available for use.

Plus, it can be purchased to your exact specifications. And if you use it often enough, the

fixed cost of the product can be used to your advantage.

The panelists suggested that you check with an accountant before making the decision to rent or buy. LCI

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Liabilities are many in landscape management

By ELLIOT MARAS
Editor

A mother is pushing her toddler in a stroller past her neighbor's yard. A pebble swept up by the gust of the blower bounces off the youngster's forehead, just missing his eye. A slight trauma for the child, but a big one for the landscape management contractor.

The landscape management contractor gets an angry call from his customer, who just heard from the child's mother who claims the child is in a state of shock. The contractor sees his hard-earned revenues flying out the window.

How extensive are the contractor's liabilities? It's a question more landscape management contractors and LCOs are facing as the ranks of attorneys continue to swell.

One factor that influences the scope of the contractor's liabilities is the formal structure of the company. Another is the language of the customer contract.

Limiting liabilities was addressed at both the Professional Lawn Care Association of America Conference in Baltimore and the Green Team Conference and Trade Show in Milwaukee sponsored by the Associated Landscape Contractors of America's Landscape Management Division and the Professional Grounds Management Society.

Richard Jack of Athens, GA, has represented several landscape management contractors and is a former landscape management contractor himself. His talk before the Green Team audience focused on how corporate structure impacts on liability.

Richard Lehr of Birmingham, AL, legal counsel for the PLCAA, told LCOs how customer and employee contracts should be worded.

Both agreed it is important for companies to have attorneys familiar with their specific types of operations to assist them in minimizing liabilities.

Chartering a corporation is the first step in reducing a company's liabilities, Jack said. "If you're not incorporated, you are asking for it."

The corporation establishes a separation between the owner(s) of the company and the workers, who enter private property and regularly interact with the public. It protects the owners' assets from liabilities incurred by the workers.

To maintain this protection, the corporation must follow certain rules, such as electing directors, selecting a chairman of the board, holding directors' meetings, keeping minutes at meetings, etc.

With such a structure in place, the personal assets of the owners are protected from liabilities incurred by the workers. If the chairman of the board causes injury to someone while working as a grass cutter, for instance, the corporation is liable.

"That's the critical point," Jack said. "Keep your hats separate."

To maintain this separation, it is important not to mix personal and corporate funds. Depositing personal funds in the business account can make the corporation liable for the



Jack: Keep hats separate.

individual's actions.

The proper course of action, Jack said, is for the individual to make a loan to the

corporation.

Another trap to look out for is using corporate stationary for personal letters. All signatures on corporate stationary should be followed with the signer's corporate title and the words, "For the Corporation."

To limit liabilities incurred by the various operations of a landscape management firm, such as spraying and mowing, separate corporations should be set up for each operation. The assets of the umbrella corporation are then protected from liabilities incurred by the



Lehr: Contracts are useful.

technicians in the field.

In the case of the contractor described above, the corporate assets would have been pro-



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tected had the lawnmower been owned by a separate corporation, a subcorporation.

The revenues earned by the subcorporation are not recorded as revenues of the umbrella corporation. The subcorporations pay dividends to the owning corporation, which lends equipment to the subcorporation.

The New York City's Seon Cab Co., for example, owns its cabs as subcorporations, Jack said.

Under such an arrangement, the owning corporation is only liable for upholding the terms of the contract.

The owning corporation's liability insurance would not

cover the services performed by the subcorporations, Jack said.

Contracts limit liability

Liability should be explicitly limited in every job contract to the value of the lawn, the PLCAA's Lehr said. This, by definition, would exclude damages for such nebulous things like emotional distress.

Customer contracts also should state that in the event of a dispute with the service provider, the matter should be resolved by an arbitration panel. That way a jury won't decide what the damages will be. The arbitrators are indi-

viduals agreed upon by both parties.

In addition, contracts should say that employees are not authorized to enter into contractual agreements with customers, Lehr said. And, all warranties and guarantees should be made in writing.

Liabilities can be minimized by careful pre-employment screening of employees, Lehr said.

"Do you know your employees that well not to create a liability?" he asked.

All information on the employment application should be checked out, as well as the applicant's safety record at his or her previous job.

LCI

Claim leaves contractor scratching his head

ARVADA, COLO.—The Colorado Landscape Enterprises, Inc. workers never even saw the underground power cable when they replaced a rock retaining wall with railroad ties. Two years later, the cable has come up to haunt them.

In November, the company received a letter from a utility company's attorney threatening a lawsuit unless \$1,000 for unspecified damages was paid within five days.

Thomas Garber, company president, asked the attorney



Garber: Taken off guard.

what damages he was referring to. Garber then received a repair report indicating \$1,000 work had been done on a power line where the Colorado Landscape crew was working. It said the damage was caused by a nick in the power line.

Garber was still puzzled. The report had been made a year after Colorado Landscape had worked at the site. No heavy equipment was used.

So he had a consultant, a man experienced in utility repairs, look at the report. There was no way to know how the cable was damaged, the consultant said. He also said the repair cost was exorbitant.

"What they're trying to do is stick us for liability for all the work that's been done to the wire," Garber said. "Apparently, they just decided, 'here's a company we can stick with the claim.'"

Garber informed the attorney of the consultant's opinion and has refused to pay the bill.

If the claim does go to court, Garber said that under Colorado law he will be entitled to compensation for legal fees if the utility company loses.

"This stuff is getting serious," Garber said. "In a case where you wouldn't think there was any liability at all, all of a sudden they come after you."

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Scott bought

MARYSVILLE, O.—O.M. Scott & Sons Co. has been bought by New York City-based Clayton & Dubilier, Inc. from the ITT Corp.

Scott, which makes lawn care products for both the professional and consumer markets, was bought with its sister company, W. Atlee Burpee Co., for \$150 million.

Burpee, based in Warminster, PA, supplies vegetable and garden products.

LCI

Interview with Jim Wilkinson

Another tough year awaits the industry

COOPERATION OF THE CHEMICAL SUPPLIERS WILL BE IMPORTANT

Jim Wilkinson, holder of a Ph.D. in agronomy and general manager of Old Fox Lawn Care, Inc., brings both business acumen and technical authority to his role as president of the Professional Lawn Care Association of America. Over the years, he has been one of the most visible players in the industry, addressing both its public policy and agronomic practices. Following is an interview he gave *LAWN CARE INDUSTRY* his first day in his new leadership role.

How do you feel about being chosen to lead PLCAA in 1987?

I'm very proud to represent the industry. I'm flattered that the board of directors has confidence that I can lead the industry. I have lot of confidence in the staff at the association, so I think we'll get a lot done in 1987.

Nineteen Eighty Six was a tough year for the industry. There were several negative portrayals of the LCO in both print and broadcast media. Regulatory initiatives also gained steam. What will 1987 be like?

I think it's going to continue to be tough. The degree of state regulatory activity is intensifying. I think the association's battle is going to be even harder in 1987.

What are the major issues the industry will face in 1987?

There are two big issues. (Mandatory) sign posting is number one. I believe more and more states, because of environmental activists, will continue to look at it. The other big issue is the use of 2,4-D.

Do you see more companies not using it?

No. But if they continue to use it, they should be evaluating some alternatives to it. So if the EPA stance does change, they're not going to be caught off guard.

What do you think will happen at the EPA?

I have not had the opportunity to talk to EPA officials about it.

The State of Massachusetts has issued a posting requirement for LCOs. You mentioned the possibility of the association taking the requirement to court. Can you say any more about this?

Right now, it's too early to say any more. Our attorney (Richard Lehr) is studying the matter.

Recently, the Professional Grounds Management Society and the

Associated Landscape Contractors of America's Landscape Management Division sponsored a joint conference and trade show. Will PLCAA involve itself more with other trade associations?

We've held preliminary discussions with the other associations about possible joint activities. Right now, it's too

early to say any more.

The PLCAA has increased its assessment to members to support what it terms a "defense fund." Do you expect this increase to meet any resistance?

We have tremendous tasks ahead of us. I certainly hope there is no resistance. I can't understand why anybody

wouldn't support us.

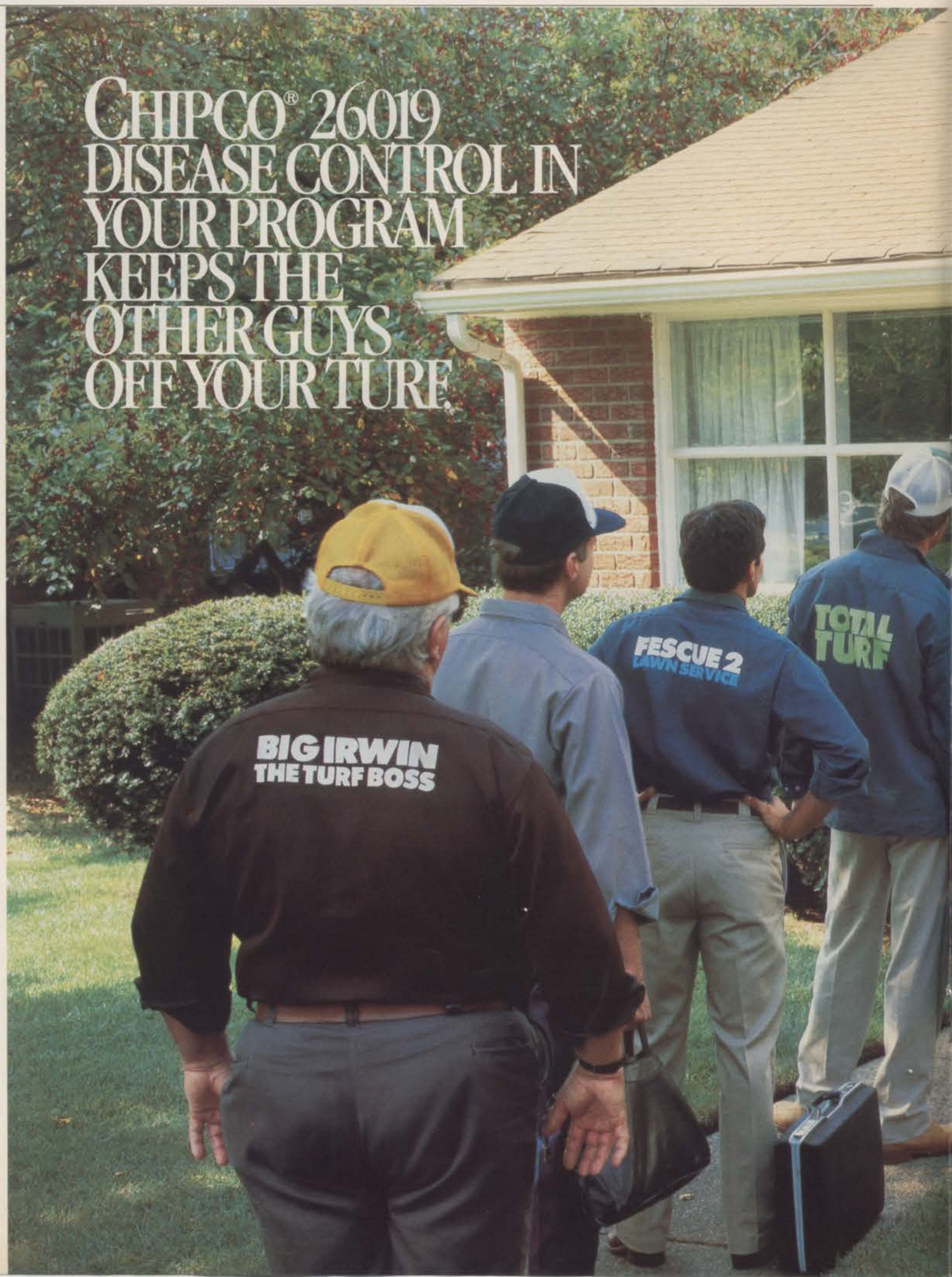
Recently, PLCAA asked chemical suppliers to support its PR efforts, both financially and with toxicity data. Are you getting the support you sought?

So far, we are extremely pleased with the cooperation the chemical suppliers are providing. They are very pleased to know the PLCAA is



Jim Wilkinson

taking a leadership role in combatting the negative publicity. They've been very forthcoming with financial support and providing videos for LCOs to use (in public forums) on their safety training programs. LCI



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TAX,

from Page 1

Subchapter S corporation will pay taxes according to the number of shares they own and the corporation will pay no taxes.

If gross receipts are under \$500,000, the corporation has until 1988 to form a Subchapter S corporation, Cooper said. The rest must have made the change before 1987.

A major change under the new law is the elimination of the 10 percent investment tax credit on all taxable personal property. Cooper said this is expected to raise \$110 billion. He noted that the credit has

been twice eliminated and twice repealed, and is optimistic it will be resurrected.

Another big change is that new limits are imposed on deductions claimed on consumer interest, such as interest on credit cards and car loans. Consumer interest deductions will be phased out completely over the next four years, Cooper said. Interest up to \$10,000 was previously deductible.

Mortgage interest on first and second homes will still be deductible, he said.

Limits have also been placed on deductibility of contributions to individual retirement accounts. Deductions

are only allowed for people who are not involved in employer-maintained retirement plans or have adjusted gross income of less than \$35,000 (\$50,000 for married couples filing jointly.)

Following are other changes Cooper said will affect LCOs:

● **Higher capital gains tax**—The maximum capital gains tax on the sale of corporate assets has been raised from 20 percent to 52 to 62 percent. This will make the sale of corporations more difficult.

"It's not very well publicized, but it's going to have an impact," Cooper said.

● **Minimum 20 percent tax**—All income generated separately from taxable corporate income, such as from tax free bonds, will be subject to a minimum 20 percent tax.

● **Tax on life insurance payments**—All insurance payments made to a corporation for a deceased share-



Cooper: More taxes.

holder will be included in the corporation's book income. If book income exceeds taxable income, then 50 percent of the excess is added to the alternative minimum 20 percent tax income.

● **Switch to accrual accounting**—All businesses with a minimum \$5 million in revenues using the cash accounting system will have to switch to the accrual system. This means all obligations to the business are counted as income whether they have or have not been paid. This change could cause cash flow problems.

● **Switch from fiscal to calendar accounting**—This requirement is one of the disadvantages of switching to a Subchapter S corporation, since it applies to Subchapter S corporations, partnerships and public service corporations.

Companies that reported income on the fiscal year for 1986-87 will be reporting some of the same income on their 1987 calendar year report. This could also present a cash flow problem.

● **Curtailed of tax shelters**—Deductions will be permitted for only those losses caused by a difference in income and investment in the same business activity. In other words, a deduction cannot be taken for a loss on real estate investment offset by income in lawn care.

A deduction would only be allowed for a loss caused by investment in lawn care that was greater than lawn care income. LCI

SIGNS,

from Page 1

Connecticut," said Paul Czarowski, president of Green Acres Turf Builders, East Lyme, CT.

Most of those who do plan to post have experienced some form of adverse publicity.

"We had some problems in Buffalo," said Greg Hurley of Hurley Lawn Care, Walworth, NY. "You can see what can happen, how devastating it can be."

"It (posting) is going to eliminate the fly-by-nighter," said John W. Horner of Horner's Lawn Service, York, PA. "It's going to be good for the lawn care industry."

Some companies are still undecided.

Charles DiGiacomo, a technician for LST Industries, Hillsdale, NJ, said his company is waiting to see how voluntary posting affects other companies.

Phil Fogarty, president of Crowley Lawn Service, Inc., Cleveland, OH, is waiting to see what others in his area do. "If I see them (signs), I'll post them." LCI

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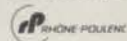
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Successful contractor wary of residential accounts

Joe Carpenter, newly-elected president of the Associated Landscape Contractors of America, speaks slowly and softly with that slow, southern drawl. It's as though he doesn't want anyone to know that the landscape management division of his landscape contracting company, Landmasters, has experienced 30 percent growth in each of the three years he's given it serious attention.

Carpenter seems embarrassed that his Gastonia, NC company, which had grossed only \$120,000 in 1982, increased that figure to almost \$600,000 by 1985.

He began his company in 1978, after having worked in the business with his father since 1967.

But the Landmasters of today is little more than a year old. Merging and restructuring resulted in five divisions with 41 employees (60 during peak months). Grounds and landscape management is only 20 to 30 percent of the company's business. Other areas include erosion control, design/build, irrigation, and golf course construction.

Landmaster's full-service management program includes chemical lawn care, plant care, fertilization, leaf removal, mulching and pruning.

When Carpenter explains his hesitance to get involved in the residential lawn care market, it's almost as though he's concerned about hurting someone's feelings—despite how quickly he allows that it is a tempting market.

"It's perhaps the biggest market that professional landscapers have," he said.

"It's not that I don't want to get into (residential lawn care)," Carpenter explains—the company is already "nibbling" in it with about 4 percent of its landscape management business focused on residential—but he heeded some advice he was given a few years back. That advice was from a worker on residential projects.

"It was so hard to manage one of the projects," Carpenter concedes hesitantly, "in that the customer demanded more attention," that he decided to concentrate his efforts towards the commercial/industrial sector, working primarily with highway, utility, and other industrial/commercial accounts.

The residential customers Landmasters do contract are mainly in the upper-income bracket, with the work done on a per-task basis. But even these—which many would see as being the "perfect" customers for having a lot of money and little free time—have not been without reprieve.

"They've worked out quite well," he says slowly. "The

ADMITS IT IS THE BIGGEST MARKET AVAILABLE

only problems we've had is exactly what they said"—questioning the amount of time spent on their lawns.

Carpenter admits, in his slow, careful way, that many residential lawn care companies feel threatened by companies such as Landmasters that are beginning to nudge into their market. But he, in turn, is just as threatened by those residential companies.

Those residential companies, Carpenter explains, have the opportunity to pro-

vide additional services to the customers they are already servicing, as well as improve customer relations.

Although Carpenter knows how lucrative the residential market is, he thinks the demands made by the customers exceed business reality—a typical LCO's complaint.

"What the customer sees is one thing, and what we see is another. Being able to communicate that is the problem," he said.

Commercial accounts

aren't as interested in the nitty-gritty work, Carpenter said.

"A business would rather you not be around them any more than you have to. They're looking for the results."

Carpenter is sensitive to perceptions of his company, and doesn't want it to be seen as a chemical lawn care company—which is one reason why he uses exclusively granular products.

"They're gonna be



Carpenter: perception matters.

around," he said of exclusively chemical lawn care firms.

"But I think they are more visible in relation to environmental concerns." LCI



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■ 1 Full Application ■ Split Applications

Colorado pesticide users unite, lobby for state law

By JAMES E. GUYETTE
Associate Editor

COLORADO—Commercial pesticide users in Colorado are uniting to fight proposed posting laws in that state.

"We've got a strong commitment from a lot of people," said Steve Day, founder of Colorado Pesticide Applicators for Responsible Regulation.

COPARR has a board made up of 20 members, and they are in the process of hiring a lobbyist to work toward passage of a state law governing the use

POSTING LAWS PROPOSED IN BOULDER AND DENVER

of pesticides.

"We have got our work cut out for us," Day said, adding that 300 to 400 Colorado businesses could be affected.

Local posting ordinances are being considered in Denver and Boulder. The Denver proposal, in committee at this writing, is "the one that's really got us bugged," Day said.

The Denver law would require that signs be posted 24 hours before an application and 48 hours afterwards. (The

customer would be given a 2-sided sign.) The regulations would include homeowners and government employees. Day said there would be pesticide warning signs in restaurants, hotels and hospitals—"the whole ball of wax."

The exact amount of information to be included is unclear at this point. "Heaven knows what they're going to suggest appear on that sign," Day mused.

Signs falling under the Boulder proposal might have

to be 4-by-4 feet in size to include all the needed information, Day joked. The law would require warning signs every 150 feet for 72 hours after the application.

Day said he is hoping that the Boulder proposal can be reduced in scope by COPARR's efforts. "It seems to be a rather ill-conceived ordinance."

The Boulder city fathers and mothers received much input from members of the Sierra Club, and they were

"shocked" when faced with the response from the pesticide-using industry, Day said. Now COPARR's people are assisting in the writing of the law, he said. LCI

Powell named to LCI's board of advisers



A.J. Powell

CLEVELAND—A.J. Powell, extension turfgrass specialist at the University of Kentucky, Lexington, has been named to LAWN CARE INDUSTRY's advisory board. He will be responsible for advising the magazine's coverage of topics related to agronomy.

"We are pleased to have someone with A.J.'s extensive background join us in our efforts to keep the industry abreast of the many new developments," said Bob Earley, publisher. LCI

Break-Thru!



Joe DeLuca, marketing manager for The Andersons, Maumee, OH, introduced Break-Thru, a non-phenoxy broadleaf herbicide, at the recent Professional Lawn Care Association of America convention in Baltimore. Break-Thru will be produced for the 1987 season in limited quantities. Although it can be applied alone, maximum spectrum weed control is achieved when Break-Thru is used in combination with other products such as Banvel and Turflon, DeLuca said. "We are not saying that the book is closed on 2,4-D," DeLuca said. Break-Thru will be marketed beyond the company's current 26-state market area, and will hopefully be available in granular form, he said. LCI

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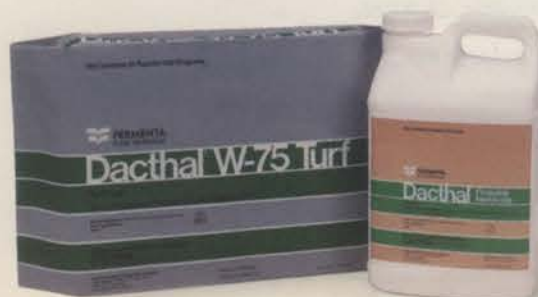
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Circle No. 110 on Reader Inquiry Card

Most to maintain 2,4-D in 1987

BALTIMORE—Negative publicity about the safety of 2,4-D hasn't convinced many LCOs to take it off their shelves. At least not for the time being.

Approximately 100 LCOs were interviewed at the 7th Annual Professional Lawn Care Association of America Conference and Trade Show. Seventy-two percent said they plan to maintain or increase their present use of phenoxy herbicides.

ChemLawn Services Corp. announced it would discontinue using phenoxy her-

bicides after one study indicated a link between 2,4-D and non-Hodgkins lymphoma, a cancer. (That study has been disputed by several researchers.)

None of the other major lawn care companies had announced plans to stop using phenoxy herbicides at the time of this writing. Some said they are still studying the decision.

"We are researching the alternatives (to phenoxy) should we decide that (not to use phenoxy)," said Gordon Ober, vice president of new

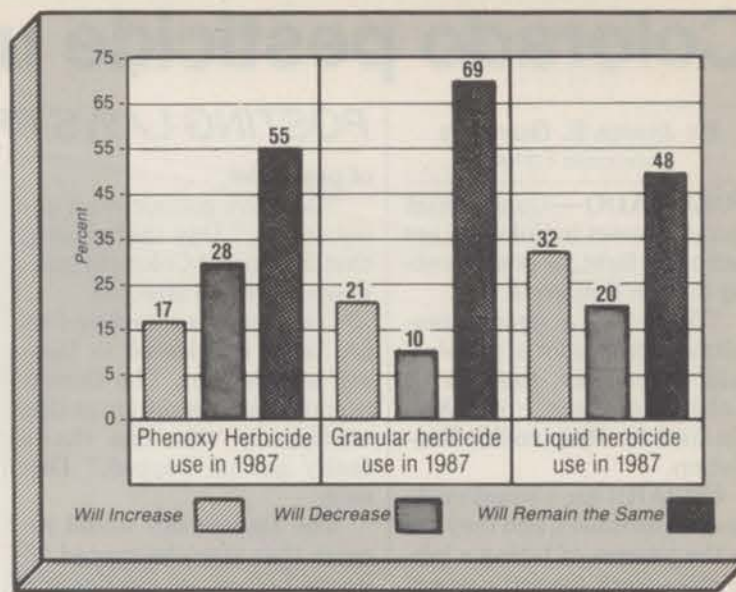
ventures for Davey Tree & Expert Co., Kent, OH.

Similar sentiments were expressed by representatives of Barefoot Grass Lawn Service, Inc., Spring Green Lawn Care Corp., Excelawn Corp. and Tru Green Corp.

Ron Wilson, vice president of Perf-A-Lawn Corp., said the non-phenoxy might be tested in 1987 in conjunction with phenoxy.

As for dropping phenoxy, Wilson said, "I think we're making too much of it too soon."

Of the LCOs interviewed at



Source: Lawn Care Industry PLCAA Show Survey

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LAWN CARE INDUSTRY'S booth at the trade show at the Baltimore Convention Center, 55 percent said they do not plan to change the amount of phenoxy herbicides they use. Seventeen percent said they plan to increase their use of phenoxy herbicides, while 28 percent said they will decrease it.

Asked about liquid herbicides in general, 80 percent said they will either increase or not change the amount they presently use. Thirty-two percent they will increase it, 20 percent said they will decrease it and 48 percent said they don't expect to change it.

Interest in increasing granular herbicide use was not as strong, with only 20 percent favoring an increase in this area. Sixty-nine percent said they will not change their use of granular herbicides and 10 percent said they will decrease it.

A slight majority, 55.6 percent, said they will increase their use of preemergent herbicides to reduce the need for post-emergents, while 44.3 percent said they will not.

Only 37 percent said they will emphasize fertilization as opposed to weed control, while 63 percent said they will not. LCI

DEBUT

from Page 1

was outstanding," said Ron Kujawa, president of KEI Enterprises, Cudahy, WI, and chairman of the show. "We had overflow attendance at almost all the sessions. They wanted more of everything they got."

The trade show featured 89 exhibitors at 118 booths. The largest exhibitor was Wheel Horse Products, Inc., South Bend, IN, which manufactures lawnmowers and tractors.

Particularly impressive was the popularity of the session on snow removal given by Tom Garber of Colorado Landscape Enterprises, Denver, CO. Like many sessions, this one went into overtime, and the attendees didn't want to let Garber leave the room.

Kujawa said the feedback was very favorable. LCI



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Industry should view safety as its responsibility

BUSINESSMEN SHOULDN'T WAIT FOR THE GOVERNMENT TO TELL THEM WHAT TO DO

Corporate responsibility is a common topic of business conversations. Generally, the question of how to carry out the responsibility of the corporation deals with the various people to whom the organization is responsible.

There are two types of responsibility that LCOs and landscape management contractors need to recognize as their companies mature and as they become a more important part of the business community.

First, there is the civic responsibility. This includes giving personal time for work within the community. There are a variety of ways in which a business person can help the community, ranging from aid in fund raising for various charities to working with youngsters or the elderly.

The opportunities for this type of work are endless.

The second type of responsibility that we need to look at in the lawn care industry is that of safety, both of employees and the general public.

We have not met a single owner/operator in the business who has deliberately offered services which would be unsafe to either the public or employees.

However, there are opportunities to strengthen the safety factor in lawn care and these opportunities exist in almost every company.

Business owners should take a good look at the ways in which their employees are helped to understand the correct procedures for handling materials as well as tests that can be given to monitor the health of the individual.

All companies should put together a manual which deals with materials handling safety, as well as vehicle safety. The employees should be required to read these manuals.

While safety instructions are usually given verbally in most companies, we suggest employees will be better able to understand the procedures if they are given in writing.

The second area of employee safety deals with testing, particularly cholinesterase testing. This should be done for any employees who handle insecticides or herbicides which would have a cholinesterase inhibitor included within them.

This should be done every three to four weeks during the lawn care season when products containing cholinesterase inhibitors are being used. A base line reference test should be given before beginning the first round each year.

The question of consumer safety is a key one for the fu-

ture of this industry. While there may be those who feel that they will wait until some form of government regulation forces them to act, the companies that find new ways to inform the public will be the ones who will be in a position to grow as the regulations are enacted.

It's not so much a question of whether regulations will come, but rather when they will come.

By working with supply

companies, checking with the consumers themselves on their needs for information, and by being aware of current legislation, the lawn care owner/operator will be able to be responsible and ensure that the future of the industry will not be dependent on outside forces.

Making labels available to consumers, training the technicians on safety standards, and having a system of providing information to the con-

sumers on a voluntary basis should be a part of the corporate responsibility of each company. By doing so, the industry will remain vigorous.

Failure to take the responsibility needed to lead a maturing industry into the future will result in the decline of those companies.

The choice is easy: to take responsibility or not. Those companies that do will be those that are going to lead the industry into the future. LCI



McGary

Wandtke

About the Authors

Rudd McGary and Ed Wandtke are senior consultants with All-Green Management Associates, based in Columbus, OH.

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Circle No. 152 on Reader Inquiry Card

Many in our industry are overreacting to change

By JERRY FAULRING

On returning from the Professional Lawn Care Association of America's annual convention in Baltimore, I think it is useful to reflect on how we are reacting as an industry to the issues that we discussed there.

My reading of the pulse in Baltimore is hyper emotionalism, and I've seen it all before.

Many of you might not remember when the Federal Insecticide, Fungicide and Rodenticide Act was passed in

POSTING HASN'T DESTROYED ANYONE'S BUSINESS

1972. I recall clearly a heated debate at a sod producers meeting. The reason for all the yelling was the licensing requirements and the cost of the license...something like \$25 or \$30 in Maryland.

Rumor had it that FIFRA was going to put an end to commercial pesticide application. I was a freshman then. I wanted to be in lawn care and simply went about the business of getting my license.

At the recent convention in Baltimore, lots of people of-

fered their sympathies for the really "tough" regulatory year we had in Maryland. I told them it wasn't that bad. We had worked hard in Annapolis during the spring session, complied with Montgomery County's posting ordinance during the summer and wondered what the total fines could be if we ignored the ridiculous Prince Georges County ordinance.

We sued both counties in federal court, got a temporary and then permanent injunc-

tion.

I am convinced that we "lose it" just contemplating regulation. FIFRA of 1972 didn't hurt us at all; it helped. And that was the most sweeping pesticide legislation ever. Congress couldn't even muster the interest to vote any changes to FIFRA in its last session.

I do see some good in this hyper emotional state of mind I saw in Baltimore. Just a couple of years ago when a few of us were working day and night

to raise a few bucks for the Pesticide Public Policy Foundation and a PLCAA regulatory response program, the mood was "who cares?" with the exception of a few who had vision.

So how will posting, voluntary or involuntary, affect the industry?

ChemLawn, the "Big C" (The computer industry affectionately calls IBM "Big Blue"), wants to start planting pretty little flags nationwide next spring. And the rest of the industry is going crazy. We are scared and resent Big C's decision.

The reaction is understandable because human nature has it that we resist and are afraid of change. We're afraid of what we don't know.

Drawing on the book of Erbaughize (that's Marty of Lawnmark), planting flags is "non-controversial" in my experience.

Here in Montgomery County, we planted flags as an industry through at least two full rounds of service. There essentially was no response. No one tried to find out the other guy's customer list and steal customers. The neighborhoods weren't littered. Most homeowners trashed the flags within a day or two. Customers mostly liked the new form of service awareness. They pulled into the drive and immediately knew the lawn had been cared for... "better look for that invoice."

Tens of thousands of flags got planted. And guess what? The birds are still singing and the pets and children are okay. "Maybe all this noise about the hazards of urban pesticide use is just that—noise" is the garden party talk these days.

If I were working in Nevada I probably wouldn't want to kick a sleeping dog. But in most parts of the country, the dog is awake and watching.

There is another positive side to posting to consider. Neighbors, upon seeing a flag posted on a lawn, can decide for themselves what to think about pesticides. They may even want to purchase what they see happening to the lawn.

Posting is 95 percent done in Maryland. The state will likely pass a posting law in the spring. It's done in Massachusetts. More will follow and I doubt we can stop them all. Possibly if we act together and plant flags voluntarily, we will be forced to do it less often.

Now for phenoxy herbicides. My goodness, when will we untie Big C's leash? Too many have followed them for so long that it looks like we are letting them set our individual company policies.

At this writing, there is no reason for anyone to stop using phenoxy herbicides, le-

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LCI



Jerry Faulring is president of Hydro Lawn, Inc., Gaithersburg, MD, a founding member of PLCAA and an editorial adviser to **LAWN CARE INDUSTRY**.

I won't attempt to speculate what motivated Big C to drop the phenoxy. It's their decision and to continue using phenoxy herbicides in 1987 is my decision. Everyone else should make their own decision based on what *they* believe, not what Big C and I believe. No one, including Big C, has all the answers.

(It's interesting that a few years ago I caught grief for suggesting the need to find an alternative for 2,4-D. No one wanted to hear it so we just went on ignoring a possible reality.)

I was somewhat embarrassed in Baltimore to hear the "back room" and "front room" antagonistic volley of accusations pointed at Chem-Lawn.

Don't misunderstand me. There are days when I would be thrilled if ChemLawn would close up shop. I don't defend anything they do and have no vested interest in doing so. But competing with the largest has made my company better and forced many good things onto the consuming public.

And by the way, just how big is Big C? By most estimates, they have less than 20 percent of the total market. At least 80 percent belongs to the rest of us.

Finally, don't ignore the benefits ChemLawn provides the industry. They are taking 80 percent of the public heat in exchange for 20 percent of the market.

There will be a professional lawn care industry when the clock ticks into the next century. It'll look different and most likely it will be better for having to endure the current societal review of pesticide use.

We cannot bury our heads in the sand and ignore our responsibility to manage for effective change. However, we must work together. A major rift within the industry now could cause significant near-term damage.

For those of you who are new to PLCAA, be aware of how good you've got it. There has never been a trade association in the history of the green industry like the PLCAA. LCI

from Page 1

executive vice president. He attributed the increase to Baltimore's proximity to a large number of lawn care companies. Many LCOs are based in the Northeast and Midwest.

The largest exhibit was sponsored by LESCO, Inc., Rocky River, OH, with 11 10-foot-square booths, Brooks said.

The largest exhibitor was Denver Leasing & Manufacturing of Golden, CO. The company had a 20-by-50-foot island while Professional Turf Manufacturing of Normal IL, which Denver owns, had a pair

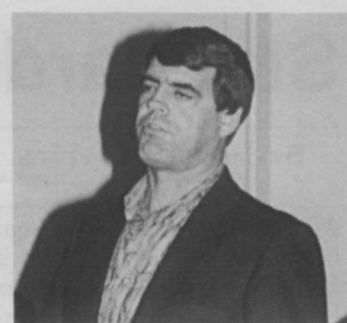
of 20-square-foot islands.

The best attended sessions were the talks given by Dr. Elizabeth Whelan, author and toxicologist, and Ford Rowan, a former network news correspondent. Whelan described the misconceptions about pesticides being perpetuated by environmentalists while Rowan discussed ways the industry could better work with the media.

Brooks was pleasantly surprised by the number of attendees dressed in suits and ties. "That mirrors the growth in professionalism," he said. "That's a positive sign for us."

Brooks was also pleased by the 30 new members signed.

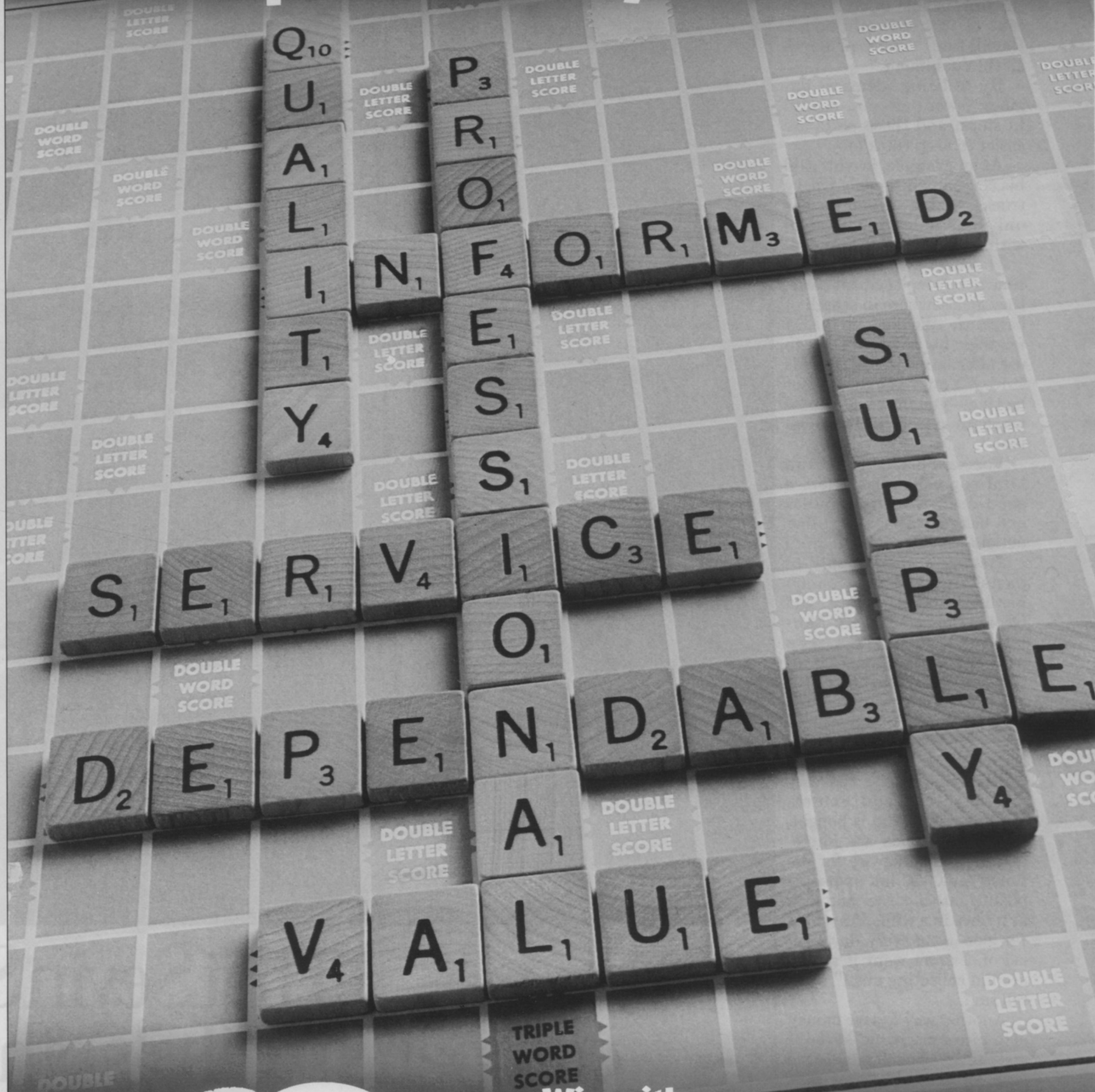
LCI



A moment of tension erupted during the question and answer session of Dr. Elizabeth Whelan's talk before the Professional Lawn Care Association of America convention in Baltimore. Mary Jane Goldthwaite, vice president—general counsel for ChemLawn Services Corp., said ChemLawn's decision not to use phenoxy's was not made for public relations purposes. This prompted Mark Chevrier, vice president of Colonial Lawn Care, Prospect, CT, to ask if ChemLawn would mention its non-use of phenoxy's as a selling point in its marketing programs. Goldthwaite said she was not aware of any such decision.

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Circle No. 134 on Reader Inquiry Card

Standardized equipment brands save big bucks

By JAMES E. GUYETTE
Associate Editor

MILWAUKEE—You can cut the cost of your parts in half by sticking to the same brands when buying equipment, according to Bill Davids of Clarence Davids & Sons, Inc., Blue Island, IL.

"I try to standardize my equipment," said Davids as he took part in a panel discussion on controlling parts costs. The session in Milwaukee was part of the Green Team Conference and Trade Show, a joint effort of the Associated Landscape Contractors of America Landscape Management Division and the Professional Grounds Management Society.

By keeping the number of brands used to a minimum, the firm is able to do 90 percent of its repairs in-house, Davids said. "One man knows all the equipment."

By utilizing identical engines, fewer parts are needed in stock, and those parts are easier to keep track of.

As an example, Davids said his company buys only Chevy trucks, which means he has only one salesman to deal with.

However, when it comes time to buy replacement parts, they go elsewhere in search of bargains. "We don't go to GM for their batteries. We try to use alternative parts," Davids said. "You have to be selective—you have to know when to purchase the original."

For edger blades they go to a local company that offers a good deal. Bearings, pullies and belts are bought at other outlets, Davids said.

Having a good supply of parts on hand is a smart method of doing business, said George Morrell of Clark-Morrell, Inc., Lithonia, GA. Two percent of the gross sales is invested in parts inventory.

"You can't go running to a store every time you need a spark plug, bearing or belt," Morrell said.

Like Davids, he too uses standardized equipment. When a new brand is bought, the other brands are immediately sold. Likewise for defunct gear: "A lot of people push it into a corner and look at it once in a while. Anything I'm not using every day I get rid of. I don't want it sitting around collecting dust," Morrell said.

Another way to save money is to hire a mechanic—even if you think you can't handle the cost, Morrell said. "You can't shuffle your equipment out to a shop every time it breaks down. You can't wait until you can afford a mechanic."

Clark-Morrell has three mechanics who work staggered shifts: One does small engines, another works on

trucks and heavy equipment while the third serves as an administrator. "We discourage field repairs unless they are very minor." Instead, each truck carries duplicate equipment.

There is a three-week repair cycle in which each piece of equipment is brought in for a whole day of mechanical work.

The crew leaders at the firm—which has annual sales of \$6 million—do washdowns, greasings, inspections and filter changes every day. Also,

the repair costs of each crew leader's equipment are monitored. "You've got to give this guy some sense of responsibility, and this is the way to do it," Morrell said.

By having your own mechanic, you can better schedule your work, making things more convenient, plus you can save increased labor costs caused by down time, said Lloyd Schmidt of Praefke Electric, an engine distributing company.

However, Schmidt said, there can be disadvantages to



Schmidt: Check tech schools.

having a mechanic simply because some engines, and testing instruments, are so sophisticated. An outside mechanic will most likely be up-to-date on factory bulletins and possess the

appropriate tools.

If you do decide to hire a mechanic and you'd like to save a little bit on wages, a good place to begin your search is at a local technical school, Schmidt said.

If you become friendly with the instructor he can recommend some of the better students, Schmidt said.

He observed that people who market replacement parts are mainly packagers, while manufacturers are more likely to have worked out any bugs in a particular product. LCI



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PLCAA names officers

BALTIMORE—Members of the Professional Lawn Care Association of America elected a new slate of officers and board of directors for 1987 at the recent convention in Baltimore.

New officers are: James F. Wilkinson, general manager of Old Fox Lawn Care, Inc., East Providence, RI, president; Russell J. Frith, president of Lawn Doctor, Inc., Matawan, NJ, vice president; and Paul Moore, president of Lawn Green, Inc., Las Vegas, NV, secretary/treasurer.

New directors for the board are: J. Martin Erbaugh, president of Lawnmark Division of Erbaugh Corp., Peninsula, OH; Roger C. Funk, vice president of technical and human resources, Davey Tree Expert Co., Kent, OH; James D. Mello, president of Nice 'N Green, Inc., Romeoville, IL; David W. Sek, assistant to the vice president of Monroe Tree & Lawntender, Rochester, NY; and Joseph I. Winland, group vice president of support for Tru Green Corp., Atlanta, GA.

Directors serve three-year terms. New directors join John Kerr, Robert F. Parmley, Paul D. Schnare and James G. Marria. LCI



Good job! James Marria (left), outgoing president of the Professional Lawn Care Association of America, presents a special citation to Ronald P. Fister, manager of bulk programs for Ciba-Geigy Corp. for his work as associate director of PLCAA in 1986. Outgoing officers and directors were honored at the recent annual convention in Baltimore. LCI

C-Geigy fights for diazinon

BALTIMORE—Claiming the Environmental Protection Agency's data is faulty, Ciba-Geigy Corp. plans to fight for the use of diazinon on golf courses and sod farms. The EPA has placed such uses under special review.

Ciba-Geigy presented its research on diazinon at a luncheon at the recent Professional Lawn Care Association of America convention in Baltimore.

"We have disagreed with the EPA completely and we intend to defend our position vigorously," said Dick Balcomb, senior environmental specialist for the company.

EPA placed diazinon under special review after investigating reports of bird kills on golf courses where the insecticide was applied.

Balcomb said there was a total of 11 reported bird kills. In four of these cases, the chemical was intentionally overapplied. Only in two cases were applications done properly.

"What we're dealing with is isolated accidents that have happened over decades," Balcomb said. "We think the EPA is misusing this information."

He said researchers whose studies the EPA used admitted that they couldn't decide if the applications were done properly.

Ciba-Geigy also takes issue with EPA's assessment of diazinon residue. He said the EPA's assessment comes from two 22-year-old papers.

The company found in experimenting with Canada geese that irrigation reduces the brain cholinesterase significantly. While 6-pound application rate appeared to be safe to the geese, the company is considering proposing label rates of 2 and 4 pounds.

"We have never had a public opportunity to discuss the complexities of our case with the kind of scientific data that we have," Balcomb said.

David French, public affairs specialist for the company, introduced a videotape for use by LCOs. The video, not yet completed, addresses questions consumers might have about lawn care.

A state pesticide board member is shown saying that the state and federal governments register lawn chemicals. LCI



28 turf insects is insignificant

on lawns, parks, golf courses, or wherever people and animals may be present.

Which, to us, makes a lot of sense considering how kids and pets and grass all seem to naturally go together.

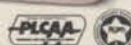
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Circle No. 135 on Reader Inquiry Card

New management plan improves firm's bottom line

EVERGREEN SERVICES CORP. IDENTIFIES MARKETING AS A SINGULAR RESPONSIBILITY

By **ELLIOT MARAS**
Editor

BELLEVUE, WASH.—It doesn't always take more money to make more money. Sometimes it just takes being better organization.

Evergreen Services Corp. of Bellevue, WA is reaping healthier profits this season because of a better organized marketing program.

Where field supervisors once held the dual responsibilities of marketing and field work, a designated marketing staff now has full responsibility for customer solicitation. Company president Rod Bailey thinks it's one of the best moves the company has ever made.

The job of marketing supervisor for the firm of 35 to 40 full-time employees was given to a veteran field supervisor, Jerry Nissley. Assisting him is a new employee who previously operated his own firm, Mike McGee, and Bailey's wife Sue, part-time marketing coordinator.

"It's made definite improvement in our sales and in our customer relations, and it's providing better service," said Bailey.

The firm does mowing, edging, mulching, pruning, exterior pest control, fertilization, chemical lawn care and landscape upgrading for about 600 commercial properties.

"Because of the increased number of professional contractors and the growing dependence on property managers, we needed a sharper focus," Bailey said.

Developing the marketing department took a couple of months; as long as it took Nissley to phase out of his field responsibilities. Nissley, who has worked for Evergreen for 18 years, was given the title of Customer Services Manager, and is responsible for all customer contact.

Sales calls are primarily the responsibility of McGee, who

initially joined the company as a service trouble shooter after operating his own business. His title is Marketing Representative.

Sue Bailey follows up on customer contacts and proposals for prospective customers.

All inquiries from prospective customers are referred to the new department.

The marketing team has been particularly effective working with the property management firms that have



Bailey: Marketing deserves special attention.

become more influential in the Seattle area. Bailey said property managers like dealing with a few, designated people. "People like dealing with people they know," he said.

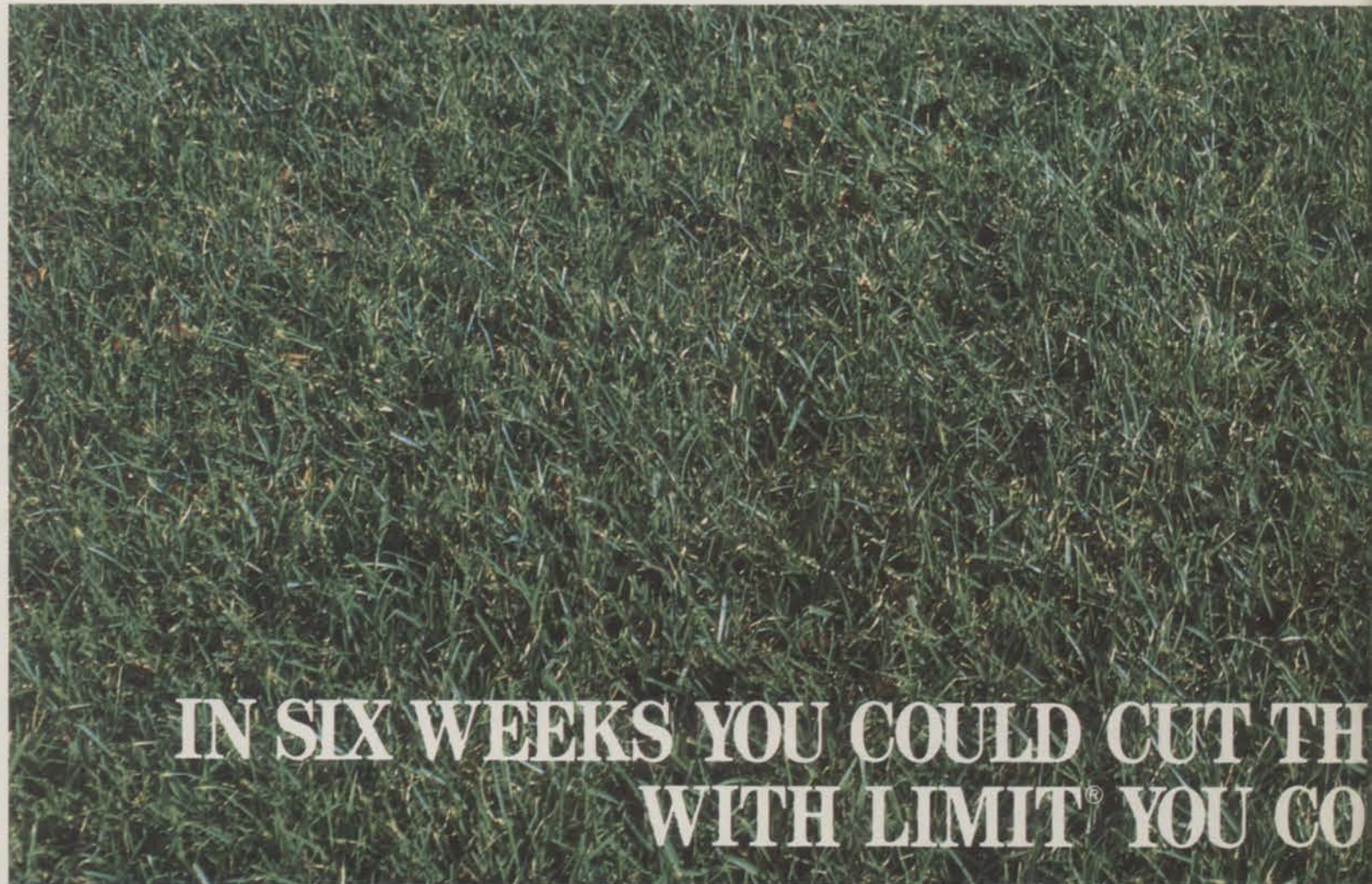
Nissley and McGee are also able to participate in civic and social functions where business contacts are made, such as the chambers of commerce.

The marketing department recently developed a two-page customer newsletter that gives maintenance tips and horticultural information. The

newsletter enhances the company's visibility and gives customers a place to air their concerns.

Many customers were wondering why the company was irrigating their properties while it was raining, for instance. The newsletter explained that the irrigation was necessary to help compensate for an earlier dry spell.

Bailey was the president of the Associated Landscape Contractors of America in 1985. **LCI**



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Lesco buys company

CLEVELAND—LESCO, Inc. recently acquired Groves Industries of Elyria, OH, a company involved in precision machining, manufacturing, fabrication, painting and finishing.

Stephen S. Groves, former president of the acquired company, has joined LESCO in the newly-created position of vice president, manufacturing, said Jim FitzGibbon, company president. **LCI**

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New turf injector unit is penetrating market

The Lesco Tree and Ornamental Feeder is being introduced by Lesco, Inc., Rocky River, OH.

Used for deep injection of water-soluble fertilizers, insecticides and iron products, the feeder operates with high volume equipment with 150 to 200 psi. It eliminates the need for LCOs to drill holes or pound stakes for application. The Lesco feeder fits on a half-inch hose and injects nutrients or insecticides into the plant material root zone.

The hole at the end of the replaceable tip permits quick



penetration of the turf for tree root injection. A permanent splash plate protects the operator. The unit may be operated with the right or left foot.

The Lesco Tree and Ornamental Feeder has a stainless

steel tip, shaft and handle (with rubber grips). The extra heavy duty valve is made of brass. LCI

Circle No. 200 on service card.

Sentry systems cut engine failure risks

Kohler Co. has introduced optional Oil Sentry systems for its new Magnum single and twin cylinder engines, along with a new high-efficiency Gerotor oil pump on twin cylinder Magnum models and optional engine mounted or remote automotive-type oil filters. These new features reduce the risk of oil-related engine failure due to low oil or

poor oil pressure.

The single cylinder 8 to 16 hp Magnum engines are available with Oil Sentry float systems. A signal is sent via a precision float mechanism to stop the engine or operate a warning light when the oil level is low. The twin cylinder 18 and 20 hp Magnum engines also offer an Oil Sentry pressure system. The warning light shines or the engine stops when the oil pressure drops to 4 to 5 psi.

Kohler's new Gerotor oil pump is now included as standard on twin cylinder Magnum engines. LCI

Circle No. 201 on service card

Blower/vacuum unit creates big wind

A combination leaf blower and yard vacuum is the latest product from Ryan.

The new Model 300



Blower/Vac has a 31 cc. engine. As a blower, the Model 300 can generate an airflow of 150 mph.

In its vacuum configuration, the unit has two large tubes and a 1.8 bushel capacity bag. The oversized tubes are long enough to let the operator stand upright while using the machine and large enough to pick up most leaves and organic debris found in yards.

Ryan equipment is made by the Piston Powered Products Division of Inertia Dynamics Corp., Chandler, AZ. LCI

Circle No. 202 on service card.

Weather-matic adds 12 station controller

A 12-station controller has been added to Weather-matic's Mark Series of easy-to-use micro-computer irrigation controllers. Now available in 6, 8, 12, 16 or 24, all Mark Series controllers feature the new Day-Bright high-intensity LED display for improved daytime visibility. LCI

Circle No. 203 on service card.

Long Island turf-plant program set

BRIGHTWATERS, N.Y.—The Nassau-Suffolk Landscape Gardeners Association will hold its Professional Turf and Plant Conference on Wednesday, March 11 at the Nassau Veterans Memorial Coliseum in Uniondale, NY.

Topics include: Integrated Pest Management and Total Plant Care, A Calendar for Controlling Turf Problems, Insects of Trees and Shrubs, Blood Testing for the Industry, Turf Fertilizers and Groundwater, Pesticide Laws and You, and Turfgrass Varieties.

The Cornell Cooperative Extension of Nassau and Suffolk Counties is co-sponsoring the conference and will provide speakers.

For information, contact the association at 59 Orinoco Drive, Brightwaters, NY 11719. Phone: (516) 665-2250. LCI

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MEETING DATES

JAN.

■ 21st Annual Conference of Tennessee Turfgrass Association,

Jan. 5-7, Music City Rodeway Inn, Nashville, TN. Contact: Donnie Callis, University of Tennessee Institute of Agriculture, P.O. Box 1071, Knoxville, TN 37901; (800) 342-1016.

■ 25th Annual North Carolina Turfgrass Conference and Exhibit,

Jan. 7-9, Winston-Salem, NC. Contact: A.H. Bruneau,

Box 7620, North Carolina State University, Raleigh, NC 27695; (919) 737-2326.

■ Mid-America Horticultural Trade Show,

Jan. 9-11, Hyatt Regency Chicago. Contact: Mid-Am Trade Show, 4300-L Lincoln Ave., Chicago, IL 6008; (312) 359-8160.

■ North Central Turf Grass Association Conference and Trade Show,

Jan. 12-14, Fargo, ND Holiday Inn. Contact: Ed Evernham, North Central Turf Grass

Association, c/o Tessman Seed & Chemical NW, Box 5031, Fargo, ND; 58102.

■ Eastern PA Turf Conference and Trade Show,

Jan. 13-15, Valley Forge Convention and Exhibit Center, King of Prussia, PA. Contact: Thomas L. Watschke, Department of Agronomy, 16 Tyson Bldg., University Park, PA 16802; (814) 863-1613.

■ Associated Landscape Contractors of America 1987 Convention,

Jan. 18-22, Hyatt Regency, San Antonio, TX. Contact: ALCA, 405 N. Washington St., Falls Church, VA 22046; (703) 241-4004.

■ University of Tennessee Winter Turf Short Course,

Jan. 26-28, Contact: Lloyd M. Callahan, Box 1071, Knoxville, TN 37901-1071; or, G. Euel Coats, (601) 325-3138.

■ Professional Turf and Landscape Conference,

Jan. 27, Yonkers Raceway, Yonkers, NY. Contact: Professional Turf and Landscape Conference, 475

Central Ave., White Plains, NY 10606; (914) 693-3792.

FEB.

■ Capital Region Turf and Ornamental School,

Feb. 10-11, Holiday Inn, Exit 28, I-81, Grantville, PA. Contact: James Welshans, Dauphin County Extension Service, 1205 S. 28th St., South Wing, Harrisburg, PA 17111; (717) 564-6956.

■ Northeastern Pennsylvania Turfgrass and Grounds Maintenance School,

Feb. 17-18, Luzerne County Community College, Prospect Street and Middle Road, Nanticoke, PA. Contact: Robert Kotch, Luzerne County Extension Service, 200 Adams Ave., Scranton, PA 18503; (717) 825-1701.

■ Western Pennsylvania Turf Conference and Trade Show,

Feb. 24-26, Pittsburgh Expo Mart/Monroeville Marriott Hotel, 101 Mall Blvd., Monroeville, PA. Contact: Thomas Watschke, Department of Agronomy, Penn State University, 16 Tyson Bldg., University Park, PA 16802; (814) 863-1613; or, Christine King, Pennsylvania Turfgrass Council, P.O. Box 417, Bellefonte, PA 16823; (814) 355-8010.

■ Peoria Area Horticulturist Seminar,

Feb. 24-25, Heritage House Restaurant, Peoria, IL. Contact: Mary Louise Carlson, Peoria County Extension Service, 1716 University St., Peoria, IL 61604; (309) 686-6033.

MARCH

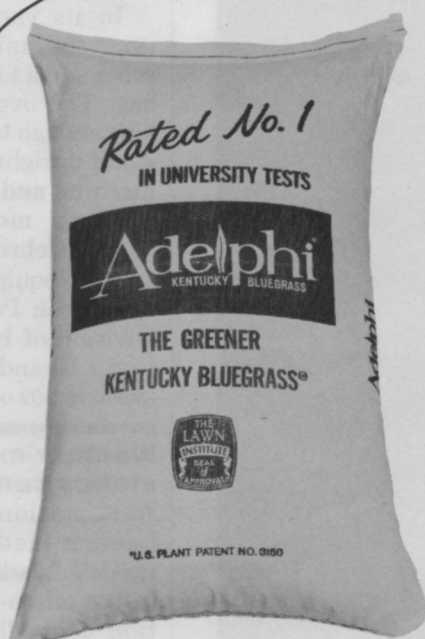
■ 19th Annual Professional Turf and Plant Conference,

March 11, Nassau Memorial Veterans Coliseum, Uniondale, Long Island, NY. Contact: The Nassau Suffolk Landscape Gardeners Association, 55 Orinoco Drive, Brightwaters, NY 11719; (516) 665-2250.

■ Reinders 8th Turf Conference,

March 18-19, Waukesha Expo Center, Waukesha, WI. Contact: Ed Devinger, Reinders Brothers, Inc., 13400 Watertown Plank Road, Elm Grove, WI 53122; (414) 786-3301.

The Landscape Exposition: Where Good Things Come in Green Packages, March 3-5, O'Hare Exposition Center, Rosemont, IL.



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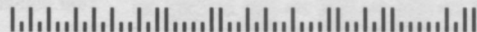
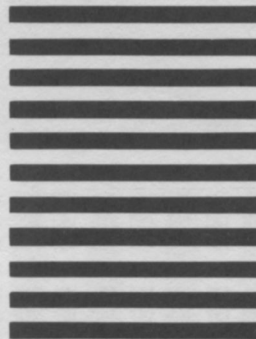
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THE LAST WORD

See the unconventional at conventions

By JAMES E. GUYETTE
Associate Editor

As the dead of winter approaches, so does the season of conventions as various groups and organizations hold their annual get-togethers.

While some of you are busy plowing snow, it would be to your—and your business'—advantage to try to attend at least one of the many extravaganzas on tap this year.

Not only is there the opportunity to socialize with your colleagues and pick their brains for brilliant ideas to apply to your own operation, but you also can keep tabs on the latest products being introduced.

With that in mind, jump into a comfortable pair of shoes and come along with me as we go conventioning.

Perhaps the most momentous memento of our journey is the jumbo African roach (*gromphadorhina portentosa*) given me (in a jar) by Ilona Gray, executive director of the Alliance For Environmental Concerns in New Jersey. It was somewhat ironic that this prize was awarded me just a few days too late to enter in a controversial "World's Largest Roach" contest sponsored by a Cleveland radio station.

Anyway, it's a lot of fun talking shop with people like Marie Bradway and Steve Koeninger of Lawn Care Associates; Sue Shockey, John Princen and the gang at Monsanto; George Gossett of Dow; Lauren Lanphear of Forest City Tree Protection Co.; Teddi Davis of Garick Corp.; or Tom Stanley of Turf-Seed, Inc. And who can forget the card trick performed by Jim Lipari of Speedy Enterprises? Also, how 'bout those wooden business cards handed out by consultants Fred Lennertz and Al Shigo?

But the best part about conventions are the gadgets and whatnot that abound at the trade shows. First you need a bag to carry all your souvenirs. I recommend the cloth-like weed barrier bags given away by DeWitt. The large plastic bags from Denver Leasing and Manufacturing get an honorable mention.

Snowplowers, you say you're too busy to get away for a convention? Well, Glen Holt of the Great Salt Lake Minerals and Chemicals Corp. can fill you in on Freezgard, an anti-corrosive ice-melting solution that works at 5 degrees below zero.

Are you fed up with tucking your knees together while trying to repair a nylon string trimmer? You know, you're standing there trying to balance the thing just right. Eric Hawkins of the Park Tool Co.

is the man to see. His company has the ingenious idea of marketing a bicycle repairing vise as a nylon string trimmer repairing vise. It works! No more knee-knocking.

My arms hurt just thinking about lugging mowers and ramps to and from the bed of a pickup. If you feel the same way, talk to the people at Woodbine Manufacturing Co. They make Tommygates, tailgates that eliminate loading and unloading by hand.

You know how people have those giant round shrubs in

front of their windows? Your immediate urge is to hack them down to fighting size, but instead you find yourself on a ladder leaning way over and trying not to fall face-first into the bush. What you may need is a magic adjusting ladder from Charles Cain at Bird Ladder. You need never feel unbalanced again.

Pruning. If you want to make it easier look into the new PowerPrune, a pistol-shaped pruner that operates one-handed. This unique item is powered by one of those pro-

pane tanks that people use to burn paint off their houses. Dick Axford of Carlin Sales Corp. knows all about it.

Then there's Roger Porter's E-Z Trench, a machine along the lines of a heavy-duty edger that makes narrow slits in the ground suitable for television and power cables or irrigation gear.

You see, conventioning can be fun. See you there! LCI

James E. Guyette



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Now there's an easier, more convenient way to control crabgrass, spurge and over 20 other annual grasses and broadleaf weeds in turf and ornamentals. Dacthal Flowable Herbicide. Only from Fermenta Plant Protection Company, 7528 Auburn Road, P.O. Box 348, Painesville, Ohio 44077.

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Lebanon premium fertilizers with Team™ have the defensive strength of benefin and trifluralin, yet they're gentle on your turf. The combination of these proven herbicides kills the seeds of annual bluegrass, smooth and hairy crabgrass, goosegrass, as well as green and yellow foxtail—as they germinate. And our premium quality fertilizers strengthen Northern or Southern turfgrasses.

Pick the right team for you.

You can select the winning Team™ combination that meets your game plan. Choose from our standard line-up, such as **Lebanon Country Club 19-4-6 with Team™ Crabgrass Preventer**, or give us your preferred fertilizer analysis and we will custom blend it with Team™ for you.

Together, one application of Lebanon fertilizer with Team™ will give you a winning season against crabgrass and other annual weeds.

For more information on Lebanon premium fertilizers with Team™, call our Greenline today at 1-800-233-0628, in Pennsylvania, call 717-273-1687. And start getting help with your game plan against crabgrass and goosegrass... from the ground up.



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The most effective crabgrass

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Pendimethalin

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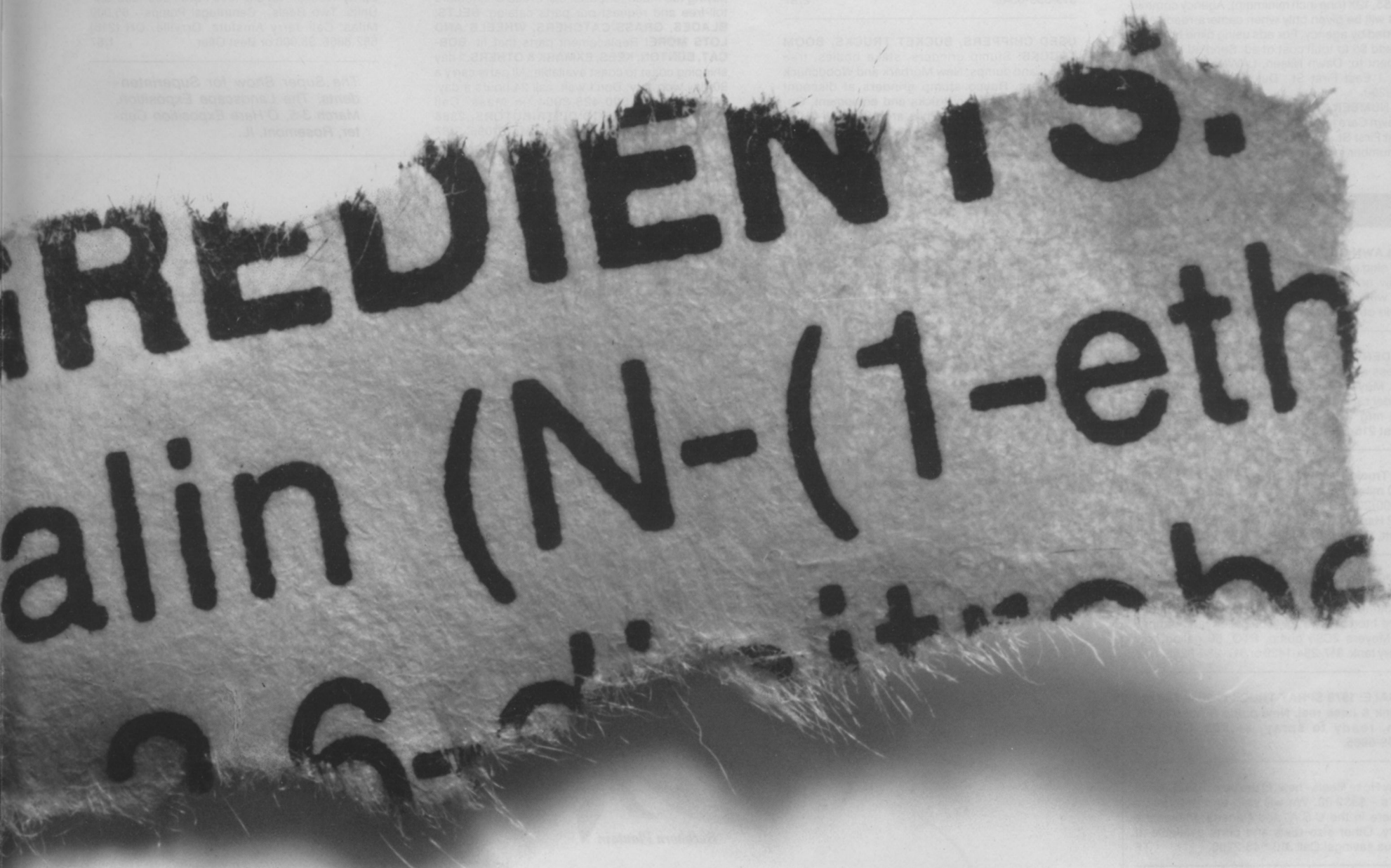
Labels of your best pre-emergent crabgrass and goosegrass herbicides have one thing in common. And it can be summed up in a word: *pendimethalin*.

That's because pendimethalin from American Cyanamid is the only active ingredient that offers season-long crabgrass and goosegrass control in both warm and cool season turf grasses. And it does it very economically.

But pendimethalin controls more than just crabgrass and goosegrass. One low rate also prevents other tough grassy weeds including foxtail, fall panicum, barnyardgrass and *Poa*

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and goosegrass control.



word for it.

annua. Hard-to-control broadleaf species like oxalis and spurge are also eliminated with the same rate.

What's more, pendimethalin breaks down into the environment. And it doesn't move laterally through the soil. Which means it won't seep into bodies of water or stop vegetation you don't want it to stop. Plus, pendimethalin-based herbicides don't have an offensive odor like some products.

So remember, when you select a herbicide with pendimethalin on the label, you have crabgrass and goosegrass control in the bag. And our word. Always read and follow label directions carefully.

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RATES: 75 cents per word (minimum charge, \$25). Boldface words or words in all capital letters charged at \$1 per word. Boxed or display ads charged at \$70 per column inch, 1X; \$65, 3X; \$60, 6X; \$55, 12X (one inch minimum). Agency commissions will be given only when camera-ready art is provided by agency. For ads using blind box number, add \$5 to total cost of ad. Send ad copy with payment to: Dawn Nilsen, LAWN CARE INDUSTRY, 1 East First St., Duluth, MN 55802. (218) 723-9200.

BOX NUMBER REPLIES Mail box number replies to: Lawn Care Industry, Classified Ad Department, 1 East First St., Duluth, MN 55802. Please include box number in address.

FOR SALE

NEW LAWN CARE SPRAY UNITS. Tankers, trailers or skid units, **BUILT TO YOUR SPECS.** Placed on new or reconditioned trucks or trailers. Call today with your specifications for a price quotation. No obligation. (515) 829-3211. 1/87

1986 DENVER MFG. SPRAY TRUCK: 600 gal. stainless elliptical tank with dry storage compartment. Meyers pump, 2-400 ft. 1/2" hose reels, spreader rack. 1986 F-350 diesel one-ton truck still under mfg. warranty. Excellent condition. Call Daryl at 215-678-5800. 1/87

Spray Truck: 1981 GMC Sierra 3500 chassis cab, 36,000 miles, good condition. Equipped with Pro-Turf 400/200 split tank sys., Myers 2C95 pump, PTO, 2 Hannay reels with Michlen hose. Call Fred Haskett, Greenworld at (216)364-7544. 1/87

77 GMC 2 ton spray truck, 1000 gallon tank recessed on flatbed. 1984 Hannay Reel, Meyers 2C95 pump, PTO, 100 gallon steel auxiliary tank. 76 Ford 1 ton spray truck, 750 gallon tank Hannay Reel. Meyers 2C95 pump, PTO, 50 gallon poly auxiliary tank. 317-284-1429 or 317-284-0265. 1/87

FOR SALE: 1979 SPRAY TRUCK C-30 w/750 gal SS- tank & hose reel. New pump & hose in 86. Clean, ready to spray, \$6,000. Call Art 312-599-6665. 1/87

Hannay Hose Reels - new, in the box - E1526's and E1530's - \$339.00. We will ship and pay freight anywhere in the U.S.A. and Canada. Immediate delivery. Other size reels and parts available at fabulous savings! Call 313-543-2200. TF

LANDSCAPE MAINTENANCE/PERENNIAL FLOWER BUSINESS-PORTLAND MAINE AREA: Prime location. House, Perennial nursery, \$85,000. Business has \$40,000 in 1987 contracts; 2 trucks; 10 power push mowers; & all equipment; price \$21,500. Family Corporation; with unsurpassed reputation since 1971. Owner will stay to orient throughout 6/30/87. Contact Don Bowie, 1-207-883-8034; 193 Gorham Road; Scarborough, Maine 04074. 1/87

CALIFORNIA LAWN CARE BUSINESS: San Diego area, excellent growth potential. Year round service for fertilization, weed control, aeration, etc., clientele, owner flexible, will train. Inquiries to Owner, P.O. Box 1792, Fallbrook, CA 92028. 6/87

SUNNY FLORIDA: West Palm Beach. Lawn Maintenance, 2 Person Operation Equipment, Training, Accounts & Leads \$55,000 plus in sales. \$35,000 Net. 305-627-8141, Some Financing. 1/87

Perma Green Supreme LV2001 sprayer with injector gun system used on approximately 600 applications. \$3,200 or offer. Call Dave, 509-582-3924. 1/87

1985 International Tanker truck Model S-1600. Ideal for tree or lawn spraying. Recessed stainless steel tank with 1000 and 250 gallon compartments. PTO driven 16,000 miles. Low engine hours. Two D-25 hydrocell pumps. One 2C95 Meyers pump. 3 Reels. \$22,000. Call 203-265-4210. 1/87

SPRAY TRUCK: 1984 Ford, 171 Chasis Cab F606 Two reels, PTO low mileage, excellent condition. Mechanical agitation. Call Don Gallagan 1-614-766-0008. 1/87

Spray Trucks: 1980 GMC - series 6,000 350 V8 4 speed and 2 speed axle. Units are equipped with 1,200 gallon Tuflex fiberglass tanks, mechanical agitation, 10 GPM Bean pump, 50 gallon side tank, 8HP Kohler engine drive, Haney electric hose reel and detachable 1,200 lb. capacity granular fertilizer box. 10,500. Call Jerry Mykietka, 1-312-932-8668. 1/87

TREE SPRAY TRUCK W/SPRAYER: Dodge D-500 flatbed w/Myers 35 GPM spray system: 500 gal. tank. Excellent condition w/2 electric Hannay reels, hose & guns. **JOHN BEAN** 1010 skid mounted tree sprayer w/reel; 200 gal. tank. Call Bill Harrigan at 301-694-6006. 2/87

COMPLETE LAWN CARE SPRAYING SYSTEM. 1984 Ford F250 custom skid mount. 400 gallon polypropylene tank. Electric Hannay hose reel, 300' of hose, D-60 diaphragm pump, 10 H.P. Briggs & Stratton. The system is in excellent condition and ready for use. \$13,000. Call 319-359-6549. 2/87

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1985 GREAT NORTHERN SPRAY TRUCK: 2-compartment stainless steel 600 gallon tank. Meyers pump, 2-400 ft. 1/2" hose reels, 1985 F-350 diesel one-ton truck. Call Daryl at (215)678-5800. 1/87

FOR SALE: 1- 1980 IH with 1200 high volume spray, 2 78 GMC, 1 ton for low volume spray. Reasonable priced for quick sale. 315-637-8660. Dave. 2/87

FREE PARTS CATALOG—If you own a 36"—48"—52" walk-behind mower and you feel you're paying too much for parts, call Preco Distributors toll-free and request our parts catalog. **BELTS, BLADES, GRASS CATCHERS, WHEELS AND LOTS MORE!** Replacement parts that fit: **BOB-CAT, BUNTON, KES, EXMARK & OTHERS.** 1 day shipping coast to coast available. All parts carry a 90-day warranty. Don't wait, call 24 hours a day. **TOLL-FREE 1-800-428-8004**, in Mass. Call 413-596-5505. **PRECO DISTRIBUTORS, 2368 BOSTON ROAD, WILBRAHAM, MA 01095.** 3/87

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1 - 1977 Chevy 1 ton truck w/spray unit. 700 gal. cap. in 2 tanks John Bean pump. 2 - Elect. hose reels w/1/2" hose. For more information call 1-402-476-8614, week days. 1/87

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Spray Trucks - 1978 & 1979 Ford F600 1200 Gal. Units. Two Reels - Centrifugal Pumps - 65,000 Miles. Call Jerry Amstutz, Orrville, OH (216) 682-8866. \$5,000 or Best Offer. 1/87

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Lawn Care Manager needs company—will relocate. Experienced in marketing, cash flow, production and making it all work together. John at 208-362-0246. 1/87

HELP WANTED

MANAGER: Dynamic individual needed for key management position with established midwest turf management products distributor. Must excel in organization, communication, planning and supervisory skills, be a self-starter type and possess at high degree of technical knowledge for dealing with the golf course and lawn care markets. Top compensation package for right person. Write to LCI Box 178. 1/87

Lawn, Tree and Shrub, Customer Service Specialist: Growing northeast Ohio lawn and landscape maintenance firm seeks an experienced and motivated professional to assist in our continued growth. Experience with turf, ornamentals, and customer service a must. Competitive salary and benefit package offered. Please send resume and references to F.R. Haskett, Greenworld Lawn Service, P.O. Box 714, New Philadelphia, Ohio 44663. All replies confidential. 1/87

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MANAGEMENT CANDIDATES: Our recent expansion has increased our demand for qualified individuals for marketing and branch management. College degree and/or previous management experience required. Excellent salary benefits and bonus program. If you are aggressive and results-oriented and want to join one of the fastest growing companies in the industry then contact: Sam Lang, Orkin Lawn Care, 550 Interstate North, Suite 100, Atlanta, GA 30339 or call 404-955-8015. 1/87

Working managers experienced in all phases of lawn servicing looking for opportunity to grow. We offer lots of work, advancement opportunities to the right people, good to excellent compensation and security. Must be willing to relocate to the East coast (Washington D.C. area) or if you're the right person we will consider you for a new office from Virginia Beach to Northern New Jersey. Call or write to: Ron Miller, Super Lawns, P.O. Box 34278, Bethesda, MD 20817, 301-365-4740. 3/87

MANAGEMENT: Mid-Atlantic multi-branch established lawn care firm seeks branch manager. Position available 1-1-87 for aggressive, qualified applicant with proven record of success. Experience in operations, administration, field and office a must. Send full resume, salary, benefits and incentive requirements to LCI Box 168. 1/87

MANAGERS NEEDED FOR LAWN CARE BRANCHES. One of the Northwest leaders in lawn care and tree care is looking for experienced successful managers to run a lawn care branch with tree service in the West. Salaries range from \$29,000 to \$40,000 per year. Send resume to LCI Box 177. TF

Sales and Service person needed in Virginia Beach area. Only experienced, licensed applicators with excellent customer service skills will be considered. Send resume and references to: Lawn Medic of Tidewater, P.O. Box 1786, Chesapeake, VA 23320. TF

WANTED: Assistant Branch Manager needed for a well established lawn care company in the Winston-Salem area. Only people with lawn care experience and/or a turf grass degree need to apply. Please send resume and references to: Lawn Medic of the Triad, P.O. Box 769, Kernersville, NC 27284. 1/87

WANTED: FOREMEN: Growing firm in Naperville, IL seeking individuals for full time foreman positions with our landscape installation and maintenance departments. Ambitious, quality oriented persons need only apply. Experience preferred. Send resume or call AYS Landscape Co., 31 W 545 Diehl R., Naperville, IL 60540. (312) 983-0094. 1/87

SUPERVISOR: Needed to manage expanding Cleveland, OH area landscape management firm. Applicants should be strong in horticulture, equipment and people skills. Resume and salary requirements to: P.O. Box 166, Richfield, OH 44286. 1/87

COMMERCIAL LAWN TREE AND SHRUB CARE BRANCH MANAGER NEEDED. Largest commercial company in Washington D.C. area expanding its application division. Looking for person experienced in management of lawn and ornamental applications. Experience in both not a must, but desired. Full benefits, salary, profit sharing, etc. Please send resume to LCI Box 174. 1/87

Irrigation supervisor and foreman positions. Come join the leading landscape management company in its new irrigation division. Excellent pay, benefits, profit sharing, etc. We are one of the largest commercial companies in the metropolitan D.C. area. Respond to LCI Box 175. 1/87

WINNERS ONLY: If you love the lawn care business, and are still looking for your personal security and comfort levels, send us your resume. Your experience should be in all phases of lawn care, management, customer sales and service. We are expanding our operations and will offer the right individual a unique once in a lifetime opportunity. When you prove your abilities, we'll guarantee your success. Send your confidential resume to: P.O. Box 5677, Rockville, MD 20855. 3/87

TAMPA FLORIDA Young lawn spraying and landscaping company is seeking a very experienced Sales Manager. Must have at least 2 years experience in the industry as a sales manager. Excellent opportunity with strong incentives. Send Resume to LCI Box 176. 1/87

BRANCH MANAGERS: National leader in chemical lawncare services is seeking talented individuals for continued expansion. We need people with successful management experience with a background in the turfgrass industry, service industry and/or agricultural chemicals industry preferred. This key position will be responsible for directing the activities of all departments in providing high-quality lawncare service to our customers and maintaining customer satisfaction. To learn more about this growth opportunity with a leader in an exciting industry offering advancement, an excellent salary and full company benefits, send your resume with salary history to: Manager, Human Resources, Excelawn Corporation of America, P.O. Box 372, Crestwood, Kentucky 40014. 1/87

MANAGEMENT: Ever-Green Lawns Corporation, a division of the multi-national Hawley Group, Ltd. interested in discussing management opportunities with lawn care professionals looking for a change. Please respond in writing only to Richard D. Niemann, Corporate Recruiting Manager, Ever-Green Lawns Corporation, 1390 Charlestown Industrial Drive, St. Charles, MO 63303. TF

this page looks like a broadleaf weed.



Silver Maple



Dandelion



Ground Ivy



Lilac



Spotted Spurge



Dogwood



Henbit



Boxwood



Yellow Woodsorrel (Oxalis)



Chickory



Thymeleaf Speedwell (Veronica)



Hawkweed



Yarrow

golf courses, athletic fields, virtually any turf area.

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1/87

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1/87

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2/87

LAWN CARE COMPANIES WANTED:

National company seeking expansion desires to purchase lawn care companies. Price negotiable. To be considered, please send information concerning the number of customers and revenue to: LCI Box 154.

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WANTED TO ACQUIRE

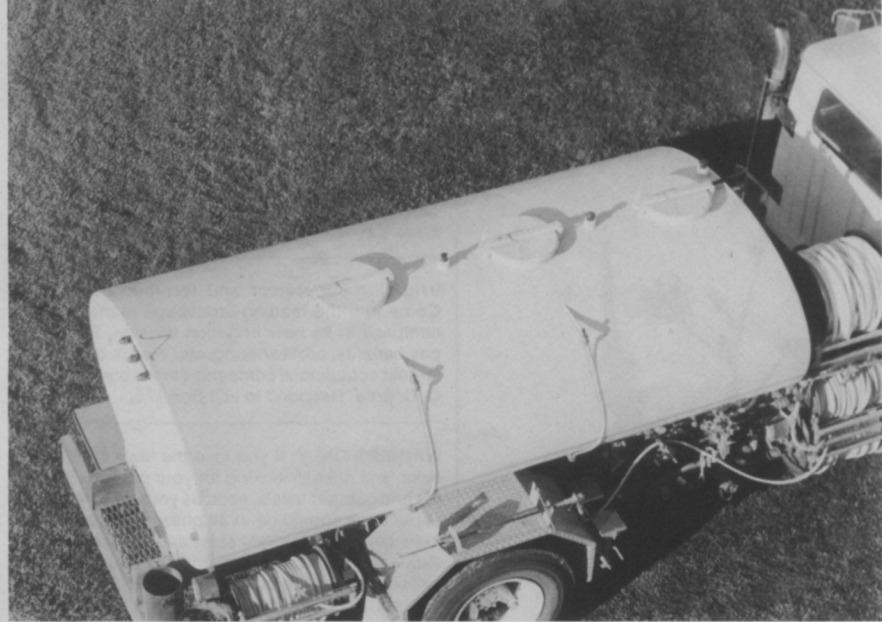
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NEW PRODUCTS/ADVERTISERS

NO.	ADVERTISER	PAGE
101	Adelphi Kentucky Bluegrass/ All★Star Rye Grass	34
102	Agro-Chem, Inc	42
103	American Cyanamid	38-39
104	Billy Goat Industries	12
105	Cushman-OMC	16-17
106	Denver Leasing & Manufacturing	42
107	Dow Agricultural	5
108	Dow Agricultural	7
109	Elanco Products Co	8
	Elanco Products Co (regional)	19A-B
110	Fermenta Plant Protection	24-25
111	Fermenta Plant Protection	37
112	Graham Lawn Equipment, Inc	11
113	Green Pro Services	14
114	Invisible Fence Co., Inc	37
115	J. J. Mauget Company	26
116	John Deere and Co	2-3
117	Lebanon Chemical Corp	37
118	Lebanon Chemical Corp	6
119	Lesco, Inc	CV4
120	Lofts Inc	43
121	Mallinckrodt	18
122	Micro-Trak Systems, Inc	13
123	Moyer & Son Inc (regional)	19
124	Monsanto (regional)	32-33
125	NA-CHURS Plant Food Company	28
126	Perma-Green Supreme	12
127	Rhone-Poulenc Inc	22-23
128	Spring Valley Turf Products	13
130	Stauffer Chemical Co	11-15
131	Strong Enterprises, Inc	11
132	Toro	20-21
152	UAP Special Products	27
134	UAP Special Products	29
135	Union Carbide	30-31
136	Union Carbide	40-41

NEW PRODUCTS

200	Lesco, Inc	33
201	Kohler Co	33
202	Ryan/Cushman	33
203	Weather-Matic	33

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