

Is lawn care hiring getting easier?

For most lawn care businesses winter is a watershed, a time to evaluate the performance of the previous year and plan changes for the one upcoming.

Of particular importance during this time is the annual ritual of hiring new personnel, a task made necessary by the industry's sea-

sonal nature and its characteristically high employee turnover rate.

However, because of the recession, this winter things may be different.

For businessmen such as Tom Hofer, vice president, Spring Green Lawn Corp. in Naperville, Ill., the high unemployment rate

means all of his employees will be returning next season.

"It never used to be this way but there is less opportunity for workers to drift from job to job. In fact," he added, "most of our current staff has been laid off from other jobs."

John Bonura, who runs Land-

scape Systems, Inc. with his brother in Syracuse, N.Y., views the trend as a positive one. "Because of the recession we've started to develop some longevity with our employees." He added, "I've had to do less coordinating and training of employees this year than ever before. It leaves me more

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NOVEMBER 1982

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals



Dacthal pre-emergence herbicide is back on the lawn care market—at 1981 prices.

DIAMOND SHAMROCK

Dacthal back on market — at 1981 prices

Diamond Shamrock Corp., Cleveland, Ohio resumed production of Dacthal pre-emergence herbicide in late September — well in advance of the anticipated schedule — at its recently reconstructed Houston, Texas plant.

"Dacthal will be available for fall markets as well as the 1983 turf season," George Lawrence, vice president and general manager of the company's Agricultural Chemicals Division, told LAWN CARE INDUSTRY.

Lawrence also said that Dacthal will return to the market at the same price at which it was offered in early 1981.

July 1981 explosion

Supplies of Dacthal were interrupted in July of 1981 when the Diamond Shamrock plant which produces the herbicide was damaged by an explosion.

Reconstruction of the facility began in fall of 1981 shortly after the Diamond Shamrock board of directors approved nearly \$20 million in funds for rebuilding.

There was much speculation throughout the lawn care industry as to what price Dacthal would come back on the market at. Now the guessing game is over.

AS LAWN BUSINESSMEN SQUARE OFF WITH SUPPLIERS, NOW IS

The mating season

The evolution of a successful lawn care business seems to follow a predictable pattern: start out with brand name chemical products, or what John Geistdoerfer of Eagle Green, Omaha, Neb. calls "the Cadillac program. Establishing a good reputation should be your first priority because word of mouth is your best advertising. Then consider cutting costs," he added.

Yet, with the recession putting pressure on profit margins and forcing chemical manufacturers and distributors to increase prices, many lawn care businesses are being forced to play the numbers game and even resort to the traditionally risky spot market. Don Keller, owner of Keller Tree and Shrub Care of Independence, Mo., started out getting his chemicals from a few big-name suppliers,

"but now I purchase supplies from fifteen different companies." He added, "I've always felt it was important to shop around but this year, in particular, I've really gone to the dollar, even to the penny."

The best price

The trend has been observed by a majority of chemical manufacturers including John Anderson of Diamond Shamrock Corp., Cleveland, Ohio. "Lawn care people are struggling, playing one supplier against another, looking for the best price." In most cases, this means foregoing the produce expertise and service offered by established chemical suppliers. Adds Jim Widman, a regional sales manager for BFC Chemicals, Inc., in Omaha, Neb., "It's been going on like this for the last couple of years. People are digging in, extending terms or lowering minimum standards for product or dollar."

Service trade-off

The results of a survey asking lawn care businessmen where they stand in the trade-off between service and price when choosing a chemical supplier showed they were equally divided. Don Keller is extremely curious to know what they mean by service. "I think it tends to include nice colored advertisements, ball tickets and meals out." Bill Vogel of Vogel Seed and Fertilizer, Inc., a small manufacturer and custom blender of dry fertilizers in Jackson, Wis., said: "We rely exclusively on research statistics provided by area universities and are finding

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OTTAWA COUNCIL URGES SPRAYING

Dressed to kill?

Canadian 2,4-D battle heats up again; Woman halts spraying in Nova Scotia

Dressed to kill.

That was the headline beneath a three-column picture smack in the middle of the August 25th edition of *The Citizen*, a newspaper published for the city of Ottawa, Canada.



Front-page picture in a recent edition of Ottawa, Canada's daily newspaper showed a worker getting ready to spray 2,4-D. The picture was captioned "Dressed To Kill."

The picture showed a city worker in a protective mask before he set out to spray parks with the herbicide 2,4-D. The rest of the caption explained that 2,4-D was an "insect-killing chemical." 2,4-D is in fact a weed killer, used in large quantities by American and Canadian lawn companies for weed control.

A little more than two weeks later, the *Toronto Star* carried a story about how a Nova Scotia woman forced an injunction to halt herbicide spraying in that province.

The battle is on again in Canada to ban spraying of 2,4-D. This is obviously of concern to Canadian lawn care companies, and as one Canadian lawn care businessman told LAWN CARE INDUSTRY: "American lawn care businessmen might have more problems but who gathered

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When I got out of college, five of my friends and I got involved in a little **business proposition** — we bought a donut shop. Two of the group ran the shop, the rest of us were more or less inactive partners.

Things were going along smoothly, and in our second year of business, sales through the first few months were way up because of improvements we had made in the shop (and donut quality and promotions). We were all **rubbing our hands together** thinking about the surplus we were going to have at the end of the year.

But then — because of the world economy — sugar prices went sky-high. They still haven't come down, witness the fact that a six-pack of beer can often be bought cheaper than a six-pack of soda pop. That sugar jump **wiped out our surplus** and almost took us to the cleaners. Ah well, a lesson learned.

About the same time, the world economy **goosed oil prices** along the same lines, and fertilizer prices also hit the ceiling. Up until that time, it had been pretty easy being a lawn care businessman because the fertilizer prices were cheap and there was more margin for error (and profit).

Well, I am out of the donut business now, so sugar prices can do whatever they want. But at this writing, it looks as if **fertilizer prices** are staying steady and in some places, coming down. And that is good news for the lawn care businessmen.

A report released recently by The Fertilizer Institute showed that domestic disappearance of fertilizers through July **lagged** 19 percent behind the same period a year ago.

Farmers are upon hard times, and that is certainly not good for the economy. But now the **good news**: When farmers are upon hard times, they also buy less fertilizer. Supply and demand usually dictates that in this situation, prices remain steady or even drop. And that is where we are now.

One **lawn care businessman** told me just this week: "As long as farmers are having problems it is good news for us. I have nothing against farmers, but this situation sure helps my bottom line."

And there is more good news. As you read this, early indications are that prices for some major **pesticides** used by the lawn care industry are staying the same or even dropping below last year's levels in some cases.

A **postscript**: At the recent World Fertilizer Conference held in San Francisco, John Douglas of the Tennessee Valley Authority's National Fertilizer Development Center told the audience that predicted domestic nitrogen consumption will rise from 23.4 million tons in 1981 to about 28.5 million tons in 1990, an annual 2.4 percent increase in consumption. Hopefully this will mean that

fertilizer prices will remain stable for the next decade or so.

So, we made some mistakes: Somebody actually reads LAWN CARE INDUSTRY besides my mother. This point was proven when in our July and August issues we left out some lines off of major features. We have gotten many phone calls and letters asking why pages are missing from our magazine, and why the stories did not end.

First, the explanation for the seemingly **missing pages**. They are not missing at all. If you will look closely, every time there is a jump in page numbers, there is a reader service card in the slot. The U.S. Postal Service requires that we leave numbering space to include the cards in the pagination.

Nobody would have probably noticed this, except for the fact that we **left off a few lines** from stories in our July and August issues right before the reader service cards.

Now for the **missing words**. In July, for the story headlined "Tales of Larceny Blight Industry," we left off three sentences. They were: "It is not good business to sell below your established price, and in the end the good businessmen who keep their prices stable, are the ones who will remain. Competitiveness is healthy to a point, operators agree. However, when unprofessional strategies are used along with ruthless tactics, competitiveness begins to blend into the gray area of unfair practices, which most agree has no place in the business world."

In August, for the story headlined "What Is Your Business Worth?", we **left off** one sentence. It was: "Buying and selling a company along with good negotiation techniques, transactions can take place smoothly and professionally."

Finally, our writer got the notes jumbled and misquoted a lawn care businessman in the business worth article. We quoted **Joe Griggs**, regional manager for Tru Green Corp. in East Lansing, Mich. as saying he would not advise buying a lawn care business now no matter what the price. What he really said is that since he has never bought or sold a lawn care business, he is not in the position to recommend that a lawn care businessman buy a business.

See you at the Professional Lawn Care Association of America Conference and Trade Show in Indianapolis this month. The **first one's** on me.

Rob Earley

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brought into legal battles in the United States."

High points of the most recent Canadian 2,4-D squabbles:

- The Ottawa City Council recommended spraying with 2,4-D for the first time in three years because 80% of the city's parks are weed-infested.

- Groups in Ottawa demonstrated against spraying, blocking efforts in one park altogether. The groups said that better warning signs should be posted.

- A trial has been set for early spring on the Nova Scotia injunction. The woman — Vicki Palmer — is raising the \$18,000 legal fees through bake sales and flea markets to fight paper companies who own the land where spraying was to have been done.

Better warning signs

Responding to complaints about the spraying of 2,4-D in city parks, Ottawa's environmental advisory committee decided to press for better warning signs at spraying sites. The committee, made up mainly of people with scientific expertise and one alderman, will also request that the city advise it of any plans to spray other areas, such as lawns and shrubbery around municipal housing projects.

Deborah Davis, who organized a protest outside Ottawa City Hall, complained about warning signs posted at the parks selected for spraying, pointing out that some actually contained misinformation by indicating spraying had already occurred when it had not. She said the signs lacked vital information, including the name of the chemical used.

'Deadly' herbicide

The story in the *Toronto Star* about Vicki Palmer began this way:

"Vicki Palmer is no political activist. Had she had it her way, she would have stuck to her vegetable garden and a few head of cattle and minded her own business.

"But last month, stirred by threats that the deadly herbicides 2,4-D and 2,4,5-T might drift onto her farm from adjoining woodlands, Palmer removed her gardening gloves and headed for court.

"She took on the giant pulp and paper companies and the Nova Scotia government, arguing that neither had the right to pollute her land."

"I really didn't have any choice, you know," she told the *Star*. "I'm severely allergic to chemicals and if they spray it on my food I can't eat."

Early spring trial

Judge Denne Burchell agreed with Palmer that there was enough evidence to question whether these chemicals were safe, and that spraying must be suspended until both sides have time to prepare for a trial in early spring. But if the

The *Toronto Star* wrote: "Vicki Palmer is no political activist . . . But last month, stirred by threats that the deadly herbicides 2,4-D and 2,4,5-T might drift onto her farm from adjoining woodlands, Palmer . . . headed for court."

injunction is to be permanent, the onus is on Palmer to show that the chemicals are unsafe.

Even with that condition, however, Burchell's ruling has struck deeply into the heart of forest management policy in Canada. Current policy is to encourage the growth of large stands of softwood trees by killing competing hardwoods with herbicides.

Nova Scotia Forest Industries,

owned by Storra-Kopperburg of Sweden, says it has to spray 15,000 acres of Nova Scotia woodland, some of it near Palmer's farm, to keep the Nova Scotia forest alive.

Palmer and other Nova Scotians scared by recent information on the possible effects of these chemicals are suggesting other solutions — such as selective cutting or manual weeding.

Bruce Wildsmith, professor of

environmental law at Dalhousie University Law School in Halifax, says this is one of the first cases to come to court that challenges the safety of herbicides.

Dramatic implications

"The implications to the forest industry will be dramatic," he said. Ultimately none of the forestry companies in Nova Scotia may be able to use the chemicals and the legal precedent could damage companies like Dow Chemical."

2,4,5-T is banned in the provinces of Ontario, Saskatchewan, British Columbia and severely restricted in the United States, Italy, Denmark, the Netherlands and the Soviet Union. Sweden is the only country to have banned both 2,4-D and 2,4,5-T.

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- **Remove nozzle tips** and screens and clean in kerosene or detergent solution, using a soft brush. Hard cleaning utensils can damage tips and distort the spray pattern.
- **Fill tank half-full** of water and add one pound of detergent for every 50 gallons of water. Operate the pump to circulate the detergent through the sprayer for 1/2-hour and then flush through the boom.
- **If you have used 2,4-D or an organophosphate insecticide**

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TRANSITION ZONE

Can reduced rates control crabgrass?

The results of a two-year study conducted by the University of Maryland indicate that effective control of crabgrass cannot be achieved using reduced rates of herbicides in the second year following application of the herbicides at recommended rates. The carry-over study was conducted in Maryland.

According to Dr. Peter H. Dernoeden, an extension turf specialist with the University,

"Only a small amount of information has been generated on the influence of preemergence herbicides for controlling crabgrass over consecutive years."

Penn State research

Researchers at Penn State University have shown that benefin, bensulide, DCPA and siduron applied at reduced rates to plots treated the previous year with recommended rates of the same herbicide provided excellent control of crabgrass in central Pennsylvania.

The trade name for benefin is Balan, which is marketed by Elanco Products Co., Indianapolis, Ind., and others, including USS Agri-chemicals, Atlanta and The Andersons, Maumee, Ohio. The trade name for bensulide is Betasan, which is marketed by Stauffer Chemical Co., Westport, Ct., and others, including Lakeshore Equipment and Supply Co., Elyria, Ohio, Mallinckrodt, Inc., St. Louis and PBI/Gordon Corp., Kansas City, Mo.

The trade name for DCPA is Dacthal, which is marketed by Diamond Shamrock Corp., Cleveland, Ohio. The trade name for siduron is Tupersan, which is marketed by Du Pont Co., Wilmington, Del.

Longer growing season

Single applications of commercially available preemergence herbicides, except oxadiazon and Betasan, did not provide the same high level of season-long control of crabgrass in the Baltimore-Washington area and southern Maryland as in more northern regions.

"This can be attributed to the longer growing season and more favorable growth environment for crabgrass in the transition zone," Dr. Dernoeden said.

The trade name for oxadiazon is Ronstar, which is marketed by Rhone-Poulenc, Inc., Monmouth Junction, N.J.

Studies conducted at the University of Maryland showed that season-long control could be achieved with a single application of Ronstar (four pounds of active ingredient per acre) or Betasan (7.6 pounds of active ingredient per acre) and two applications of Dacthal (10 plus five pounds of active ingredient per acre).

Applied April 7

Tupersan and Balan did not provide an acceptable level of control using single or repeat applications.

Research conducted in 1981 was designed to compare the efficacy of single and repeat applications of

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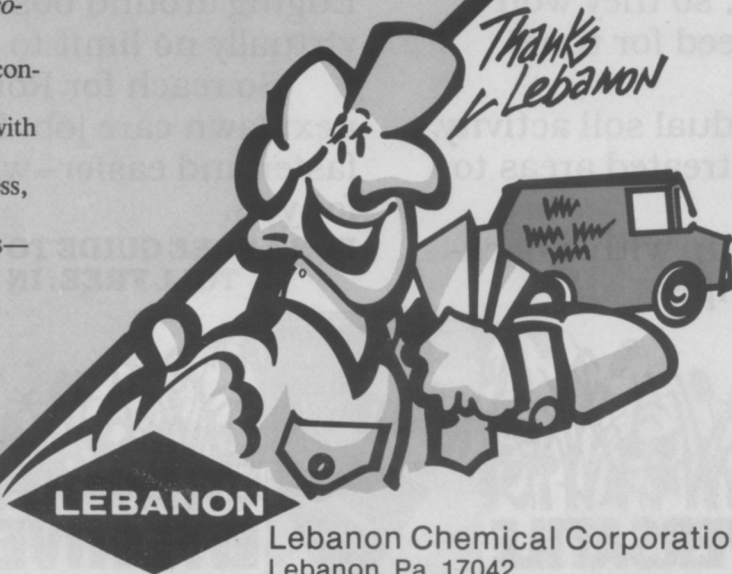


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"We can't foster loyalty until we pay more"

time to run retail and drum up more business."

Not surprisingly, the recession has forced the ratio of applications per position to rise dramatically. A survey of lawn care businesses indicated an average ratio of 20/1 for general labor positions. The figure goes even higher for managerial roles.

If education is any barometer, then lawn care employers are also witnessing an improvement in the quality of job applicants. Said Carol Fuchs, part owner of 3-D-8 Associates and a part time teacher at a local Junior Technical College,

perception has more to do with the uncertain nature of the job. "Its demanding work which fluctuates depending on the season." Added Fuchs, "We're at a stage in the growth of our business and in the industry as a whole where unpredictability is the norm. Some days employees won't work because its raining while the next day they'll put in overtime."

"It's our fault"

Warned Faulring, "They'll just have to prepare for it." "The problem," according to Larry Dial,

benefits. So, despite the imperative forced on people by the recession, the majority of lawn care businesses contacted complained they still weren't getting and keeping the right people.

But for Ed Sinnot of Clearwater Landscaping Inc. in Sun Valley, Idaho, the problem is relative. "I used to have a problem competing for workers with the higher paying trades, such as carpentry. When the recession hit, people turned to landscape maintenance because it offered steadier employment than construction." In a labor intensive industry where the quality of

for someone we can train." To Carol Fuchs this means a person who is "interested, motivated, industrious, and ambitious." To James Powers it means someone who can "pick up tasks easily and be inspired to improve on them." An easygoing temperament is very important for John Bonura's employees "because they get bombarded with questions from customers." Jim Powers looks to teach his employees "to know what they are doing and be able to convey that professionalism to the customer."



"I've no problem finding people, but the key thing is getting them in the proper mind set," says Jerry Faulring of Hydro Lawn, Gaithersburg, Md. The problem is that job expectations are not well known. "We continually hear from new employees. 'I didn't know it was going to be this way.'"



Tom Hofer of Spring Green Lawn Corp., Naperville, Ill. says that the high unemployment rate means all of his employees will be returning next season. "It never used to be this way, but there is less opportunity for workers to drift from job to job."

"The schools can't keep up with demand."

But many of the lawn care people interviewed in this survey think better-educated employees exacerbate some of the traditional problems associated with employment in the lawn care maintenance industry. Specifically, high expectations contribute to the high turnover rate.

Said Bonura, "It doesn't take long for an over-qualified person to become dissatisfied and start looking for another job." Added Jim Powers of Hydro Erosion Control, Zachary, La., "Many people out here want a position, but they don't want to work. When you get them on the job sight, its like calling their hand."

60-70 hour weeks

According to Jerry Faulring, the president of Hydro Lawn in Gaithersburg, Md., "I've no problem finding people but the key is getting them in the proper mind set." The problem with the lawn care profession, as Faulring sees it, is that job expectations are not well known, as say in teaching. "We continually hear from new employees, 'I didn't know it was going to be this way.'" A common complaint from workers is that they're being forced to work 60-70 hour weeks.

Faulring thinks this exaggerated

Leaf n' Petal of Columbia, S.C., "is institutional. Maintenance jobs are not considered career positions. Before we can expect a change, we have to present and back up an image of the position as career oriented."

The man who does the hiring for Hydro-West, Inc. in Agoura, Calif. is Randall Perdue. He views the problem in more elementary economic terms. "Because competition in the lawn care industry is so heavy, employers tend to look for savings in payroll. We can't foster loyalty until we are willing to pay more." He added, "It's our fault."

As a result of these institutional limitations, most lawn care employers usually end up with low-calibre, uneducated, and poorly motivated workers who don't stay long. The waste of time, energy, and money in training uncommitted and unmotivated employees finally forced Jim Powers to implement a program by which he wouldn't agree to hire a new employee until they'd done a week's work and expressed a desire to stay on. Faulring corroborated Powers experience.

"Our biggest problem is getting them through the first few months. If we get them through that, then we usually have no problem." Powers attributes the pervasive lack of motivation to the easy availability of unemployment

workmanship is the decisive factor in beating out the competition for a contract, employers pay a great deal of attention to getting the right person.

"But the reality," according to Tom Hofer, "is that you'll not get the man with the perfect background." While most landscape contractors consider it beneficial to get a college-educated candidate with a horticultural background, there are other valuable attributes which they look for.

According to Bill Oomkes, owner of Oomkes Landscape Maintenance in Grand Rapids, Mich., "Practical experience is a better advantage than education in predicting how well an employee will do. In choosing my work force, I usually get the best results if I get a mixture of farming and college backgrounds."

Consumer relations ability

Jerry Faulring used to look for college-educated people, but now this requirement is secondary to finding people "who have an intuitive ability in consumer relations." He added, "We can provide the necessary technical background."

By far the most attractive quality in a job candidate agreed on by all those surveyed is the willingness and aptitude to be trained. Said Randall Perdue, "We're looking

Some employers even go to the extreme of saying previous training is a liability. For Ed Sinnot, whose market is 6,000 feet above sea level, this is especially true. "We prefer to train people ourselves because the training students receive at the eastern schools doesn't apply to our area."

Among the other characteristics that employers look for in an applicant are a stable employment history and mechanical aptitude.

Training periods for new employees range from one week to six months and are normally "OJT," on-the-job. Most firms prepare manuals to aid in the process and some firms ask their employees to supplement their knowledge in the off-season. Carol Fuchs asks her employees to take courses at the local school where she teaches. Larry Dial's six-month training program includes short courses offered by the Associated Landscape Contractors of America. He won't be able to afford them, he says, "unless they stop giving them in California and Arizona." Jerry Faulring rents a hotel room in the winter and holds a one-day seminar for 60-70 candidates. "The first half of the day is spent introducing potential employees to the company and showing slides. The second half is spent interviewing."

One common complaint from

Wisconsin to crack down on 'miracle' lawn products

The Wisconsin Department of Agriculture is looking into ways to stop the influx of unregulated products into the state's chemical and fertilizer markets.

"Each spring," according to Nick Neher, a spokesman for the Department's Plant Industry division, "farmers and home owners are deluged with a variety of miracle products from companies which offer little or no basis for their claims. The problem is that

there is nothing in the present laws which requires these companies to let us know they are here."

He added: "The only regulations are truth-in-labeling requirements. As long as they don't write down any claims, they can't be held accountable and can continue to operate."

The effect companies that sell these types of products have on lawn care companies is twofold. First, many homeowners might

use them to care for their lawn. Also, lawn care businessmen themselves can fall prey to companies selling these kinds of products. Soil amendments such as wetting agents are being sold in many states by these methods, along with fertilizers and pesticides.

The result is that the State does not find out about false verbal claims until after a complaint. The Department's hope is to reverse this process. The State's Secretary of Agriculture, La Verne Ausman, is considering appointing a committee to draft legislation forcing companies to document the capabilities of their products before they are allowed to sell them.

"If companies are required to provide efficacy data prior to re-

ceiving their licenses, then consumers can judge and compare products on a fairer basis and companies will have to meet the guarantees on the bag," observed Neher.

The legislation will concentrate on protecting farmers "because their failure affects many others," said Neher. He insisted, however, that attention will be given to the specific problems of home owners, who are often more susceptible.

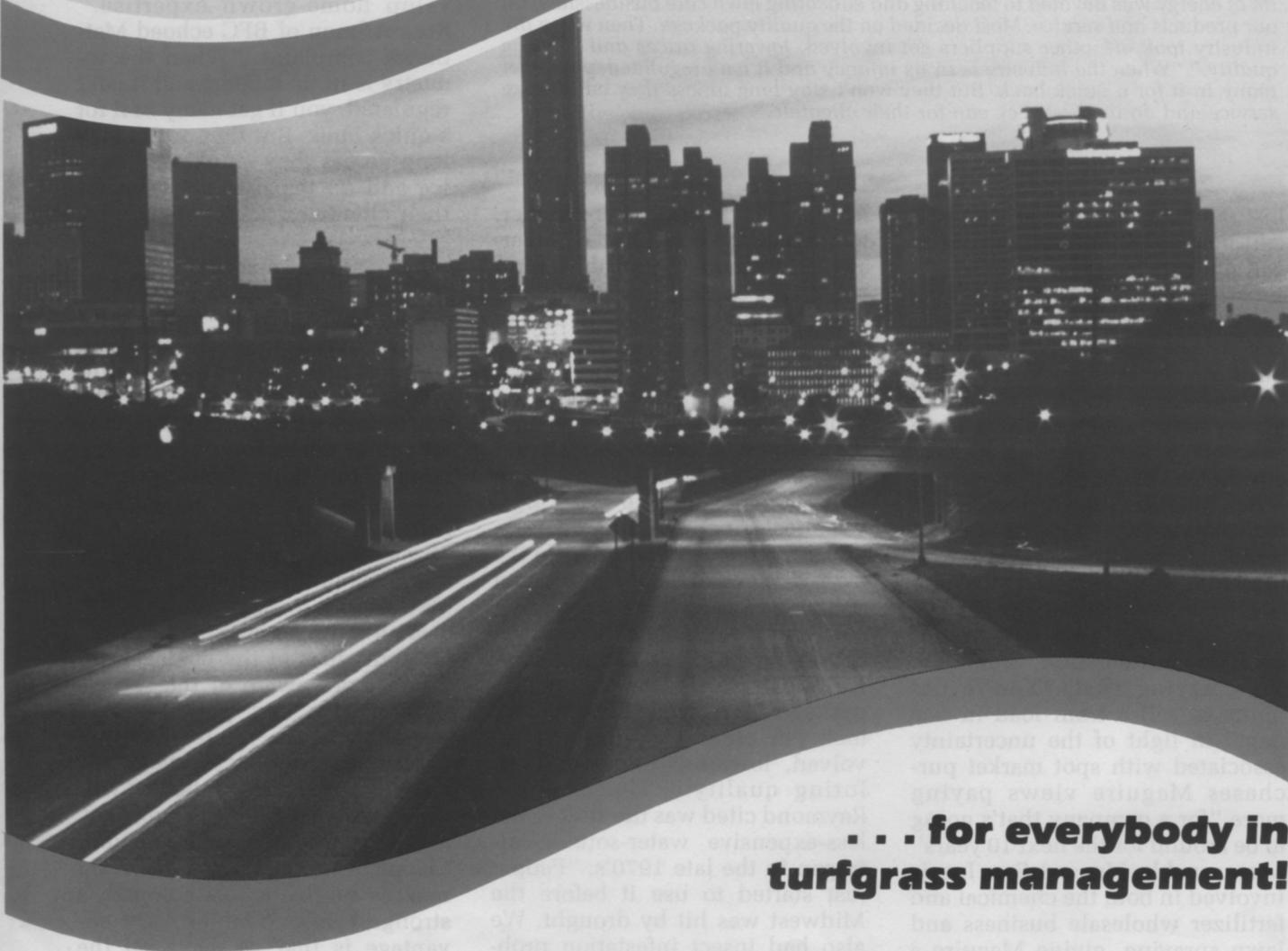
Wisconsin, which is viewed as one of the tougher states in regulating the marketing of agricultural products, is investigating the effectiveness of legislation already enacted in Ohio, Minnesota, and Oklahoma. "We've heard their laws were well thought out," said Neher.

— Chris Murray

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"We get beat to within an inch of our lives on price, and then the buyer turns around and asks for 90-day terms."

with greater frequency nationwide. "I've noticed that fewer suppliers are offering discounts for prompt payment like they used to." He acknowledged that chemical companies are responding to feedback from companies that are having problems meeting payments but he questions the alternatives they are offering. "Instead of giving price breaks, they are extending terms of payment from 30 to 60 days. Where does that leave a business that is not having problems meeting its obligations and is looking to be rewarded. And, let's face it! Somebody has to pay for those 60 days."

Buys from competitors

Keller disclosed one of the seemingly illogical extremes he has resorted to in circumventing the high fertilizer prices in the Kansas City area. "I now buy fertilizer from one of my competitors whose offering it \$45-a-ton cheaper than any local suppliers. And I'm even paying the extra shipping costs (100 miles)," he added.

In looking for the best deal, Gary Kitchel, president of E-Z Lawn Corp., Richmond, Ind., does not necessarily look for the best price. "Good service is a better advantage than saving a few cents on price." By "service" Kitchel means "someone who can help you in the crunch." Most companies now have professionals who deal exclusively in the lawn care end of the business. "It didn't used to be this way," laments Kitchel. "In the early 70's, most firms only had farm suppliers. They were just not that knowledgeable." Bill Harrigan of Green Life Lawn Service in Frederick, Md., still has the same problem. "When I need a special answer, I don't want to hear 'I guess so.' or 'It works on farm crops.'"

Paying customers back

Bill Vogel who started supplying chemicals to the lawn care industry about five years ago, readily admits that his expertise was questionable at the beginning, and that it took him three years to feel confident in finding the right product to solve specific problems. He credits the customers who stayed with him for the success of his business and feels he is now in a position to pay them back. "When I started we approached professional turf care suppliers for our products. Now, we get the specifications from lawn care businesses and custom blend materials at a fraction of the cost."

Staying with the same supplier, therefore, becomes an investment

in the future for many lawn care businesses. According to Don Koch, Green Thumb Lawn Service, Cincinnati, Ohio, "It builds into a chemical company an interest in providing materials for the industry. And there is much room for improvement in this area." Added Kitchel, "If I'm dealing with someone and I need something, yet I don't hear from him, then he's

are good and so is their delivery. And, you know how important that can be," he added. Mr. Harrigan switches around suppliers "depending on expertise, payment schedules, delivery, and price," but he stressed the importance of maintaining a good business relationship with each. "If during the course of a year, I have not used a particular supplier, I will go to

the right time of the season." He added, "When the lawn care industry became the new service on the block, people thought it would guarantee them instant success with their lawns. We have known all along that fertilizers are best used in the fall but people wanted their lawns to look good immediately in the spring."

Sales up, profits down

Bob Matthews from Miller Chemical and Fertilizer Corp. of Hanover, Pa., contends there has been an ill-advised shift to liquid fertilizers because they are easier to apply and less costly. "We're finding that liquid fertilizers are not just getting the results." He added, "People are now returning to the dry kind."

While the consensus among chemical suppliers serving the lawn care industry is that the industry is booming, the health of individual companies is a more sober story. Matthews laments that his volume of sales is up but that profits are down. He sees many unscrupulous brokers "cherry picking. All they do is arrange buying and selling, and, they don't have to keep inventories or develop home-grown expertise." Ross Allmon of BFC Chemicals, Inc., Wilmington, Del., echoed Matthews' complaint: "When the industry is in its infancy and it isn't regulated, you'll get many in it for a quick buck. But they won't stay long unless they emphasize service and do the best they can for their clientele," he warned.

Profit margin

Matthews is also faced with competition from larger suppliers who, he says, "set prices smaller companies cannot meet." We've had to cut back over 20,000 gallons on one of our accounts because a larger competitor offered a price of one dollar over cost." Like many companies surveyed, Miller will "back away" if they can't a higher margin of profit. Added Matthews, "We need it to stay in business."

With the poor economy, people on both sides of the business are much more aware of the service they receive and provide. In a recession it is often the only distinguishing factor between competing firms. Most hope it will get them through it. Herb Day, a sales manager with Stauffer Chemical Co. in Westport, Conn., regards service as his company's strongest suit. "Our primary advantage is that we have all the mechanisms in place to move a lot of stuff quickly." Because it is small, Bill Vogel thinks his company has more flexibility in setting shipping prices than larger companies. "We find private truckers



Ross Allmon (left) and George Raymond of BFC Chemicals, Inc., Wilmington, Del. Raymond said: "When we first got into the lawn care end of the business, a lot of energy was devoted to teaching and educating lawn care businessmen on our products and service. Most decided on the quality package. Then when the industry took off, other suppliers got involved, lowering prices and diluting quality." "When the industry is in its infancy and it isn't regulated, you'll get many in it for a quick buck. But they won't stay long unless they emphasize service and do the best they can for their clientele."

lost me. I need someone who will call on me without me having to call on him."

Maintaining leverage

While most lawn care businessmen surveyed were interested primarily in developing steady sources of supply, a large percentage were willing to take advantage of a spot purchase. Mitch Maguire from Moyer & Son, Inc., Souderton, Pa., offered some words of caution, however. "You might get a good deal but you're not necessarily going to get the same price down the road. Another consideration," he added, "is carrying costs. You're not going to sell a train load in one day." In light of the uncertainty associated with spot market purchases Maguire views paying more "for a company that's going to be around for the next 10 years" as reasonable. Moyer & Son, Inc. is involved in both the chemical and fertilizer wholesale business and lawn spraying, giving Maguire a complete perspective on relationship between supplier and customer.

Harrigan doesn't normally check the prices of his major suppliers because "their people

him, even if his prices are higher, to maintain some kind of leverage." He added, "I probably could cut down on the number of my suppliers but I would not be able to go back to them in case of an emergency."

The predominant attitude of major chemical suppliers is that the trade-off between service and price is acute. George Raymond, a marketing executive with BFC Chemicals, Inc., Wilmington, Del., notes, "When we first got into the lawn care end of the business, a lot of energy was devoted to teaching and educating lawn care businesses on our products and our service. Most decided on the quality package. Then when the industry took off, other suppliers got involved, lowering prices and diluting quality." The example Raymond cited was the shift to the less-expensive water-soluble nitrogen in the late 1970's. "People just started to use it before the Midwest was hit by drought. We also had insect infestation problems. Then," he added, "people had to go back to quality."

Widman cited a more pervasive problem with the water-soluble variety. "Soluble nitrogen tends to promote grass growth but not at

who can find backhaul rather than big ones whose prices are fixed."

Virtually all the firms contacted, both suppliers and customers, have noticed an increase in the number of delinquent accounts. Most manufacturers, however, say they are willing to renegotiate the account in an attempt to keep it open and avoid further problems.

John Anderson has observed that the recession has brought some positive changes to the industry. "Because of the industry's strong growth pattern, many weak companies have been allowed to survive. But the recession has forced many companies to re-trench themselves, eliminating sloppy management practices."

DATES

The Associated Landscape Contractors of America Personnel Management Seminar, Chicago, Ill., November 16-17, 1982 and March 8-9, 1983; Denver, Co., November 18-29, 1982 and March 10-11, 1983; Dallas, Tx., December 7-8, 1982 and February 22-23, 1983; Los Angeles, Ca., December 9-10, 1982 and February 24-25, 1983. Contact: Mr. Alan Smith, President, ALCA, 1750 Old Meadow Rd., McLean, Va. 22102.

Twenty-Eighth Annual National Fertilizers Solutions Association Convention and Chemical Equipment Exhibition, Georgia World Congress Center, Atlanta, Ga., December 6-9, 1982. Contact: National Fertilizers Solutions Association, 8823 North Industrial Rd., Peoria, Ill. 61615. (309) 691-2870.

Eleventh Annual Western Pennsylvania Turf and Grounds Maintenance School and Trade Show, Pittsburgh Marriott Hotel/Expo Mart, December 7-9, 1982. Contact: Christine King, Executive Secretary-Treasurer, 412 Blanchard St., Bellefonte, Pa. 16823. (814) 355-8010.

Twenty-first Annual North Carolina Turfgrass Conference, Pinehurst Hotel, Southern Pines, N.C., January 4-6, 1983. Contact: L. T. Lucas, 3409 Gardner Hall, N.C. State University, Raleigh, N.C. 27650. (919) 737-2751.

Maryland Turfgrass '83, New Baltimore Convention Center, January 10-12. Contact: Dr. Thomas Turner, 1112 H. J. Patterson Hall, University of Maryland, College Park, Md. 20742. (301) 454-3776.

Associated Landscape Contractors of America Annual Meeting and Trade Show, Miami, Fl., January 15-21. Contact: Mr. Alan Smith, President, ALCA, 1750 Old Meadow Rd., McLean, Va. 22102. (703) 821-8611.

Professional Turf and Landscape Conference, sponsored by the New York Turf and Landscape Association and the Long Island Gardeners Association in conjunction with the Hudson Valley and Long Island Cooperative Extension groups, Tappan Zee Towne House, Mountain View Ave., Nyack, NY, Jan 26, 1983. Contact: Frank Claps, 136 Laurel Ave., Larchmont, NY 10538. (914) 834-6846; or Don Antonichia, 21 Jackson Ave., Scarsdale, NY 10562. (914) 723-1677.

Target Chemical Company's Eleventh Annual Pest Management Seminar and Exhibition, Holiday Inn, Phoenix, Ariz., February 1, 1983; Hacienda Inn, Fresno, Cal., February 3, 1983; Industry Hills and Sheraton Resort, City of Industry, Cal., February 8-9, 1983; and Red Lion Inn, San Jose, Cal., February 16, 1983.

Pennsylvania Turfgrass Conference & Trade Show, Hershey Lodge & Convention Center, West Chocolate Ave. & University Drive, Hershey, Pa., February 28-March 3, 1983. Contact: Christine King, Executive Secretary-Treasurer, 412 Blanchard St., Bellefonte, Pa. 16823. (814) 355-8010.

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According to the "Construction Newsletter" of the Associated Landscape Contractors of America, employee benefits now add 36.6 percent to the average payroll dollar. This figure is based on a total payroll of \$1,250 billion and represents a twelve-fold increase in percentage from the 1929 figure, which is based on a total payroll of \$1.5 billion.

Many lawn care businesses are finding it hard to bear the cost of supplying these benefits. A Chamber of Commerce study published bi-annually breaks them down this way:

FICA taxes, unemployment and Workers Compensation 9.0%
Negotiated—pensions, insurance and other 12.1%

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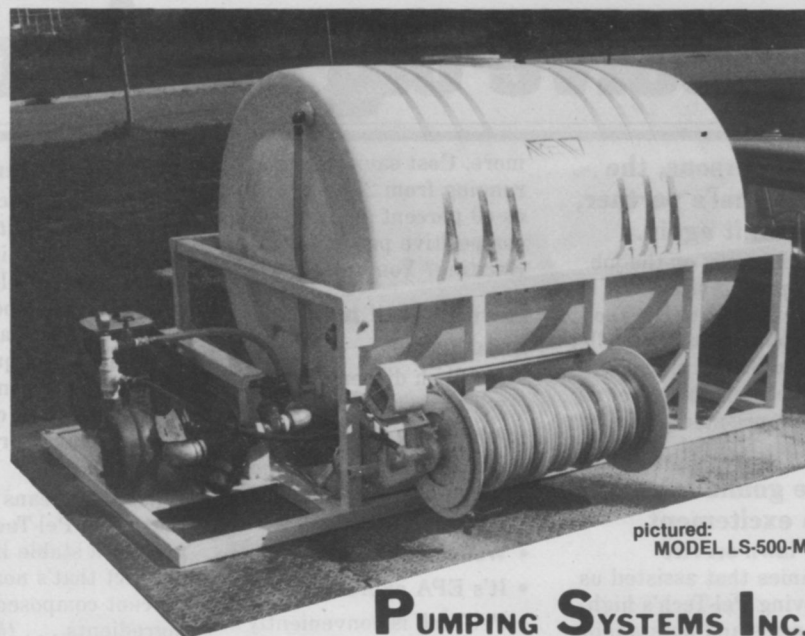
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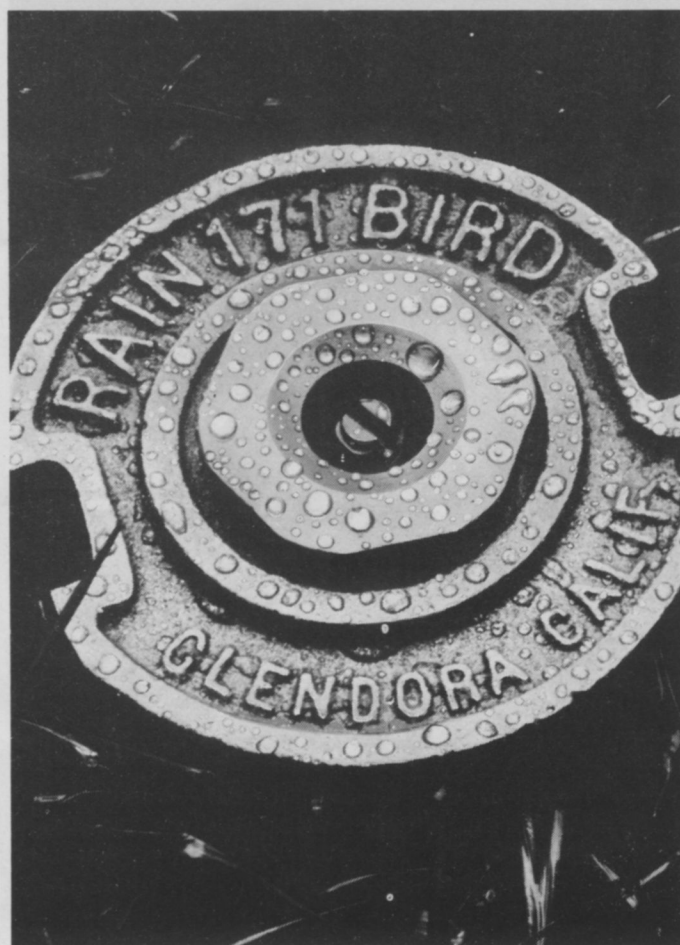
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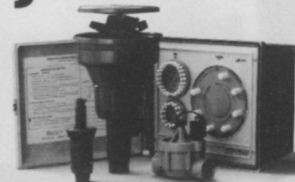
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MARKETING IDEA FILE

Getting away from it all?

The U.S. Census Bureau has been telling us for the last decade that the demographics of our country are changing. People are moving from the cold, economically-depressed Northeast to the warm, industrially vibrant Sun Belt. Lawn care businesses have moved along with the population, but now the Census Bureau is telling us there's a new trend.

According to the September issue of *Venture* magazine, people are moving to areas of low population density, primarily in the Northwest, to get away from it all. Statistics on the percentage increase in population provided by the Bureau show Arizona and Florida still leading the country but Nevada, Colorado, Alaska, and Idaho follow only a few percentage points behind.

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THE SOUTH

Centipede decline

Centipedegrass is gaining popularity in the South as a warm season turfgrass for the home lawn because of its low-maintenance requirements. But, according to Jim Perry's article in the Mississippi Turfgrass Association's August newsletter, "Many homeowners are interpreting low maintenance to mean no maintenance."

Perry has also noticed an increasing tendency by homeowners to "overmanage" centipedegrass. Both extremes have led to disastrous results: Specifically, no greenup of established grass during transition and a slow green-up

of new grass in the spring culminating in early death in the summer. Perry has labeled the phenomenon 'Centipede Decline' and offers the following specific recommendations on how it can be avoided.

- **Use lime only** upon recommendation of a soil test. Centipedegrass prefers acid soil with a pH range of 4.5 to 5.5. Overliming causes high pH which makes iron unavailable for proper foliage color. Soil should be tested every fall.

- **Do not over-fertilize.** Too much nitrogen can cause serious problems. The recommended amount varies between one and two lbs. of active nitrogen per 1,000 square feet depending on type of soil. Higher concentrations require two applications. Rely on a soil test report to adjust phosphorus and potassium concentrations to medium and high levels, respectively. Once these levels are achieved, apply the two chemicals in the standard 3-1-2 (N-P-K) ratio commonly used for turf nutrition. Slow-release fertilizer provides excellent results.

- **Provide good drainage.** Because the root system of centipedegrass is not extensive and deep, its development can be restricted if grass is planted in soils with poor aeration and drainage. A poor root system is susceptible to drought injury. Use proper soil preparation techniques during planting to avoid expensive follow-up treatment like coring and top dressing.

- **Irrigate during dry weather.** Water centipedegrass each week there is no rain. A liberal irrigation of at least one inch should be applied. Using typical household faucets and portable irrigation equipment, it should take about three hours. For soils with poor percolation such as clay, an intermittent application at 30-minute intervals is recommended until total is reached. It is more important to water thoroughly and deeply once a week than it is to sprinkle a little bit each day. Shallow irrigation moistens only a fraction of an inch and encourages shallow roots to cluster near the top of the soil, improving the likelihood of drought injury and cold damage.

- **Proper mowing height** is important. Centipedegrass should be mowed at between one to 1½ inches, raised during the summer and lowered during the fall.

- **Beware of shade.** Since tree roots take all the water they want, there is a limit to the shade that centipede can tolerate. Allow for shade by raising mower height at least two inches.

- **Watch out for thatch.** Although it is not a big problem with centipedegrass, thatch may become a problem in older lawns when it reaches a depth of one inch or more. Dethatching should be done in late winter prior to spring

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Lehr on labor law

By Richard I. Lehr

According to its recent decision in the *Midland National Life Insurance Company* case involving the propriety of misleading statements made by union or management representatives during an election campaign, the National Labor Relations Board has reverted to its former policy of no longer setting aside elections based on representation made prior to election day. In the *Midland* case, the employer misrepresented the union's effectiveness on the day prior to election day. In deciding to return to its previous laissez-faire election policy, the Board, in a three to two vote, ruled that it "will no longer probe into the truth or falsity of the parties' campaign statements," nor will it "set elections aside on the basis of misleading campaign statements. The exception to this policy is if a party uses forged documents during a campaign, which renders voters unable to recognize the document as propaganda. This decision does not affect the prohibition against employers threatening or interfering with employees' right to form or join labor organizations.

Disciplinary action

In 1975, the United States Supreme Court ruled that an employee has the right to request that a union representative be present at an investigatory interview which the employee reasonably believes might result in disciplinary action. In the case of *Materials Research Corporation*, the NLRB has extended this right to employees who work for a non-union employer.

An employee for Materials Research Corporation requested that another employee accompany him to an interview with the personnel director, which the employee believed would lead to disciplinary action. The employer insisted on meeting with the employee individually. The Board, in reversing the Administrative Law Judge's decision upholding the employer's action, stated that the employee's request for assistance falls within the literal wording of Section VII of the National Labor Relations Act. The Act permits employees "to engage in . . . concerted activities for the purpose of . . . mutual aid or protection." What could be more indicative of activity for mutual aid or protection, reasoned the Labor Board, than the presence of an employee representative of an individual's choosing at his meeting with the personnel director.

Employer obligations

Finally, in *Pacific Telephone and Telegraph Company*, the National Labor Relations Board further extended employer obligations pertaining to investigatory

interviews. If an employee has a collective bargaining representative, that employee has the right to have his representative present at the investigator interview and also has the right to consult with his representative prior to the interview. In *Pacific Telephone*, the Board extended these rights to include the right to be informed of the nature of matter being investigated prior to the actual investigation interview. Thus, not only do employees have the right to have a representative present at the investigation interview and to meet with their representative prior to

the investigation interview, they also have the right to be informed of the nature of the matter being investigated prior to the actual interview.

Cooperative with employers

Though two of the five members of the National Labor Relations Board were appointed by President Reagan, the Board's decisions have not fallen into a pro-management, neutral or pro-labor category. Rather, since President Reagan took office, the Board has been unpredictable and will likely remain so until the President has the chance to appoint one more Board member, which would then give the Republicans a three-to-two majority.

EEOC to Issue Advisory Opin-

ions in Age Discrimination Matters. The EEOC has proposed to begin issuing advisory opinions on the Age Discrimination and Employment Act prior to 1983. Employers will be justified in relying on these letters as the Commission's position. Any "interested person" may request an advisory letter, but it is within the Commission's discretion as to whether or not to issue a letter. In some instances, when the Commission does not issue a letter, it may provide a requesting party with informal advice or guidance.

This is another example of the Commission becoming more cooperative with employers. Just as the Occupational Safety and Health Administration has substantially reduced its intrusion into the workplace, we see signals

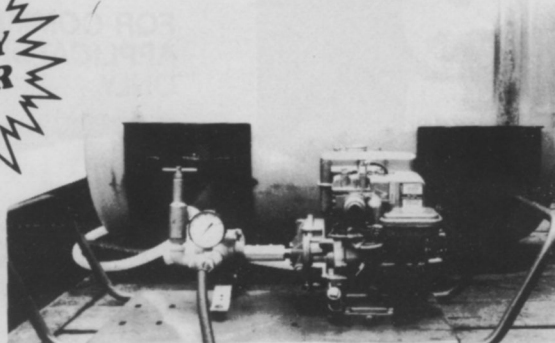
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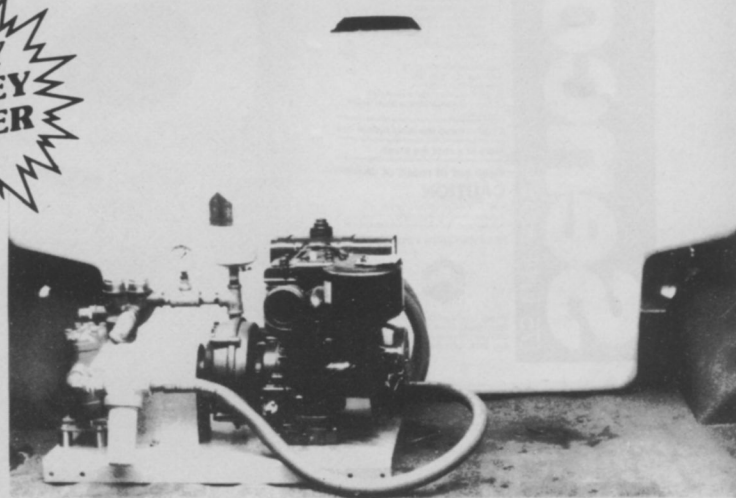


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Includes:

- 300-gallon Pickup Tank (also good for use in vans or stake trucks)
- 400 psi dual-piston pump (Hypro)
- 8 h.p. Briggs & Stratton engine
- 10 gpm flow at all pressures
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- Specialty Weed Control
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IT'S WHAT YOU NEED TO SET YOU APART FROM YOUR COMPETITORS — DON'T PUT IT OFF!

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Circle No. 111 on Reader Inquiry Card



OFTANOL 5%
Granular Insecticide

**FOR DISTRIBUTION
AND USE ONLY WITHIN:**

CONNECTICUT	NEW JERSEY
DELAWARE	NORTH CAROLINA
ILLINOIS	OHIO
INDIANA	PENNSYLVANIA
KANSAS	RHODE ISLAND
MARYLAND	VIRGINIA
MICHIGAN	WEST VIRGINIA
MISSOURI	NEW YORK

for insect control
on turf grasses.

**FOR COMMERCIAL
APPLICATOR USE
ONLY.**

ACTIVE INGREDIENT:



Bayleton
20% Wettable Powder fungicide

For control of
certain diseases of
azaleas and turf.

WARNING:
Keep out of the reach of children.
See label for use directions.
Net Weight 2 Pounds



Dyrene
Turf Fungicide
50% Wettable Powder
for control of
turf diseases

ACTIVE INGREDIENT:
4,4'-Dichloro-N,N'-bis(2-chlorophenyl)-2,2'-bipyridine 50%
INERT INGREDIENTS 50%
NET WEIGHT 4 POUNDS

EPA Reg. No. 3125-60-AA
EPA Est. 3125-MO-1

Store in a cool, dry place.

STOP — Read the label before use.

CAUTION
Keep out of reach of children.
(See side panel for caution statement)
NET WEIGHT 4 POUNDS



Möbay Chemical Corporation
Agricultural Chemical Division
Specialty Products Group
Box 4913, Kansas City, Mo. 64120

From the Mobay family of professional turf products,

Happy Rebates!

You know the Mobay family
of professional turf products.

You know they get results.

®OFTANOL insecticide
gives you one-shot, one-time
control of white grubs.

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gives you 30-day control of
dollar spot, fusarium blight,
and anthracnose.

®DYRENE fungicide gives
you economical yet effective

control of helminthosporium,
brown patch, and more.

®SENCOR herbicide gets
goosegrass out of your
Bermuda grass.

The Mobay family of pro-
fessional turf products
is offering you rebates that
could mean hundreds of
dollars of savings to you. To
qualify, you must be a
professional turf consumer*
and you must be invoiced by
April 15, 1983. Then, send
copies of all qualifying
invoices to the address below

by May 15, 1983. You'll
receive your check no later
than July 15, 1983. Order
early, order now, from your
Mobay distributor.

*A professional turf products consumer will be
described as lawn service companies, golf courses,
municipalities, cemeteries, parks and recreational
facilities and all other entities which commercially and
professionally maintain fine turf.

OFTANOL, BAYLETON, and SENCOR are Reg. TMs
of the Parent Company of Farbenfabriken Bayer
GmbH, Leverkusen.

DYRENE is a registered TM of Mobay Chemical
Corporation.

Amount of Rebate:

Product	Purchase Quantity	Rebate Value For Each Unit
BAYLETON 25 WP	12# case	\$10.00/cs.
DYRENE 50 WP TURF	32# case	5.00/cs.
OFTANOL 5G	40# bag	2.00/bg.
SENCOR 75 TURF	30# case	8.50/cs.



Mobay Chemical Corporation
Agricultural Chemicals Division
Specialty Products Group
Box 4913, Kansas City, MO 64120

Circle No. 119 on Reader Inquiry Card

PRODUCTS

50 acres a shift

The Jacobsen Division of Textron Inc. is the first U.S. equipment



maker to market a medium-sized hydraulic mowing tractor. In another first, the new HF-5 is also the first turf machine in its class with diesel power.

The unit is powered by an industrially-modified 4-cycle 33 hp Volkswagen engine which is 30 per cent more efficient than a comparable gas unit.

Its compact five-gang reel mower cuts a swath up to 11 feet. Coupled with the many advantages of hydraulically driven reels including the ability to adjust cutting frequency during operation and faster reels, the HF-5 is capable of covering 50 acres in an

average shift.

The hydraulic mowing system of the HF-5 also offers advantages in the areas of maintenance. It is self-lubricating and self-cooling, unlike mechanical devices, and it is protected from shock loads by built-in relief valves.

The HF-5 also features a hydraulic transmission, a hydrostatic unit with single-treadle control for forward and reverse travel, power steering, and a system for raising and lowering individual wing reel units. When raised, reel rotation automatically ceases.

For lawn care maintenance people sensitive to turf compaction, the HF-5 has a light touch, with just 8 pounds psi ground pressure with an operator aboard.

Circle No. 130 on Reader Inquiry Card

Backpack power blower

Echo, Inc. is now marketing the PB-400E, the newest addition to its power blower line.

Equipped for backpack use, the new blower has an electronic ignition system for stronger and even firing. It also has a new



heavy-duty air filter with a 600% larger air filtration surface. With only 50 percent of this surface being used at one time, the filter only has to be rotated 180 degrees to double operating time before the filter must be cleaned.

The PB-400E is gas-powered with a large capacity fuel tank offering more than an hour of running time per tankful.

In addition, the PB-400E accepts Echo's PBAV-400 vacuum attachment which converts the blower into an outdoor vacuum.

Circle No. 131 on Reader Inquiry Card

Increased capacity for HERBI applicator

A new knapsack-type reservoir accessory increases the capacity and versatility of Micron Corpora-



tion's HERBI line of controlled droplet herbicide applicators. The 20-liter accessory is interchangeable with the standard 2.5 liter bottle and gives up to 5½ hours of continuous operation without refilling.

Circle No. 132 on Reader Inquiry Card

Growth retardant

Drexel Chemical Company has just obtained a new label for Retard, its liquid growth retardant. The new label will replace the old DEA Salt of Maleic Hydrazide (MH) with a new formulation of potassium salt of MH.

Retard works on trees, shrubs, ground covers, and grass, inhibiting growth and lowering maintenance requirements.

Circle No. 133 on Reader Inquiry Card

For information contact:

J & L ADIKES, INC.

Jamaica, N.Y. 11423

JACKLIN SEED CO.

Post Falls, ID. 83854

NORTHROP KING CO.

Minneapolis, MN. 55413

ROTHWELL SEEDS LTD.

Lindsay, Ont., CAN. K9V 4L9

VAUGHAN-JACKLIN CORP.

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THICKER
GREENER
TURF

Adelphi*
KENTUCKY BLUEGRASS

THE GREENER KENTUCKY BLUEGRASS™



*U.S. Plant Pat. No. 3150

Aerators: 14,000 holes per minute

The newest line of aerators from Terra Products Company are the Terra 200 and Terra 320. They



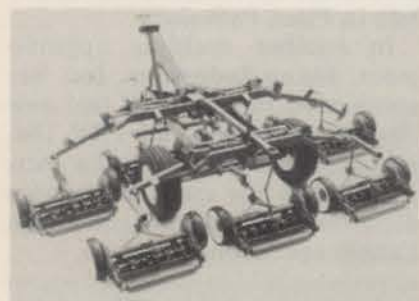
are designed for quick hookup and minimal damage while turning. In addition, the aerator level can be adjusted while towing. The Terra 200 is capable of aerating 8,800 holes per minute and the Terra 320 can punch up to 14,000 holes per minute.

Circle No. 134 on Reader Inquiry Card

Transport frame

Toro's new Reelmaster Transport Frame has control levers with detents that allow the operator to conveniently lift any of the seven mowers hydraulically to maneuver around obstacles.

The transport frame folds up to a width within 7'11" and is adapta-



ble to tractors of 30 or more PTO HP and 3,000 or more pounds. It accepts Toro's 7-blade or 5-blade mowers, as well as their new Reelmaster 11-blade mower.

Claiming a least visible clip of .58", the new 11-blade mower is designed for ultra-formal turf mowing requirements. Its cut range is 3/8" to 1 1/2".

The mower's reel diameter has been kept to a low 7" for more cutting force at the cutting point and to reduce wheel slippage when cutting in low, dense grass.

Each blade is bedknife positioned just .65" behind the center line of the reel to minimize the number of uncut blades.

Circle No. 135 on Reader Inquiry Card

Low-burn fertilizer

A companion product of Formolene 30-0-2 liquid lawn fertilizer is now being offered by Hawkeye Chemical Company.

The new product, Form-U-Sol 20-0-1, contains 1/3 liquid "non-burning" ureaformaldehyde nitrogen and 2/3 free urea nitrogen. This new solution enables lawn care operators to save costs in the labor and handling involved in dissolving urea for lawn fertilizer solutions where a substantial urea

content is necessary. The recommended soil solution is 1/3 gallon of Form-U-Sol to 5 or 6 gallons of water. This ratio provides the equivalent of one pound of nitrogen per 1,000 square feet of turf.

Priced at \$250 per ton, the product is available in full truckloads or smaller quantities from Hawkeye Chemical Company or through Formolene fertilizer dealers.

Circle No. 136 on Reader Inquiry Card

The January issue of **LAWN CARE INDUSTRY** will carry reports on the PLCAA Show and the ALCA Maintenance Symposium

ECONOMY

16.2% drop in housing starts

Housing starts fell 16.2 percent in August, to an annual rate of slightly more than one million units, the Commerce Department reported recently.

The drop erased much of the gain recorded in July, when the annual rate reached 1.2 million units, its highest level in more than a year.

The new government report said that the seasonally adjusted annual rate for housing starts in August was 1,002,000 units, down a revised 31.6 percent from the 1,195,000 units in July. The original July estimate was an annual

rate of 1,211,000 units, a 33.7 percent rise.

Though the size of the turnabout is striking — the biggest month-to-month decline in 18 months — it was not unexpected. Analysts have said that much of the July gain was a result of government-subsidized construction that was unlikely to be repeated in August.

In fact, starts of multi-family units, including government-subsidized apartment construction, fell 31.2 percent in August, to an annual rate of 392,000 units, from 570,000 units in July.

New starts for single-family homes, the heart of the home-construction industry, remained stable, declining a modest 2.4 percent in August from July's level, to an adjusted annual rate of 610,000 units.

With 27 field-proven formulas we may have more solutions than you have problems.

Because the job you do demands success, the job we do demands our best.

In the turf care industry, product integrity and quality performance are vital to the success of your operation.

That's why The Andersons now offers one of the most extensive lines of turf care fertilizer products in the industry. With 27 quality Tee Time formulations available, you have the product flexibility you need to meet the toughest turf challenges.

You get it green and keep it green. Our on-the-job testing

has proven it. Our 17 years in the lawn fertilizer business confirms it. And our reputation depends on it.

Introducing Pel-Tech™: The little benefin pellets that solve big turf problems.

For liquid spray applications, The Andersons now offers Pel-Tech, the state-of-the-art in pelletized benefin for effective pre-emergence crabgrass control. Pel-Tech is economical and easy to apply, and is backed with the same high-quality assurance as all The Andersons' turf care products.

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As the professional's partner, we're proud of our record of applied turf care research and technical product innovation. Keeping you ahead of your problems is our way of keeping us ahead of the competition.

Call us toll-free or write for the name of your nearest Tee Time distributor. He'll tell you more about how The Andersons' turf care products

can help your operation stay out of the weeds.

the professional's partner™

The Andersons

Lawn Fertilizer Division
P.O. Box 119
Maumee, Ohio 43537

Ohio: 800-472-3220
Outside Ohio: 800-537-3370



Circle No. 102 on Reader Inquiry Card

NEWSMAKERS

Raymond and Marilyn Andrusiak are owners of **Grow It Green, Inc.**, Dearborn, Mich. The company offers both liquid and granular chemical lawn care services.

John Henson is proprietor and Duane Trout is manager of **Lawn Care Landscaping Service**, Camp Hill, Pa. The company offers both liquid and granular chemical lawn care services.

Neal and Paul DeAngelo are owners of **SWSF Lawn Service**, Hazleton, Pa. The company offers both liquid and granular and mowing/maintenance lawn care services.

The **Professional Grounds Management Society** named Norman Rotanzi, Grounds Supervisor at the Hearst San Simeon State Historical Monument, as the recipient of its coveted Gold Medal Award. The award, which has only been given seven times since the organization's founding in 1911, represents outstanding horticultural achievement. Mr. Rotanzi will be recognized at the Awards Banquet of the PGMS Conference and Trade Show on November 18th in San Diego, California. He has worked on the 126 acre site, which was given to the State of California by the Hearst family in

1958, for 48 years.

Ford B. West has been promoted to assistant vice president, member services, of **The Fertilizer Institute**.

According to the association president Ed Wheeler, Ford has proven to be an increasingly valuable asset in our efforts to fulfill member needs in the area of transportation, health-safety and product quality."

West joined the institute as director, member services in November 1979 after having served two years at the National Food Processors Association.

Parker Sweeper Company has appointed Steve Stevenson to the position of southeastern district sales manager. His extensive background in equipment sales on both the distributor and dealer

levels will serve him in his new post, which includes responsibility for the sale of Parker turf and industrial equipment.



Notch



Solberg

Hypro, a division of Lear Siegler, Inc. has announced the promotion of two of its employees. Ralph L. Notch has been appointed vice president, international sales and marketing. Notch joined Hypro in 1969 as an assistant export manager. Peter K. Solberg, who joined the staff as an assistant controller in 1975, has been promoted to controller.

The editor of **Target Chemical Company's** new publication "Turf Tips" will be Craig Kolodge. He brings to the position his expertise as a plant pathologist/horticultural consultant. Mr. Kolodge will also represent Target in San Diego and Imperial Counties as a pest control adviser, sales representative, and growth regulator specialist.

He brings to the job teaching experience at two state universities in California, one of which, the University of California at Riverside, he received his doctorate in Plant Pathology.

In another multiple appointment, **Dixon Industries, Inc.** has announced the hiring of two new territory managers for ZTR Distributing Company, and a new assistant in the customer service department of Dixon's Coffeyville, Kansas operation.



Mloch and Sharp

Jerry Sharp and Dale V. Mloch are the new territory managers. Sharp will be in charge of dealer development in eastern Tennessee and eastern Kentucky. He has a background in manufacturing engineering end sales, his most recent position being regional sales manager for CRC Welding Systems in Nashville. Mloch also has solid sales experience, having developed a market distribution in 12 states for **Gravely tractors**. He will represent ZTR in northern Texas.

R. N. Follis is president of **Snow 'n Turf, Inc.**, Des Moines, Ia. The company offers both liquid and granular chemical lawn care and mowing/maintenance customer services.

Gary D. Carstens is president of **World of Green, Inc.**, Lincoln, Neb. The company offers both liquid and granular lawn care services and mowing/maintenance services.

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A wide variety of plantings can make a landscape more beautiful and interesting. But it can also make your herbicide program a complex and risky business.

That's why so many professionals who work with ornamentals control weeds with **CHIPCO® RONSTAR®** preemergence herbicide.

YOU DON'T NEED A DEGREE IN BOTANY TO USE RONSTAR SAFELY.

Not everyone who applies herbicides has thorough knowledge of ornamental varieties and turf...or the skill to lay down the chemicals with pinpoint accuracy. With **RONSTAR**, that's

no problem. It's safe on more ornamentals than any other product. You can use it safely on hundreds of varieties of 48 different species without hampering root growth.

And it's also safe on nearby turf, ground cover and trees.

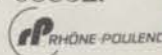
WITH RONSTAR, IT'S ALL OVER FOR WEEDS.

RONSTAR gives highly effective, long-lasting control of over 20 weeds, including common groundsel, bittercress and speedwell.

It won't leach, either. So even after heavy rains, you won't get call-backs. For safe performance on

the broadest range of ornamentals, make no mistake. Make it **CHIPCO RONSTAR** herbicide. For more information on **RONSTAR** or other **CHIPCO** turf care products, ask your **CHIPCO** distributor or contact:

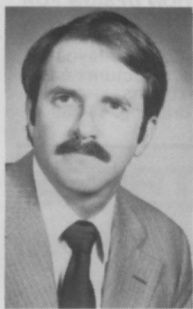
Rhône-Poulenc Inc., Agrochemical Division, Monmouth Junction, NJ 08852.



RONSTAR
SPREAD THE WORD.

Please read label carefully, and use only as directed.

Michale L. Cole assumes his new post at **The Andersons** as marketing manager for the Lawn Fertilizer division. His responsibilities include directing the division's sales force, and developing and marketing new lawn and garden products. He moves from his position as consumer and industrial group planning manager, where he was involved in long range planning for the company's Lawn, Retail and Cob Milling Divisions.



Cole



Schmidt

Henry E. Schmidt is the new assistant customer service manager. He will help Don Billard hold Dealer service schools, as well as assist in the day-to-day service of Dixon distributors, dealers, and their customers. He comes to Dixon from the motorcycle industry where he recently was in charge of repairs-under-warranty and parts orders for Southeast Suzuki.

Samuel K. Ellington has joined **Lakeshore Equipment & Supply Co.**, Elyria, Oh., as seed and fertilizer manager for the central portion of the United States.

A graduate of Centenary College, Shreveport, the Atlanta-based salesman has worked all his life in the seed industry. After serving for two years in the Air Force, he has worked in sales and management capacities for companies including **Northrup-King** and **Sunbelt Seeds**.

Gary P. Randolph has been named sales manager for the turf division of **Porter Brothers, Inc.**, Shelby, N.C. In his new position, Randolph will direct all of the division's sales employees in their marketing of turf maintenance equipment and supplies in the Carolinas, Tennessee, Virginia and West Virginia.

The appointment of Keith C. Kirby as regional manager — West Coast of **Champion Brass Manufacturing Company** has been announced by Tony Pejisa, general manager of the Los Angeles based manufacturer of sprinklers, valves and accessories, and brass fittings.

Mallinckrodt, Inc., St. Louis, Mo., has elected Mack G. Nichols to the position of corporate vice president. The action was taken at a regular meeting of the company's board of directors.

Nichols has been vice president and general manager of the company's specialty chemicals division.

The Agricultural Chemicals Division of **Diamond Shamrock Corporation** announced that Patrick J. McDonnell has been named as a sales representative in its midwest region. McDonnell will have responsibility for the sales and service of Diamond Shamrock's

chemical products in the states of Indiana and Michigan.

H. Dean Burgiss is president and Harold Burgiss III is secretary of **Carefree Lawns, Inc.**, Louisville, Ky. The company offers both liquid and granular lawn care services.

Ken Richards is president and Marty Hewlett is manager of **East Tennessee Pest Control, Inc.**, Rogersville, Tenn. The company offers granular chemical lawn care.

Richard J. Yashek and Victor Hammel are vice presidents and Robert Hammel is district manager of **J. C. Ehrlich Co., Inc.**, Reading, Pa. The company offers both liquid and granular chemical lawn care and other horticultural services.

Jim Flueckiger is owner of **Landscape Spraying**, Berne, Ind. The company offers both liquid and granular chemical lawn care services.

Nap and Dorothy Moquin are owners of **Lawn Medic of Haverhill**, Plaistow, N.H. The company offers both liquid and granular chemical lawn care services, and is a franchisee of the national **Lawn Medic**, based in Bergen, N.Y.

Don Mallow is president of **Mallow Landscaping, Inc.**, Cumberland, Md. Craig Martin is supervisor. The company offers liquid and chemical lawn care services.

W. Ted Dudley has been appointed president of the **Hypro**

Division, of Lear Siegler, Inc., New Brighton, Minn.

Clare Splittstoesser has been appointed chief engineer by **Dixon Industries, Inc.** Other appointments include Barry L. Roberts and Howard Connor as new territory managers for the ZTR Distributing Company, and Donald Bullard as customer service manager for Dixon's line of Zero Turning Radius riding mowers.

Jacobsen Division of Textron, Inc. has appointed **Ontario Turf Equipment Co., Ltd.** as distributor of its products in the province of Ontario.

Donald N. Collins, vice president, communications, for the **Fertilizer Institute**, was recognized for 20 years of communica-

to page 25



NEW SPRAY NOZZLES and ACCESSORIES From SPRAYING SYSTEMS CO.

NEW—QuickJet™ Nozzle Assemblies

A unique new system of quickly interchangeable self-aligning spray nozzles and spray tips. To provide choice of spray droplet size, in full cone, hollow cone and flat spray patterns. 3/4" NPT (M) inlet conn. Write for Bulletin 195.

NEW—Model 146 DirectoValve

For remote "on-off" control of spray nozzles and booms from operator's location. Operates on 12 VDC system. Pressure range from 0 to 65 psi. 1 1/4" NPT (F) spray line connection. Write for Data Sheet 16108.

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For remote pressure control in agricultural spray applications. 3/4" NPT (F) inlet and outlet conn. Operates on a 12 VDC system. Pressures to 100 psi. Write for Data Sheet 16994.

NEW—3/4" and 1" Nylon Liquid Strainers

Strainer head and bowl made of reinforced Nylon material for pressures to 75 psi. Threaded bowl can be easily unscrewed by hand. Write for Data Sheet 15353.

SPRAYING SYSTEMS CO.

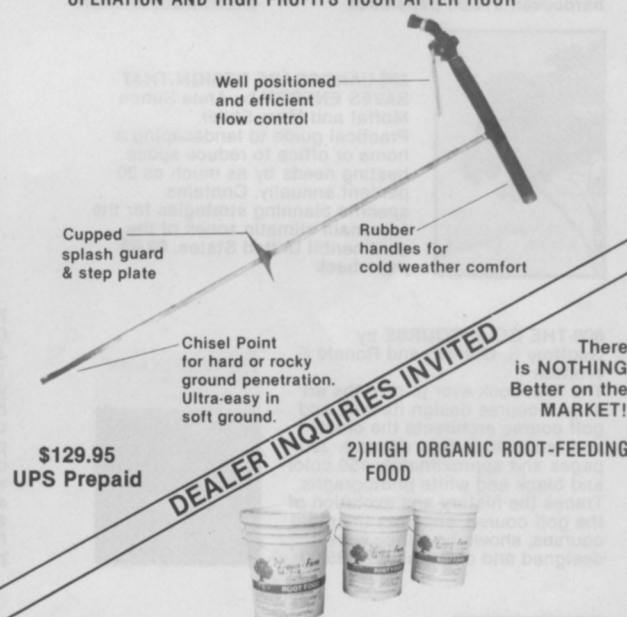
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Both available in bulk, 55 gallon drums, and convenient 5 gallon containers.

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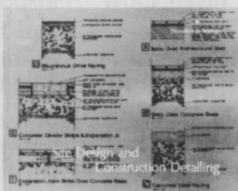
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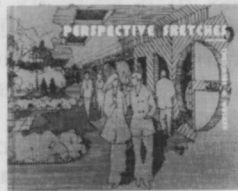


BOOKSTORE

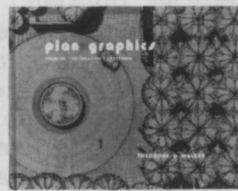
375-SITE DESIGN AND CONSTRUCTION DETAILING by Theodore D. Walker
An introduction to the subject of site design and construction detailing. Focus is on design implementation. Discusses the nature of construction drawings. Presents the characteristics, origin and nature of construction materials. **\$24.00**



355-PERSPECTIVE SKETCHES by Theodore D. Walker
A reference source of ideas, media use, styles and techniques. Grouped by subject matter. Illustrates technique for vegetation, vehicles, play equipment and recreation facilities, people, animals, etc. **\$19.50**



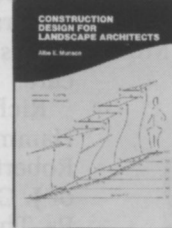
365-PLAN GRAPHICS by Theodore D. Walker
Focuses on plans, elevations, sections and lettering. Provides many different examples to be used as guidelines in personal soil experimentation. Includes graphic techniques for site analysis and design concepts. **\$21.00**



380-RESIDENTIAL LANDSCAPING I by Theodore D. Walker
Provides an in-depth discussion of the planning, design and construction phases of residential landscaping. Illustrated with the work of professional landscape architects. Covers everything from analyzing the site to constructing the landscape. **\$22.50**

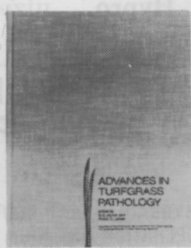


345-COST DATA FOR LANDSCAPE CONSTRUCTION 1982 Kathleen W. Keer, Editor
An updated unit cost data reference for designers and cost estimators. Developed to fill the tremendous need for detailed landscape construction cost data. Laid out in easy-to-use CSI format. Annual. **\$27.50**

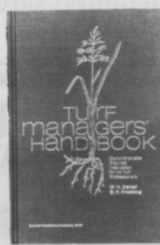


340-CONSTRUCTION DESIGN FOR LANDSCAPE ARCHITECTS by Albe E. Munson
Design specifications for layout, grading, drainage, structures and irrigation. Also explains mathematics of drafting. **\$34.50**

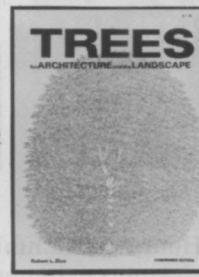
010, 015-ADVANCES IN TURFGRASS PATHOLOGY by Dr. B.G. Joyner & Dr. P. Larsen
Leading U.S. turf pathologists report on turfgrass diseases, pythium blight, snow molds, fairy rings, leaf spot of Kentucky Bluegrass in Minnesota, initial and field fungicide screening, turfgrass disease resistance, etc. Contains new ideas on how to combat turfgrass problems. **\$27.95 hardcover, \$18.95 paperback**



110, 120-TURF MANAGER'S HANDBOOK by Drs. William Daniel and Ray Freeborg
This specially designed manual by leading turf specialists is a comprehensive, organized approach to turfgrass science and care. An easy, on-the-job reference for planning, purchasing, hiring, construction and plant selection. **\$23.95 hardcover, \$18.95 paperback**



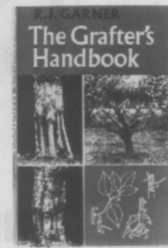
385-TREES FOR ARCHITECTURE AND THE LANDSCAPE by Robert L. Zion
A book of photographic tree definitions, or portraits, intended to facilitate communication between the landscape architect, the architect and the layman. **\$11.95**



335-LANDSCAPE DESIGN THAT SAVES ENERGY by Anne Simon Moffat and Marc Shiler
Practical guide to landscaping a home or office to reduce space heating needs by as much as 30 percent annually. Contains specific planning strategies for the four main climatic zones of the continental United States. **\$9.95 paperback**

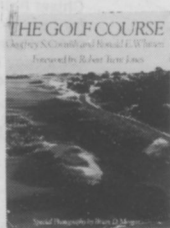


530-INTERIOR PLANTSCAPING by Richard Gaines
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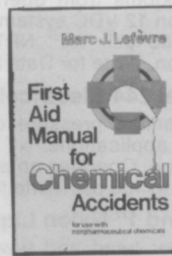


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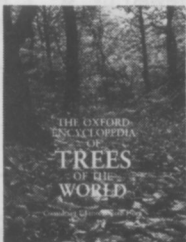
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tions and public relations service in the plant food industry's association.

Three people received the first of the **Mallinckrodt, Inc.**, President's Award for Technical Innovation. They are: Douglas Caskey of the specialty chemicals division in St. Louis; Joehn Dreibelbis of the Calscat catalyst division in Erie, Pa., and Dr. Leon Lyle, of the Mallinckrodt medical products research and development department in St. Louis.

O. J. Company, Ltd., of Sherbrooke, Quebec, Canada, division of the Otto Jangl Co., Ltd., has been appointed a distributor of turf care products by **Jacobsen Division** of **Textron Inc.**, Racine, Wisconsin.

In addition to the Jacobsen turf products line, the O. J. Company provides complete service and replacement parts, turf care supplies, and irrigation equipment for the province of Quebec.

Wetsel Seed Company, Inc. of Harrisburg, Virginia announced it is opening a branch in the Pittsburgh, Pa. area. The 30,000 foot warehouse will be at the West Hill Industrial Park in Kittanning, Pa.

Gordon Kenney, formerly sales manager of **Florida Seed and Feed** will oversee the operation; Harry Watson will be the buyer. To date, two salesmen have been hired, and at present, shipments are being made from Harrisonburg.

Two long-established seed companies, with combined business experience of 278 years, have relocated their headquarters in an expanded warehouse and office complex about a mile southwest of Baltimore's booming new Harborplace.

The **Druid Hill Park Seed Company**, packager of lawn seed, is one of the occupants. The other is its associate, **D. Landreth Seed Company**.

According to Bennett E. Wartman, president of **Farm and Golf Course Supply Co., Inc.**, Mr. Howard T. Scott, formerly with the Philadelphia Toro Company for eleven years, is representing Farm and Golf Course Supply Company in the New Jersey territory.

Pat Wildenrodt has been promoted to branch manager of the **Tru Green Corporation**, Peoria, Ill. Prior to this appointment, Wildenrodt had served the company in an operational capacity at Champaign, Ill.

Other promotions announced by Tru Green are Dave Slott to branch manager, Battle Creek, Mich., and Kurt Vincent to Coordinator, Fremont, Inc., and Mike Richards, to regional manager.

Jack Hertwig, a veteran of more than 25 years in the turf seed industry, has joined the staff of **International Seeds, Inc.**, Halsey, Ore., as a turf consultant. A native of southern California, Hertwig worked with Germain's Seed Co. for 25 years serving as a turf consultant in the Southwestern U.S., Mexico, Hawaii, and California.

Robert A. Haywood completed a Ph.D. degree in plant pathology at

North Carolina State University and accepted a position as Extension plant pathologist at the **Mississippi Cooperative Extension Service**. He has joined the Mississippi State University Turfgrass team and will be in charge of urban turf and ornamentals.

Robert E. Carswell was elected President of the **Outdoor Power Equipment Distributors Association** during their Annual meeting held at the Coral Country Club in Miami, Fla.

Carswell, who is a resident of Winston-Salem, was elected to lead OPEDA for a one-year term.

In addition to Carswell's election, three officers and ten directors were named to help direct the rapidly growing association comprised of over 70 distributors and

manufacturers of outdoor power equipment.

Wyn Eaton, executive vice president of **Eaton Equipment Corporation**, Hamburg, N.Y., will serve as vice president; Bill Niemeyer, president of the Neimeyer Corporation, West Chester, Pa., will serve as secretary and Peter Burgwald, president of Power Tools, Inc., St. Paul, Minn., will serve as treasurer.

Kathryn E. Beard recently was named southeast specification manager for the Turf Division of the **Rain Bird Eastern Sales Corp.**, according to Ed Shoemaker, director of turf sales & marketing.

In her new role, Ms. Beard will call on area landscape architects, municipalities and other firms specifying irrigation equipment in the southeastern United States.

Grant H. Braun, vice president, marketing, agricultural chemicals, **Great Salt Lake Minerals and Chemical Corp.**, Ogden, Utah, has been elected to a three-year term on the board of directors of **The Fertilizer Institute**.

The Parker Sweeper Company, Springfield, Oh., has appointed **Snapper Equipment Distributors, Inc.** as a Parker full-line distributor for the central and west coast areas of Florida. Snapper Equipment Distributors, headquartered in Tampa, will handle all of Parkers' Dealer sales of turf-care products as well as the company's commercial and industrial maintenance products.

Demie S. Moore, director of Marketing for **Aquatrols Corporation of America**, and Russel Atkinson Powell, previously a city planner

to page 28

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MARKETING IDEA FILE from page 16

With low population density remaining a force behind population shifts, lawn care businessmen are faced with somewhat of a dilemma. Will a business which depends a great deal on manageable transportation costs and a concentrated market be viable in a low-population area? One consolation for a businessman in these circumstances is that the longer people want to get away from it all, the more customers will be available to him. And, when people find their seclusion being disturbed, a beautiful lawn just might ease the pain.

CENTIPEDE from page 16

greenup. Never dethatch during spring greenup or in the fall.

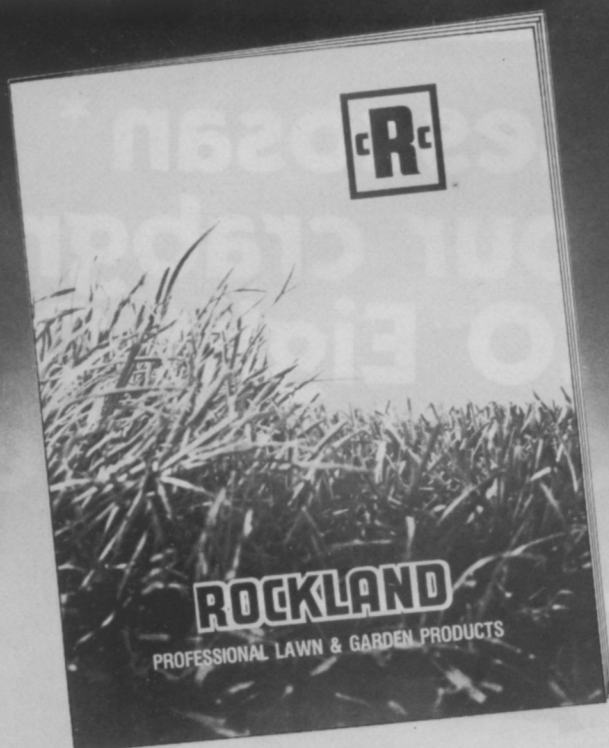
• **Look out for disease.** Be familiar with the symptoms of the

diseases which affect centipedegrass. Disease can be avoided by maintaining the hardness of the turf through proper management techniques.

• **Use a few herbicides** that are cleared for use on centipedegrass. Making a mistake in this area can easily destroy beautiful turf.

• **Advice on replanting** declining areas. Determine internal drainage and prepare soil accordingly. Replant with seed or vegetative springs, plugs, or solid sod. Planting time is May 1 through August 15. Seeding rate is 1/4-lb. per 1,000 square feet of planting area. Allow 21 days for seed germination. Planting time for vegetative springs, plugs or solid sod is May 1 through September 1. When planting in August, reduce nitrogen fertilizer by one-half. Apply phosphorus and potassium at regular rates recommended by soil test report.

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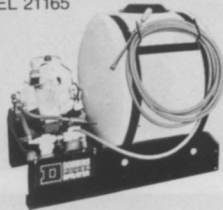
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The simple reason. Betasan delivers the maximum amount of crabgrass control with a minimum amount of effort.

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They've all put Betasan into their own herbicide products. Because they want to bring turf care professionals the ultimate in protection against crabgrass.

Follow label directions. Stauffer Chemical Company, Agricultural Chemical Division, Westport, CT 06881.

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Firm	Brand Name	Sales Area	Firm	Brand Name	Sales Area
Agway, Inc. Syracuse, New York	Betasan 7-G	Northeast	Mallinckrodt, Inc. St. Louis, Missouri	Pre-San 4-E, 12.5-G and 7-G	National
The Andersons Maumee, Ohio	Betasan plus fertilizer	Midwest	Occidental Chemical Co. Lathrop, California	Best 4-E and 12.5-G	West Coast Southwest
Balcom Specialty Products Greeley, Colorado	Clean Crop Betasan 4-E and 7-G	National	PBI Gordon Corp. Kansas City, Kansas	Betamec-4	National
Faesy & Besthoff, Inc. Edgewater, New Jersey	F & B Betasan 4-E, 3.6-G and 7-G	Northeast	Pratt-Gabriel Div. Miller Chemical and Fertilizer Co. Robbinsville, New Jersey	Pratt 4-E, 12.5-G, 7-G	Northeast
Lakeshore Equipment and Supply Co., Inc. Elyria, Ohio	Lescosan 4-E, 12.5-G and 7-G Betasan plus fertilizer	National	Pro-Lawn Products, Inc. Syracuse, New York	Betasan 7-G	Northeast
Lebanon Chemical and Fertilizer Corp. Lebanon, Pennsylvania	Lebanon Betasan plus Fertilizer, 4-E and 7-G	National	Rockland Chemical Co. West Caldwell, New Jersey	Rockland Betasan 4-E, 12.5-G and 7-G Betasan plus fertilizer.	Northeast

Circle No. 127 on Reader Inquiry Card

NEWSMAKERS from page 25

for Midland, Tx., were wed on May 22.

Denie Moore, an alumnus of Middlebury College in Vermont, previously worked for the Appalachian Mountain Club in New Hampshire. Besides her responsibilities for Aquatrols, Ms. Moore is a contributing writer and member of the editorial advisory board of Nature-Scape Magazine.

Mr. Powell was graduated from the University of Texas, where he received his B.A. degree in city planning. He is currently working toward his M.S. degree from the University of Pennsylvania.

Cindy Maitland has been promoted to technical director of **Senske Weed and Pest Control,**

Inc., Spokane, Wash. Upon graduation from Washington State University in horticulture with emphasis in pest management, Maitland worked in the Tri-Cities branch. Prior to that she was advising the urban weed and pest problems in the Spokane Cooperative Extension Service.

John L. Thompson, Blairstown, N.J., was elected president and director of **Limestone Products Corporation.** Thompson, a Rutgers University graduate, has been associated with Limestone Products Corp. for the past 35 years. He started his career in sales, advanced to sales manager, to vice president, director of marketing, and most recently, to senior vice president.

Two Purdue University ag-

ronomy students majoring in turf management were honored as scholarship winners at the Midwest Regional Turf Conference's annual banquet at Purdue.

The young men were Greig Reinbold, Shelbyville, Ind., and Brian Swingle, Peru, Ind., each of whom received a \$250 scholarship from the **TUCO Division of Upjohn Company,** Kalamazoo, Mich. Reinbold and Swingle were cited for their scholastic attainments and leadership potential in turf management.

Dixon Industries, Inc. marketing manager John P. Mowder has announced the following appointments for Dixon's line of ZTR riding mowers: Barry L. Roberts and Howard Connor as territory managers; Donald Bullard as cus-

tomers service manager; and Clare Splittstoesser as chief engineer.

Dr. Leah A. Brilman has been named research director for **Jacklin Seed Company** in Post Falls, Id., it was announced by Duane Jacklin, general manager.

Dr. Brilman received her Ph.D. in agronomy and plant genetics from the University of Arizona, an M.S. in Agronomy and a B.S. in biology from California State College in Bakersfield. She has been adjunct professor and plant breeder at the University of Arizona and was awarded a National Science Foundation graduate fellowship from 1977 to 1980.

Lear Siegler, Inc. announced that W. Ted Dudley has been appointed president of the **Hypro Division,** headquartered in New Brighton, Minn.

He succeeds Bernard A. Napier, who retired after eight years as president of Hypro. Napier was also president of the Power Equipment Division in Cleveland during his 18 years with the company.

Dudley formerly served as president of Lear Siegler's Bishman Division in Osseo, Minn. He had held that position for two years. Previously, he was president of Arcata Microfilm Corp., Winston-Salem, N.C.; vice president of Moduline International, where he was responsible for three divisions engaged in the production and sales of manufactured housing, and held program management positions with ITT and Philco Ford.

The Agricultural Chemicals Division of **Diamond Shamrock Corporation** announced that William C. Odle has been named senior technical field representative.

Odle now has the responsibility for coordinating all aspects of the technical department's field program for the purpose of obtaining efficacy data and information necessary for new registrations in the states of Arkansas, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee, and Texas plus a portion of Missouri.

Timothy Doppel, received the Bert Bradshaw Outstanding Student Award for four year turf majors at Michigan State University during the **52nd Annual Michigan Turfgrass Conference.** Doppel will graduate in March and will be employed in the lawn care industry in Michigan.

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Remind Employees

from Washington that indicate the beginning of what we hope will be a similar pattern at the EEOC.

How well do you communicate to employees the benefits they receive by working for you? As we begin the holiday season, many lawn care employees give their employees paid vacations and/or holidays. This generosity is easy for employees to take for granted, believing that benefits are a matter

of right, rather than within the lawn care employer's discretion.

Prior to observing a paid holiday or scheduling a paid vacation, remind the employees that their hard work and loyalty make such benefits possible. Remind employees of the thousands of unemployed people in your location who cannot celebrate the holidays with the daily worry of finding employment.

MONEYWISE from page 15

Rest periods—breaks, lunch periods, etc. 3.5%
Time not worked—vacations, holidays, sick leave and other 9.5%

Profit sharing, pensions, bonuses 2.5%

The potential for disagreement between employer and employees stems from the employees' perception that many of

Employee benefits now add 36.6 percent to the average payroll dollar

the items which fall under the above categories are rights, rather than benefits. In negotiating with employees, it would be wise to remind them that many of the items are non-productive, non-working situations for which the employee receives pay, or for which payments are made by the employer on the company's behalf.

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TOOLS, TIPS & TECHNIQUES from page 10

ticide, include this step before continuing. Replace the screens and nozzle tips. Fill the tank half full of water and add one pint of ammonia for every 25 gallons of water. Operate the pump to circulate the ammonia through the sprayer for about five minutes and discharge a small amount through the boom and nozzles. Keep remaining solution in the sprayer overnight and flush out all the ammonia solution through the nozzles in the morning. Fill the tank half full of clean water while hosing down both the inside and outside and then flush water out through the boom.

• **Remove and store** nozzle tips, strainers and screens in light oil. Store sprayer in clean, dry place. If pump cannot be drained completely, store where it cannot freeze. The previous tips were provided by the Cooperative Extension Service at Pennsylvania State University and published in a recent issue of the National Landscape Association's monthly newsletter.

CRABGRASS from page 10

preemergence herbicides applied at recommended and reduced rates in 1981 to plots that received recommended rates of the same herbicides in 1980.

All herbicides were initially applied April 7th. Those plots receiving a second application were re-treated on May 26th. Sprayable materials were applied with a CO₂ pressurized sprayer at 40 pounds per square inch, and the water dilution was 50 gallons per acre. Granular materials were applied by hand. The plot area was irrigated with about one inch of water immediately following application of herbicides. Germination of crabgrass was first noted in

the plots on April 21. Only those treatments providing at least 90 percent control of crabgrass were considered effective.

As in the 1980 study, a single application of Betasan (7.6 pounds of active ingredient per acre) provided effective, season-long control of crabgrass. A split application (3.8 + 3.8 pounds of active ingredient per acre) of Betasan also provided an excellent level of control. A single application of 3.8 pounds of active ingredient per acre in 1981 on plots receiving 7.6 + 7.6 pounds of active ingredient per acre in 1980 did not provide an acceptable level of control. Hence, data shows no carry-over influence from Betasan.

Single and repeat applications of Balan did not provide an acceptable level of season-long control of crabgrass in the 1980 test. Single and repeat applications (two plus one pound of active ingredient per acre) of Balan did not provide the desired level of control in 1981. However, plots treated with two plus two pounds of active ingredient per acre of Balan in 1980 and 1981 exhibited 95 percent control.

"The improved efficacy of Balan was possibly due to a change in formulation of Balan in 1981," said Dernoeden. "In previous years, Balan was formulated onto calcined clay. In 1981, however, it was placed on smaller limestone particles." He added, "The smaller particle size may provide better distribution of the herbicide and, therefore, better control of crabgrass can be achieved."

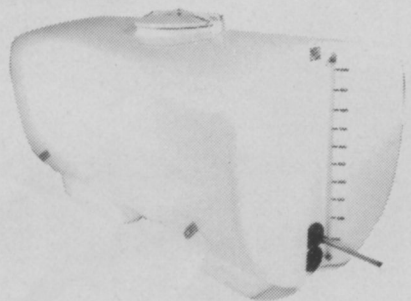
Repeat applications of Dacthal (10.5 plus five pounds of active ingredient per acre) effectively controlled crabgrass in 1980. A single application of recommended and reduced rates of Dacthal did not provide an acceptable level of control in 1981. Data therefore did not show that any carry-over influence was achieved using Dacthal, and that two annual applications of Dacthal are needed to provide season-long control of crabgrass in Maryland.

Single and repeat applications of Ronstar were shown to effectively control crabgrass in 1980 and 1981. A single application of Ronstar at two pounds of active ingredient per acre in 1981 applied to plots receiving four pounds of active ingredient per acre in 1980 provided 100 percent control. Ronstar may provide a carry-over influence by eliminating crabgrass and therefore new crops of seed.

University of Maryland data, however, indicates that Ronstar at two pounds of active ingredient per acre will provide season-long control of crabgrass, and that the residual effects of the chemical diminished in about 20 weeks.

Tupersan was shown to possess a short residual and provided poor season-long control in 1980 and 1981, regardless of rates used.

In summary, only single applications of Ronstar and Betasan provided season-long control; whereas, two annual applications of Balan and Dacthal were required to provide season-long control of crabgrass in Maryland.

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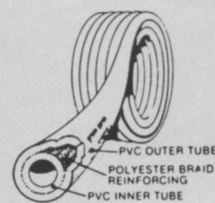
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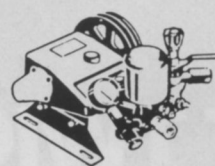
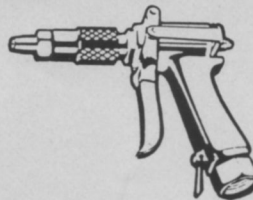


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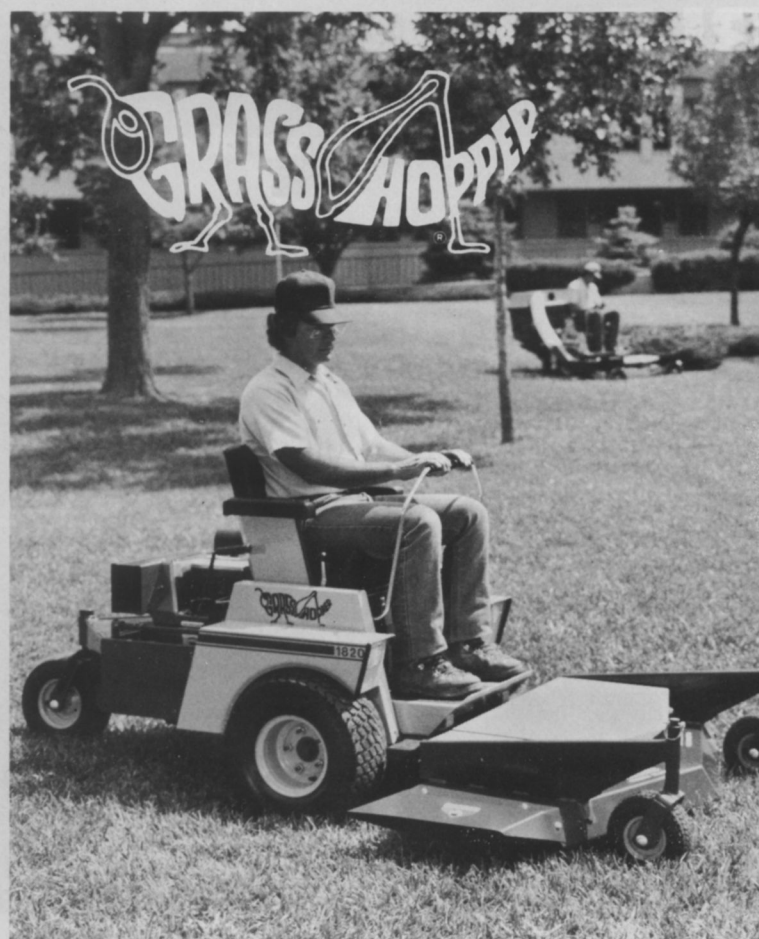
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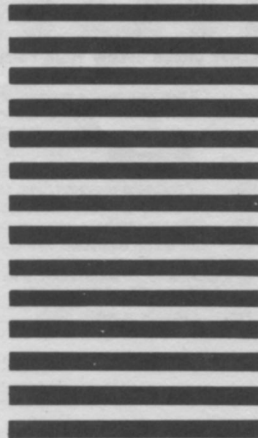
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landscaping maintenance employers concerns the range of skills taught by the vocational schools, one source of landscape employees. According to Jim Powers, "State programs teaching vocational skills focus too much attention on industrial jobs. I'd like to see a broader spectrum of training including skills specifically geared for landscaping."

None of the businesses surveyed used testing programs to select candidates for general labor positions, but they did for managerial positions. "The obvious difference," according to Randall Perdue, "is that we're looking for someone who doesn't have to be trained. In fact," he added, "in most cases we're looking for someone with skills who can do the training."

Only one firm advertised openings, and it was out of a conscious effort to attract college-educated applicants only. The rest have not had to because "people are busting down the doors."

Women? "Oh yeh!"

John Bonura remembers the one time he advertised a job opening. "We put an ad in the newspaper for an 'indoor plant specialist' and received over 150 calls from people citing their supervisory experience in factories." He added, "We did get some good outdoor construction applications out of it, however."

When asked if they'd hired women, all contractors responded with a resounding, "Oh yeah!" All agreed women are equally as productive as the men and that no preferential treatment was given or asked. "The guys wouldn't stand for it," observed Ed Sinnot, "although there is a natural preference for certain jobs." Asked if there were any women in supervisory or tenured positions, businesses also serving the indoor plant market answered 'yes' while outdoor landscapers found "they don't stay around long enough."

Job diversification

Although the low level of professionalism and the high turnover among employees remains a constant problem for the lawn care industry, most businesses have found ways to alleviate the problems themselves.

One way Carol Fuchs keeps her employees interested in the job is by diversifying the job listings. "One day we'll have them building a wall, the next day planting trees and shrubs, and the third mulching."

James Powers has his company divided into three areas: residential, commercial and industrial and government. "In one week we'll move somebody through all three areas and give them as broad an experience as possible." He added, "It's one way I help them develop into thinking professionals."

Another way to achieve this is to give employees greater authority. "I just let six guys go and only

needed two to replace them because I gave them more responsibility for completing the job and dealing with the customer," claimed Powers.

"We're looking at our best year ever because we've had our best staff ever. I hope they all come back."

Most firms offer economic incentives and bonuses for work done before the estimated time, commissions, and a percentage of company profits. All are designed to promote productivity.

Many employers start their workers well above minimum wage to maintain an edge over competing firms and to get better work. Said Jim Powers, "I'd rather pay them more and get good things from them." But Powers admits the improvements will be marginal

unless changes are made industry-wide.

The image problem is of particular concern to him. "The term 'unskilled' applies to many of my

workers and it is especially damaging and inaccurate. There are plenty of people who are skilled in this classification. All they lack is the certification." He added, "I've got one guy who can outdo any of the certified mechanics in this town." Powers advocates establishing a procedure for rating employees which includes those who are not inclined to seek formal schooling. In the case of the 'unskilled' he also suggests creating grades within

that classification.

Some employers get the most out of their employees by emphasizing the personal approach. Powers lets his employees use his equipment to make money on their own time. John Bonura shuns the traditional employer/employee relationship. "We're a family business and like to make our employees feel they're part of it. It's the nature of the business. If we had it any other way we wouldn't be doing so well. It's not just my brother and I advertising the business, it's the employees projecting enthusiasm and professionalism to the customers that keeps them coming back. We're looking at our best year ever because we've had the best staff ever." He added, "I'd hate to see any of them not come back."

—Chris Murray

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