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Volume 7, Number 8 AUGUST 1983

LAWN CARE INDUSTRY

Serving lawn maintenance and chemical lawn care professionals

Environmentalists: A threat to the industry's survival

By Jerry Faulring
Hydro Lawn

First of two parts

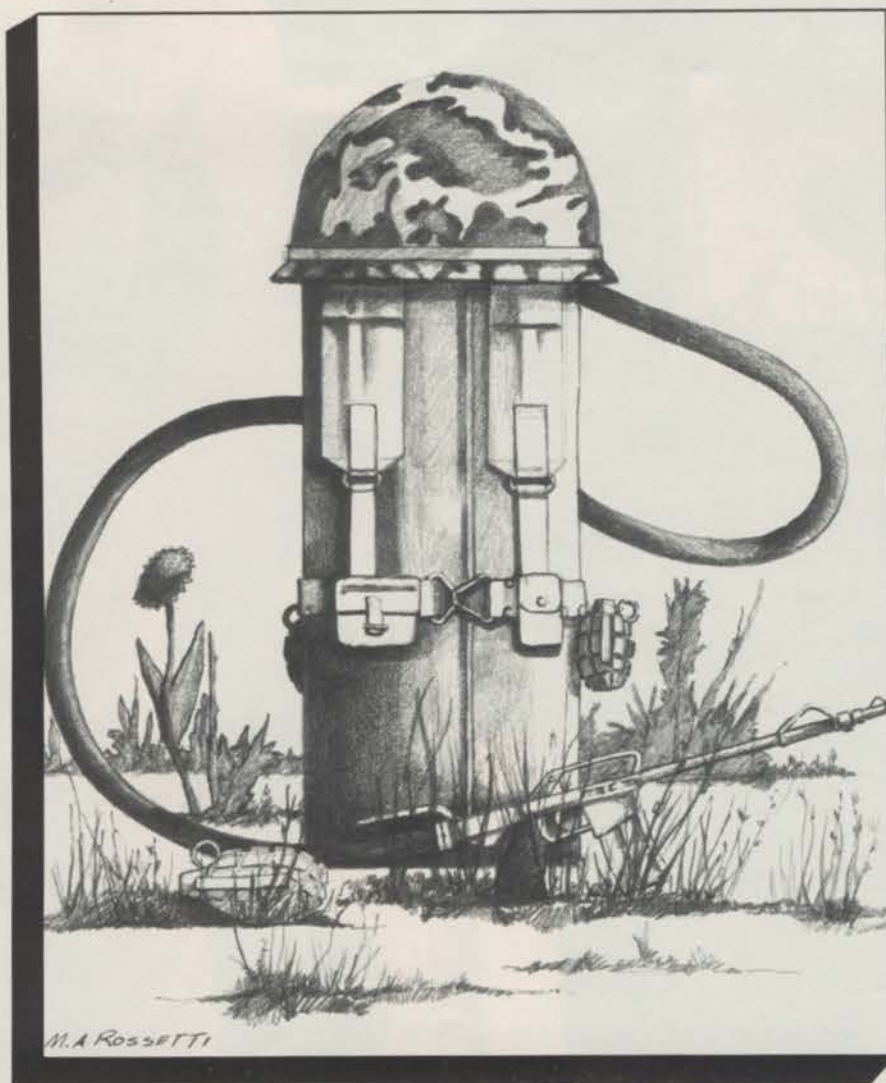
As never in the past, the professional lawn care industry's existence is being threatened by minority interest groups. Never before has this nation been so aware of the real and potential hazards of chemicals — not only "toxic" chemicals, but also other chemicals, including fertilizers.

This article will attempt to bring the issue into focus so that, as an industry, we will more clearly understand what we are up against. It will also cite a number of actions that should be considered on our part to relieve current and coming regulatory pressure, plus create positive public awareness for our position.

Recent recognition

With increasing frequency and success, the "pseudo-environmentalists" are winning a war that they have engaged for years but which our industry has just recently recognized. The struggle concerns the right to use pesticides in the urban setting for our industry, but includes the right to use pesticides by any industry — anywhere.

The battle has been raging for years. Until recently, though, it was fought over grain fields and forest land, removed from the urban populace. Because the situation has been analogous to fighting a war on foreign soil, and because of other priorities and an attitude of "I don't feel any



effect," the struggle has continued without obvious effect or burden on the masses.

Until recently, environmentalists' efforts were directed toward specific pesticides and specific user groups. Having won but a handful of battles at high

cost, they are now focusing on the broad issue of whether any pesticide should be allowed for use by any group.

In the past, the user groups could muster only limited energy and resources because a lost "battle" or two didn't mean that the "war" was lost. In fact, some of the pesticides lost through legislation had outlived their usefulness, due in part to excessive use and due in part to the fact that some were pretty dangerous and not totally worth saving.

Now, we are not faced with the

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NELF

Pesticide applicators now united

Representatives of the three major urban pesticide user trade associations met in late June and took the first steps toward forming a coalition to fight what the group called "environ-emotionalists."

"Toxic torts are going to be the auto whiplash of the 1980s," Ian Oppenheim told representatives of the Professional Lawn Care Association of America (PLCAA), National Arborist Association (NAA) and National Pest Control Association (NPCA).

Oppenheim, a specialist in environmental law, is acting executive director of the National Environment Law Foundation (NELF), which was incorporated in Massachusetts in early June to combat what was called "increasing attempts to over-regulate urban pesticide use."

Kenney elected

John Kenney, president of Turf Doctor, Inc., Framingham, Mass. is president of NELF. Steve Keris, director of technical operations for Certified Pest Control, Dedham, Mass. is secretary. Board members are Jerry Faulring, president of Hydro Lawn Gaithersburg, Md.; and Dr. Robert Miller, vice president of Chem-Lawn Corp., Columbus, Ohio.

In his presentation to the group, Kenney said:

"We as urban pesticide applicators use perhaps five percent of all pesticides applied in the U.S., but are seen by 95 percent of the public. This public exposure has left us open to over-regulation by legislative bodies all the way from city councils to state governments.

"We are losing the battle to pesticide-use opponents," Kenney said. "We will continue

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Next month:

'Fall is for...'

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Continued commitment

Congratulations have been rolling in, following publication of our June "State of the Industry" report, an annual exercise that helps keep LAWN CARE INDUSTRY at the top of its field and the leader in lawn care journalism. We hope that you liked the information contained in that valuable issue as much as some of the people who have contacted us recently.

As an added incentive to attend the Professional Lawn Care Association of America's annual convention and trade show three months hence, you might also remember that LCI will have a big supply of "State of the Industry" reprints, yours at no charge when you visit our booth. And, like last year, all registrants will receive complimentary copies of our popular "Show Extra" at their doorstep during the PLCAA's annual convention.

Continuing with our commitment to define your industry, and to help you — the lawn care businessman — improve your day-to-day operation, we've got some interesting stories to tell this month.

First, there's a listing of the top 50 lawn care markets in the United States. Last year's Top 50 list has changed considerably because results of the 1980 Census



have finally been made public. This list will let you know exactly how important lawn care is to your area of the country.

A day with ALCA Maintenance Division President Ron Kujawa was spent a few months back, during which he was interviewed at some length. His comments were worth publishing.

Also worthy of your attention is an article on the technical side which deals with a new development in turfgrass research. Excerpts of a paper by Rutgers University researchers on what are called "endophytes" are found in this issue. If you haven't heard of endophytes until now, you'll find this article extremely interesting.

Regular contributor Richard I. Lehr discusses alcoholism and drug abuse in the lawn care industry. This always-timely topic is examined from the viewpoint of both the crew member and the manager.

Last — but certainly not least — we have articles by a pair of new contributors, Jerry Faulring of Hydro-Lawn and Charles Sweeney of The Broyhill Company. Faulring begins a two-part series with his Page One story while Sweeney discusses spray equipment maintenance further back in this issue. Each story is pertinent and entertaining — in its own way — and an indication of stories to come in future months.

We hope you like reading this month's issue as much as we liked writing it. If you have any comments, you know how to get in touch with us — and we welcome them.

Have a nice August.

Jerry Roche

LETTERS

To the editor:

Regarding a recent article entitled "Everything not cozy in computer-land," I feel the story did not stress the problems and hardships that a software system from Continental Software can create. As of today, our software package still has bugs, and our complaints to Continental have not been irrational ones.

The program was designed for the lawn care industry, but the person who designed it knew nothing about our industry. I find myself wondering how a man like Mr. Haverley can urge people with problems to communicate with him when he is never in his office and doesn't respond to letters, except to inform you of the cost for each correction.

We finally hired our own programmer, but at our expense, and we hope we can prevent others from making the same mistake we did.

Steven D. Juntgen
Emerald Green
Ft. Wayne, IN

To the editor:

This is in reference to an article

published in your April, 1983 issue. Being one of the five people quoted in the horror stories about computers, I felt obligated to respond.

I felt it was interesting to note that the only person quoted as a computers expert was Fred Haverley of Continental Softwares Systems. Are you aware of the fact that four of the five people quoted have all attempted to use the software provided by Fred Haverley?

I personally have waited almost two years for a system that won't even sort. I hardly think that was being impatient and not willing to give Continental a chance. Perhaps in the future you should be more selective of the people that you use as authorities on computers.

Ronnie L. Zwiebel
Green Care Lawn Service
Birmingham, AL

To the editor:

When my husband handed me the article captioned "Everything not cozy in computer-land" and called to my attention the comments about Fred Haverley of Continental Software, my sto-

mach nearly turned inside out. At one point, I spent more time talking to programmers at Continental than I did to my own family members. I worked with three programmers; eventually, my calls were side-tracked and no longer returned. During one of the last calls, the programmer stated that the program was being removed from the market and a new one written.

Meanwhile, we engaged a qualified programmer locally... (who) has stated that the program is the biggest piece of junk that he has ever encountered. An attempt to get Continental to adjust the already paid-for software cost has produced no results.

I am not subject to writing letters of complaint, but feel compelled to do whatever I can to keep someone else from sharing in what I can only term "the most frustrating experience of my life."

Pam Wampler
Perf-a-Lawn
LaPorte, IN

(We're sure our 12,000 readers will strongly consider the opinions of the above correspondents — JR)

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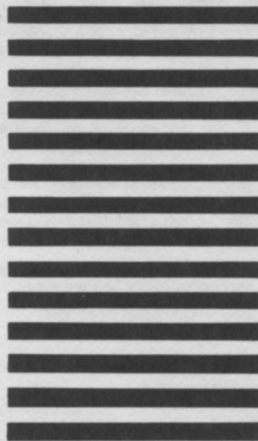
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Homeowners unite, lobby

A group of homeowners from Waltham, Mass., united by the South Shore Environmental Association, recently urged their state to adopt tougher pesticide control laws at a public meeting attended by a standing-room-only crowd of 200.

"It's my land, and you won't spray it. You won't spray my land, my wife, my children or my animals," said one outraged homeowner.

Another commented, "I hope economic considerations never ever take priority over people's health. In many cases, dosage is the only difference between a dead insect and a sick person."

The original proposal, which was eventually turned down by the state Pesticide Board, would have outlawed non-agricultural spraying, required commercial ground sprayers' insecticides to not pose a health problem, and required commercial ground sprayers to notify neighboring residents in advance.

Pro-pesticide forces were represented by individuals from the Professional Lawn Care Association of America, the New England Pest Control Association, the Golf Course Superintendents of America and others.

PGMS has conference

The Professional Grounds Management Society will have its 71st annual conference and trade show at the Cincinnati (Ohio) Marriott Hotel on Oct. 15-19.

Educational sessions, a trade show and horticultural tours are scheduled. Among the speakers are Dr. Mike Durr of the University of Georgia ("Woody Ornamentals for Zones 4,5,6,7"), Dr. William Daniel of Purdue University ("What's Modern in Sports Turf"), Dr. Roger Funk of the Davey Tree Expert Co. ("Tree Transplanting and Fertilization Practices") and George Wright of Service Engineering Association ("Motivation and Self-Management").

Ciba-Geigy has new department

Ciba-Geigy Corp. has created a new Specialty Products Department at its headquarters in Greensboro, N.C. to sell chemicals in industries outside the company's traditional agricultural chemicals market.

The new department is composed of three divisions: Seed Treatment and Animal Health; Railroad and Industrial Weed Control, Turf and Ornamentals; and Technical Sales. Managers responsible to sales manager Bill

Liles are Harry Galloway, Ron Fister and Bill Flynn, respectively.

Ciba-Geigy chemicals applicable to the turf-oriented division are Atritol, Princep, Ontrack, Tanzene (new), Subdue, Banner (new) and Triumph (new).

CNA plan is ALCA-endorsed

The Associated Landscape Contractors of America (ALCA) has endorsed a new insurance program specially tailored for the in-

dustry by the CNA Insurance Companies.

The ALCA-sponsored general business insurance program provides comprehensive liability, property (building, contents, crime), business auto, worker's compensation, earnings, inland marine and specialized optional coverages, which can be adjusted to individual needs.

To be eligible, firms must derive 75 percent or more of receipts from commercial, residential or interior landscape contracting.

Administrators for the program are Richard J. Schuessler and Ke-

vin W. Conboy, Jardine Insurance Brokers, 499 Bloomfield Ave., Montclair, NY, 07042. Their telephone number is (201) 744-8000.

Ground broken

Exmark Manufacturing Company Inc. broke ground to mark the beginning of construction on its new manufacturing facility. The building, located on a three-acre site in Beatrice, Neb., is to be completed next month. By the end of the year, the new facility will house all stages of production.

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Round up was also used for trimming and edging around new plantings, as well as follow-up maintenance.

Billbugs, sod webworms: look out!

Seed companies may be able to help lawn care businessmen in the near future by enhancing the insect resistance of ryegrass.

Recent discoveries by Dr. C. Reed Funk of Rutgers University and others have established resistance to billbugs and sod webworms by ryegrass when endophytic fungi are present in the plant tissue. The fungi were first found in ryegrass in New Zealand in the 1940s. New Zealand scientists have since noticed ryegrass

containing the fungus resisted attack by the Argentine stem weevil.

Dr. William Meyer, well-known turf breeder for Turf Seed, Inc., Hubbard, Oregon, believes the viability of the fungi may be affected by storing seed more than one year after production. He says this may require seed producers to start new generations of breeder and foundation seed more often than currently practiced to maintain the insect resistance in the

seed. The fungi is spread only by seed transmission. As Meyer states, "The discovery of the endophytic fungus in ryegrass and its association with insect resistance is certainly the topic of the day."

Dr. Funk and Dr. Richard Hurley, vice president of Lofts Seed Co., Bound Brook, N.J., presented a paper to the Forage and Turfgrass Endophyte Workshop held in Oregon in May. Excerpts from their report:

"Recent discoveries associating the presence of endophytic fungi, living within the tissues of a host plant, with plant resistance to a number of serious insect pests will require important modifications in current methods of seed production, storage, labeling, and breeding.

Weighing factors

"The benefits of endophyte-enhanced pest resistance (EEPR) must be weighed against occasional adverse effects of endophyte containing plants on the health and performance of animals consuming such plants as a major part of their diet. We may want endophyte-containing varieties in turf and other non-food plants.

"Scientists working in New Zealand were the first to demonstrate that an endophytic fungus was associated with resistance to the Argentine stem weevil, an important pest of pastures, turfs, small grains, and maize. They also showed non-endophyte-containing plants were gradually eliminated from pastures as endophyte-infected plants survived and dominated. The relationship between the fungi and perennial ryegrass is symbiotic.

"Recent studies have demonstrated that resistance to sod webworms attacking perennial ryegrass in New Jersey was associated with the presence of endophytic fungi. Twelve perennial ryegrasses were rated as having high resistance to sod webworms in the trials.

"Resistance of perennial ryegrass to the bluegrass billbug has also been reported. It is likely such a unique resistance mechanism might well enhance resistance to many other insects and possibly fungal pathogens (diseases).

'Very common'

"In nature, endophyte-infected plants are very common in perennial ryegrass and tall fescue. Ryegrass containing the *Lolium* endophyte have been selected from old turfs in widely separated areas of the United States. The endophyte is found in varying frequencies in commercially available perennial ryegrass cultivars.

"Some popular turf-type perennial ryegrass varieties had high frequencies of endophyte when they were originally released. In many instances, however, some or all of the seed lots of these varieties have lost most of the endophyte.

"Endophytic fungi can be transmitted by both vegetative propagation of the host plant or through seed. It has been observed that endophyte viability can be lost by normal seed storage prac-



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tices within a period of less than two years. Viability can be maintained by cold, dry storage conditions. This requires special attention to seed production, storage, and seed labeling practices. The seed industry needs to evaluate the costs versus benefits of new practices.

"Plants containing certain endophytes might produce substances which could have adverse effects on the health and performance of animals consuming these plants under certain conditions. It may be necessary to limit the use of plants containing certain endophytes to non-food uses and to properly identify and label such materials.

"It is possible endophytic fungi might be involved in host plant response to many additional insect, disease and nematode pests. This makes it important to identify, stabilize, maintain, and properly label endophyte-containing varieties.

"Techniques for artificially inoculating plants with endophytic fungi have not been perfected to date. Such techniques would be helpful to the plant breeder but are not critical to the success of programs designed to develop and maintain endophyte-containing varieties."

DATES

USDA Turfgrass Research Field Day, Agricultural Research Center-West, Beltsville, Md., Aug. 3. Contact: Jack Murray, USDA-SEA-BARC, Building 001, Room 333, Beltsville, MD, 20705. (301) 344-3655.

Illinois Landscape Contractors Association Summer Field Day, Matt Tures Sons Nursery, Huntley, IL, Aug. 3. Contact: Lucile Little, 4A East Wilson St., Batavia, IL, 60510. (312) 879-5566.

PLCAA Regional Seminar, Detroit, MI, Aug. 4. Contact: Donald Benham, Benham Chemical. (313) 624-3200.

PLCAA Regional Seminar, Omaha, NE, Aug. 10. Contact: Allen Duey, Jay-Lan Inc., 310 S. Floyd, Sioux City, IA, 51101. (712) 252-5252.

American Association of Nurserymen Management Seminar, Marcum Memorial Conference Center, Miami University, Oxford, OH, Aug. 14-18. Contact: Rae Landesberg, AAN, 230 Southern Building, Washington, DC, 20005. (202) 737-4060.

East Lansing Turfgrass Field Day, Hancock Turfgrass Research Center, Michigan State University, East Lansing, MI, Sept. 1. Contact: Dr. Paul E. Rieke, Department of Crop and Soil Sciences, MSU, East Lansing, MI, 48824. (517) 355-0266.

Poa Annual Golf Tournament, Cortland Country Club, Cortland, N.Y., Sept. 12. Contact: Bill Stark, P.O. Box 202, Homer, NY, 13077. (607) 753-3336.

Florida Nurserymen and Growers Association Annual Convention, Orange County Convention-Civic Center, Orlando, Fla., Sept. 16-17. Contact: FNATS, P.O. Box 16796, Temple Terrace, FL, 33687. (813) 985-8511.

Atlantic Seedsmen's Association Annual Convention, Howard Johnson's Florida Center Hotel, Orlando, Fla., Nov. 2-4. Contact: Margaret Herbst, Executive Secretary, 230 Park Ave., New York, NY, 10017. (212) 685-5917.

Arizona Landscape Awards Program, Rio Rico Resort, Tucson, Ariz., Nov. 5. Contact: Dick Lambert, ALCA, P.O. Box 27312, Tempe, AZ, 85282. (602) 968-8179.

National Institute on Park and Grounds Management Convention, Birmingham, Ala., Nov. 7-10. Contact: Tom Luba, Box 1936, Appleton, WI, 54913. (414) 733-2301.

MARKETING IDEA FILE

Major magazine ads

Advertising in such major consumer magazines as Time and Newsweek? For a lawn care business? Surely you jest!

Don't laugh too hard. Rick White of Village Green in West Chicago, Ill., has found a way to advertise in those exact magazines: take out a less expensive regional ad. White, with a special discount, is reaching households for five cents each. He says that normal rate for a regional ad in a major newsmagazine is just over eight cents per household, which compares favorably with the 20-cent-per-household cost of direct mail brochures.

By contacting the ad department of major consumer magazines, you can find out exactly what regions are available, and one may be your own.

There are several advantages, including:

- Consumer magazines are a proven advertising medium;
- They often reach an up-scale audience;
- Ads assume some of the credibility and prestige of the magazine itself;
- Forceful ads can be devised through the use of full color; and
- Magazines are often kept long after the publication date, resulting in long-term exposure.

GO FOR THE GREATNESS

Rebel Falcon

FINE LEAF TALL FESCUE BLEND

Now the best features of the hottest names in grass seed have been blended to give you, the lawncare professional, an even greater turf-type grass. REBEL/FALCON has it all.

REBEL

- dense turf-type fescue
- 30% finer than Kentucky 31
- shade tolerant
- dense growth allows closer cutting
- attractive green color
- drought and disease tolerance

FALCON

- performs well in warm climates
- improved resistance to brown patch and net blotch diseases
- improved green color

- fine texture gives uniform turf appearance
- superior drought tolerance
- strong turf-type characteristics

Now there is REBEL/FALCON BLEND for the lawncare professional, the ultimate in fine leaf tall fescue seed mixes. This is the blend you told us you wanted.

With REBEL/FALCON BLEND we have combined the genetic diversity of the top two performing tall fescues, assuring you of a more disease resistant, uniform and attractive lawn.

Demand has always exceeded supply for these two nationally

popular seeds. Order now to insure delivery in time for the peak of your planting and growing seasons.

Don't Delay, Call:

JOE O'DONNELL

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2055 Tucker Industrial Road
Tucker, GA 30084

(404) 491-1311

Outside Georgia (800) 241-9451



Also distributors of centipede, bluegrasses, CLEFINE tall fescue, sportmixes, wildflower, Marvelgreen perennial rye blends and other fine seeds for lawncare professionals, athletic field managers, golf course superintendents and homeowners.

Top U.S. lawn care markets

Rank	SMSA	Housing Units	% One-Family	One-Family	Median Income	Potential (\$billions)
1	Los Angeles/Long Beach CA	2,853,453	64.7	1,846,184	\$15,746	29.070
2	Chicago IL	2,635,635	52.1	1,373,166	\$15,301	21.011
3	Philadelphia PA	1,756,634	75.7	1,329,772	\$13,169	17.512
4	Detroit MI	1,588,119	78.5	1,246,673	\$13,981	17.430
5	Houston TX	1,160,186	68.5	794,727	\$18,474	14.682
6	San Francisco/Oakland CA	1,337,768	68.7	919,047	\$15,505	14.250
7	Dallas/Ft. Worth TX	1,169,405	75.4	881,731	\$15,858	13.982
8	New York NY	3,668,813	25.8	946,554	\$13,855	13.115
9	Boston MA	1,037,930	53.9	559,444	\$12,530	13.005
10	Washington DC	1,179,714	64.9	765,634	\$16,211	12.412
11	Anaheim/StAna/GdnGrove CA	719,900	69.8	502,490	\$20,026	10.063
12	Pittsburgh PA	873,071	74.8	653,057	\$13,408	8.756
13	San Diego CA	717,906	70.4	505,406	\$16,409	8.293
14	Minneapolis/St. Paul MN	791,262	69.7	551,510	\$14,416	7.951
15	Riverside/SanBern/Ont CA	657,919	75.1	494,097	\$15,977	7.894
16	San Jose CA	473,523	71.9	340,463	\$22,886	7.792
17	Seattle/Everett WA	652,980	73.0	476,675	\$16,254	7.748
18	St. Louis MO	895,213	74.3	665,143	\$11,511	7.656
19	Baltimore MD	796,321	74.3	591,667	\$12,811	7.580
20	Phoenix AZ	596,049	71.6	426,771	\$17,419	7.434
21	Denver/Boulder CO	651,004	72.4	471,327	\$15,754	7.425
22	Kansas City MO	530,497	77.9	413,257	\$15,859	6.554
23	Atlanta GA	768,209	71.9	552,342	\$11,297	6.240
24	Indianapolis IN	450,421	79.3	357,184	\$17,279	6.172
25	Cleveland OH	733,038	67.8	497,000	\$12,277	6.102
26	Tampa/St. Petersburg FL	716,598	69.0	494,453	\$12,080	5.973
27	Portland OR	504,146	78.1	393,738	\$14,788	5.823
28	Milwaukee WI	519,377	69.4	360,448	\$16,061	5.789
29	Columbus OH	425,726	79.4	338,042	\$14,834	5.015
30	Sacramento CA	413,630	74.5	308,154	\$14,604	4.500
31	Cincinnati OH	530,486	65.1	345,346	\$12,675	4.377
32	Oklahoma City OK	341,428	79.8	272,460	\$15,907	4.334
33	Miami FL	661,954	56.4	373,342	\$11,097	4.143
34	Ft. Lauderdale/Hollywood FL	476,358	55.4	263,902	\$15,680	4.138
35	San Antonio TX	377,111	77.5	292,261	\$13,775	4.026
36	New Orleans LA	453,412	73.6	333,711	\$11,834	3.949
37	Newark NJ	705,694	54.9	387,426	\$10,118	3.920
38	Nashville TN	319,475	74.5	238,009	\$16,109	3.834
39	Greensboro/Winston-Salem/HPT NC	318,452	79.9	254,443	\$14,832	3.774
40	Tulsa OK	279,188	79.7	222,513	\$16,872	3.754
41	Toledo OH	296,497	76.5	226,820	\$16,200	3.674
42	Memphis TN	331,381	77.7	257,483	\$14,040	3.615
43	Rochester NY	359,248	71.9	258,299	\$13,641	3.523
44	Norfolk/VaBeach/Ports NC	284,189	76.4	217,120	\$15,929	3.459
45	Louisville KY	343,607	77.4	265,952	\$12,274	3.264
46	Salt Lake City/Ogden UT	314,638	77.6	244,159	\$13,211	3.226
47	Buffalo NY	471,805	58.7	276,950	\$11,593	3.211
48	Jacksonville FL	290,047	74.1	214,925	\$14,926	3.208
49	Dayton OH	320,022	82.3	263,378	\$12,146	3.199
50	Birmingham AL	324,891	79.9	259,588	\$11,964	3.106

NOTE: Last column which is used to rank the SMSAs, is the total amount of money earned in each given area by people living one-family dwellings, per year.

Top 50 message:

Go west, young man!

The Los Angeles/Long Beach area in California has supplanted the New York City area as the No. 1 lawn care market in the United States, according to statistics released by the United States Census Bureau.

For the first time, LAWN CARE INDUSTRY has calculated its list of the top 50 lawn care markets using 1980 Census Bureau stats, just recently published.

\$29 billion!

Of 2,853,453 housing units in the Los Angeles area, 64.7 are single-family dwellings which average \$15,746 annual income. Meaning that the total income among people living in one-unit residences for that area is more than \$29 billion per year. Which makes it the most affluent — and thus the most likely to hire a lawn care businessman — urban area in the country.

New York, first throughout the 1970s, dropped to No. 8 on the current list, mostly because of the fact that just 25.8 percent of its 3,668,813 housing units are utilized by one family.

Areas named in the LCI survey correspond with what the Census Bureau calls Standard Metropolitan Statistical Areas (SMSAs), which in most cases encompass more land than just what falls inside city limits.

Chicago, with nearly as many total housing units as Los Angeles/Long Beach, ranked second in the LCI Top 50. Though barely over half of the Windy City's residences are one-family, it is the only other SMSA with more than two million housing units, and its total annual income among those living in single-family houses is in the \$21 billion neighborhood.

Philadelphia ranks third on the Top 50 list, followed by surprising Detroit, both of which have totals of more than \$17 billion. California's San Francisco/Oakland SMSA is sandwiched by two fast-growing Texas communities, Houston and No. 7 Dallas/Fort Worth. Though Dallas/Fort Worth has slightly more housing units, Houston — with its high-tech industry and high median annual income per family —

edges the Bay Area for the No. 5 spot. Houston was No. 13 during the 1970s.

Boston and Washington, the only other SMSAs with more than one million total housing units, round out the LCI Top 10.

During the 1970s, the Top 10 looked like this: New York, Los Angeles/Long Beach, Chicago, Philadelphia, Detroit, San Francisco/Oakland, Boston, Pittsburgh, St. Louis, Dallas/Fort Worth.

Since completion of the 1980 Census, Pittsburgh has dropped to No. 12, right behind Anaheim/Santa Ana/Garden Grove, Calif.

California dominates

As a matter of fact, California SMSAs dominate the new list with seven from that West Coast state among the first 30 named. San Diego ranks No. 13, Riverside/San Bernadino/Ontario No. 15, San Jose No. 16 and Sacramento No. 30. San Diego is up from No. 26 and Riverside/San Bernadino/Ontario advances from No. 28.

San Jose, which was ranked No. 32 last year, leads all Top 50

SMSAs with an average annual family income of \$22,886. At the other end of the spectrum is Newark, N.J., which averages just \$10,118.

Besides New York City, other SMSAs taking huge plunges are St. Louis, Mo. (No. 9 to No. 18); Cleveland, Ohio (No. 12 to No. 25); Newark (No. 16 to No. 37); Buffalo, N.Y. (No. 21 to No. 47) and Dayton, Ohio (No. 34 to No. 49).

Big gainers — besides Houston and the California SMSAs — are Phoenix, Ariz. (No. 31 to No. 20) and Oklahoma City, Okla. (No. 48 to No. 32).

New to the Top 50 list are Nashville, Tenn.; Greensboro/Winston-Salem/High Point, N.C.; Tulsa, Okla.; Norfolk/Virginia Beach/Portsmouth, N.C. and Jacksonville, Fla.

Gone from last year's compilation are Providence/Pawtucket/Warwick, R.I.; Hartford/New Britain/Bristol, Conn.; Bridgeport/Stamford/Norwalk/Danbury, Conn.; Akron, Ohio and Albany/Schenectady/Troy, N.Y.

Applicators organizing

from page 1

to lose unless we organize."

He cited costly customer pre-notification laws that have been passed in many localities, bans on aerial application and bans on all professional pesticide applications in some communities.

Ray Russell, director of government relations for Dow Chemical U.S.A. told the group that the solution to the problems facing all urban pesticide applicators lies in the mobilization of users.

"The other side has this mobilization," he said. "The problem lies at the state and city levels, not the federal level. The other side wins with public opinion and in the political process."

Although actual goals of the coalition have not been finalized, it appeared from the discussion at the meeting that the main thrust would be to take both a "pro-active" and "defensive" posture at the same time. The Foundation hopes to be able to pool resources of all three associations to educate state and local pesticide user groups to combat legislation that is "unreasonable."

Education

The Foundation also hopes to be able to educate consumers about the benefits of pesticide use.

Representatives of PLCAA, NAA and NPCA hoped to have a prospectus for the group hammered out by the beginning of this month. Working on this document are: Jim Brooks, PLCAA executive director; Bob Felix, NAA executive director and Jack Grimes, NPCA director of government affairs.

Other meeting attendees were: Robert Russell, vice president of government relations for Orkin Exterminating Co., Atlanta; Robert Earley, group publisher of LAWN CARE INDUSTRY, WEEDS TREES & TURF and PEST CONTROL, Cleveland; Dick Wiliston of the NAA, Wantagh, N.Y.; Walter Money, NAA past-president, Rockville, Md.; Ron Giffen, vice president, Lakeshore Equipment & Supply Co., Elyria, Ohio; Dick Foster, publisher of PEST CONTROL TECHNOLOGY and LAWN CARE PROFESSIONAL, Cleveland; and J.F. "Skip" Skaptason, vice president of PBI/Gordon Corp., Kansas City, Kans.



"Lady, we only feed the grass. You have to cut it."

MONEYWISE

'Dishonesty' insurance

No matter the size of your lawn care business, there exists the danger that employee dishonesty might result in the loss of some valuable assets. With inflation creating larger numbers — and exposure to greater dollar amounts of loss — it may be timely to review your employee dishonesty insurance (fidelity bond) requirements.

One major lawn care business, for instance, reported an office secretary embezzling \$20,000 recently; and another reported a field supervisor taking off with \$30,000 worth of equipment and materials.

The amount of insurance you need, which is dependent on the size of your company, has been determined by a study conducted by the Surety Association and representatives of the banking industry and the accounting profession.

As a guideline, for instance, a service business with gross revenues of \$1 million and assets of \$500,000 should have a minimum of \$65,000 employee dishonesty insurance. The report also suggested \$90,000 insurance for a business with gross sales of \$2.5 million and assets of \$210,000; and insurance of \$210,000 for a business with sales of \$15 million and assets of \$4.5 million.

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LCI 83

Spray equipment

Decisions, decisions, decisions!

By Charles E. Sweeney

With growing advancements in using chemical systems in overall maintenance of lawns, shrubs and trees, the question of what sprayer to purchase and how to get the most out of a dollar has become very familiar to people in the landscape and tree equipment fields.

With the variety of sprayers and chemical application equipment offered today, the correct answers to these questions become extremely important, not only to get the most out of your dollar, but

also to get the most out of your labor and avoid serious chemical damage through wrong or improperly-applied chemical application.

No matter what your application requirements are — big or small — there are some basic points to consider in selecting a sprayer. Prime importance should be placed on considering all of the applications you might wish to perform with your sprayer. Specific components control the overall versatility of your sprayer.

Pumps

The pump might be considered the heart of the sprayer, of utmost importance.

The most versatile pumps in use at Broyhill are diaphragm pumps, which offer wide ranges of volume (up to 50 gpm) and pressure (up to 1200 psi). They are extremely low-maintenance, considering their cost of repair and downtime, and can operate without damage under rough chemical conditions.

We see the diaphragm pump



Charles E. Sweeney is a salesman for the Broyhill Company who is a popular speaker on spray equipment. He has been in the equipment business for 25 years, six of it with Broyhill. Sweeney, a graduate of UCLA, resides in Annapolis, Md. where he is Broyhill's eastern U.S. representative.



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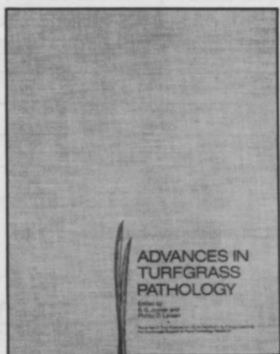
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LCI 83

replacing the piston pump where greater versatility, higher performances and lower maintenance costs are required. For the professional applicator using a turf boom and/or a turf gun, and also wanting the capability for tree work, a diaphragm pump should be the choice.

Centrifugal pumps deliver higher volume (up to 200 gpm) at lower pressures (to 70 psi) and are fairly low in maintenance. For lawn care work where altitude is not required, this pump will do a good job. Roller pumps offer an economical solution in many applications requiring moderate output (up to 47 gpm) at moderate pressures (up to 300 psi).

Tanks

Choosing the right sprayer tank can save some problems down the road. Selecting the right size tank can save time and money.

The material the tank is made of can be most important. Between 409 stainless steel, fiberglass and polyethylene, we much prefer polyethylene, which is not damaged in any way from chemical contact and has no interior deterioration such as liner breakdown or rust flaking to clog the spray system. The liquid level can always be determined at a glance, and the tank is lighter in weight than fiberglass or stainless steel, causing less pressure on the ground, plus making it easier to handle. It is also easy to repair if an accident does occur.

Booms

If using a spray boom to apply chemicals, the boom design and set-up will have a major influence in the quality of the job. When selecting a boom, such features should be considered as:

- a solid frame supporting the boom arms, one that is easy to adjust to the correct height setting;
- outer spray arms that are sprung from underneath to hold the arms in a correct and horizontal position to the ground, even when traveling on rough ground surface;
- hinge assemblies designed to permit the outer booms to swing away and immediately return to the correct position after making contact with shrubs, trees or other obstacles; and



1,000-gallon sprayer with tank

- nozzle bodies that can be easily adjusted for tip type and spacing and especially easy to clean when they or the lines become clogged.

Accessories

The wide range of job applications should also be considered when selecting other accessory components.

Type of spray gun, hose diameter and length, hose mounts, hand or electric operated hose reels: these are all important factors when setting up for tree work. If you are using a trailer on the roadway, the proper springs, brakes and other road safety equipment should be considered. Walking booms can save time and money, and do a better job in many applications; and foam markers can be of great help when spraying large areas with a boom.

A wide range of smaller sprayers is available to do just about any kind of job. Smaller, compact units — from five gallon motorless sprayers on up — can be extremely productive to the commercial applicator (in conjunction with his larger units) in doing a more thorough job.

Your choice of sprayers runs from the small hand-held units, backpack units, five-gallon motorless sprayers to 1,500-gallon units with 50 gpm and more coupled with as high as 1,200 psi. When making your selection to get the

most out of your investment, your local sprayer dealer can be of invaluable assistance.

Application

Your choice of chemicals and application is extremely important, so don't be afraid to turn to your supplier for advice in this area either. State and local regulations should be checked, as a precaution.

The success of your operation depends on set-up and operation of your sprayer. When doing boom work, nozzles should be checked for proper spacing, angle, type size and cleanliness. Boom height should be checked to meet required height as called for by the angle of spray of the nozzle tip. The desired pressure should be set, and a method of controlling the proper travel speed should be established to determine the amount of chemical put down.

When using the gun, check your hose diameter and length, as well as the gun's nozzle. The greater the nozzle capacity and the narrower its spray pattern, the higher it will reach. Generally, select the largest nozzle that will give adequate dispersion of the liquid.

Whether using a gun or boom, good agitation should be achieved. We at Broyhill believe that mechanical agitation is supe-

rior to jet agitation in turf and tree work. Mechanical agitation is standard when using the diaphragm or piston pump on much equipment.

Calibrating your sprayer helps determine the correct application. Procedures for calibrating boom-type sprayers are figured in one of three methods: acre-volume, area-volume or time-volume. These methods are outlined in "The Broyhill Power Sprayer Guide," a publication covering all aspects of sprayer equipment and their application, which can be obtained through your Broyhill dealer or sending \$2 plus postage and handling to the Broyhill Company.

Proper maintenance of your sprayer can save a lot of money

down the road. The sprayer should be thoroughly flushed and all outlets in the boom and gun checked after each use. Proper service requirements to the pump should be checked in the owner's manual and followed to the letter.

Most important, the pump and liquid system should be properly flushed and drained prior to shutting down for the winter. Broyhill does a booming spring business, replacing units that were not properly winterized. Regular service checks and lubrication of all moving parts on your sprayer will ensure a long sprayer life and many jobs well done.

Qualified dealers are the best places to purchase spray equipment and obtain service information. 

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She came from Sweden. Made a hit as the Fylking Kentucky bluegrass beauty. Is a favorite with those who plant and care for sod, parks, golf courses, homes and recreation areas. Even costs less. Ask anyone who makes his living in legal grass.



FYLKING
KENTUCKY BLUEGRASS
U. S. Plant Patent 2887

Another fine, quality-controlled product of Jacklin Seed Company.



100,000th customer

ChemScape, the tree and shrub care service of ChemLawn Corp., celebrated its 100,000th customer in April by presenting a Bradford pear tree to Mr. and Mrs. Dorwin Snyder of Dayton, Ohio. Pictured in the Arbor Day ceremony above are, left to right: Fred Sharp and Jennifer Pannaniti, tree and shrub care specialists; Paul Duke, ChemLawn founder; Mrs. Snyder; Mr. Snyder; and their son David.

The 'chair' speaks:

New ALCA division is rolling



Smile flickers — a pensive Ron Kujawa.

Ron Kujawa, Landscape Management Division chairman of the Associated Landscape Contractors of America (ALCA), is living proof that a person can be an independent businessman and happy at the same time.

Next time you visit an ALCA function, look for the happiest person with the loudest laugh and biggest smile — and you've found Ron Kujawa.

Kujawa operates KEI Enterprises in the industrialized city of Cudahy, Wisc., just a stone's throw from downtown Milwaukee on Lake Michigan. His company is spread throughout most of the city; offices, buildings and lots located in different areas of town.

Even when he's being interviewed by a national publication, Kujawa seldom allows his 14-karat smile to flicker. He awaits each question pensively, with a seemingly endless stream of consciousness put eloquently to words.

Main objective

LCI: What do you see as your main objective during the year that you are in office?

KUJAWA: What I would like to do is to continue with the very successful format that has evolved over the past seven years during which we have been in committee status.

Now, with the division status, we have our own budget and that will allow us to do a number of things.

We've been very, very successful in the past with our conferences. This year's conference is moving along extremely well. The format has already been set, the content has already been picked, and it's just a matter of refining the program. It looks

like it's going to be another barnburner.

In addition to that, we've taken all the young fellows — not only young in age, but young in terms of involvement in the industry — and made them regional directors, who will be in charge of trying to style our specialty sessions for our national meeting. We'll want them to do a one-day specialty session, and since they come from all different parts of the country, obviously we hope to have something for everybody.

Traveling show

One of the big projects at the same time is the development what we're calling the "traveling dog and pony show." That is, a professionally-run seminar/symposium/technical session that can be taken to various regions throughout the country and then be implemented with additional people from within the region to address regional problems. They will be geared toward second-level and field supervisory personnel.

LCI: Is it true that there were problems formulating ALCA's new marketing brochure?

KUJAWA: Yes, there were some problems on what the format and what the intent of the brochure should be, but they've been resolved. Often, we have divergent opinions, but that's normal. We can determine a consensus as to what is best for the members.

In the case of the marketing brochure, our most eminent project right now, we want the very generic, educational marketing piece — truly a marketing piece, and not a sales tool.

I guess the semantics were a problem. We wanted, No. 1, something spelling out the advantages of contract landscape man-

agement versus in-house landscape management; and No. 2, what to look for in a contractor, and how to pre-qualify a contractor.

Customer education

We're not trying to sell the idea of a firm or an association member firm. We want to say to the customer, "this is why it's better to have a contracted firm, and this is the way you should go about selecting that firm."

Unfortunately to the uneducated customer, the only common denominator in landscape management is price. There's very little the customer can do measure reputation; response time; not only your ability but your capability, versatility, flexibility — all the things that are very, very important parts of a service industry.

LCI: Are there any other problems the landscape industry is facing that might be addressed within the next year?

KUJAWA: We have a lot of small, irritating problems that are on-going. One that comes to mind immediately — the PLCAA has brought it up any number of times — is the criticism of chemical applications: people continually crying "wolf!" like they're paranoid. For instance, we've had people call up almost hysterical when we were hydroseeding.

Sensationalization

And, unfortunately, the media likes to sensationalize many things in regard to chemical application and the very vague connections between dioxin and Agent Orange. They'd like you to believe that everytime you applied Weed-B-Gone, you were using Agent Orange. Sometimes, a headline jumps out at you, but

when you really read the story, it's nothing.

Another area I think will be a problem, probably best handled at the association level, is more contracted services by government agencies.

In times of shrinking budgets, the only way you're able to maintain the level of services without increasing costs is to utilize contractors. When you have one or two firms doing this type of public service bidding, after the first year or two it's almost axiomatic that the worst contractors get most of the business.

Integrity needed

You have very few public servants with the integrity to force the contractor to perform; and, on the other hand, you also have very few elected officials who have the integrity to say that someone besides the low bidder get the job.

LCI: How would you sum up "the state of the landscape management industry?"

KUJAWA: I think that landscape management has proven to be a survivor because throughout the entire country — no matter how depressed the local economies were — good landscape management companies have done well and have continued to grow. I think that with a turnaround the economy, the growth could actually go out of sight.

It's no longer business as usual, though. We have to be better educated — not only technically, but in management skills — to take better advantage of the growth opportunities. But the potential is absolutely fantastic.

LCI: Which brings us to this question: what lies in the future for the Landscape Management Division itself?

KUJAWA: Our division will continue to grow and get stronger. One of the reasons is because it makes good business sense to be in landscape management. Existing landscapes have to be maintained; all new landscapes have to be maintained; and we may be able to develop big markets in the public sector. The work is highly repetitive in nature, and we're able to retain customers.

But I also see the emergence of many other divisions coming out of ALCA: a design/build division, probably an erosion control/reclamation division and various other areas that will be addressed.

The goal of ALCA is obviously two-fold: No. 1, to represent the industry; No. 2, to serve its members. In some cases, the two go hand-in-hand; but in some cases, they go off on their own little tangents. What I see is that, umbrella-type organization is a very large advantage since you are able to address all problems of management pertinent to the industry as a whole. And by having divisions, which can address the



problems of segments of an industry, you actually strengthen the organization. This is a really important part of the ALCA philosophy.

LCI: If you were talking to a non-member, what kind of a picture would you paint of ALCA?

KUJAWA: I have never been to an ALCA meeting and come away without it paying me back more than I had invested.

In the national organization, the overriding concern is freedom and exchange of comments and ideas, while at local levels, everybody speaks more guardedly because they're in competition with one another. When you go to the national convention, you're in contact with people from different parts of the country who are not necessarily in competition with you, and you can talk freely and learn from each other.

Another point that I would like to make is that the guys in ALCA are doers. We've got some very energetic, dynamic people who aren't afraid to devote some of their time to the industry, because they realize that what is good for landscape management is good for them personally.

Nobody is reticent about making a contribution. We've had

people emerge from nowhere to become involved. ALCA affords an opportunity for anyone interested in the industry, and it doesn't take 10 or 15 years to get involved. Anyone who steps forward will be quickly assimilated, and that's a real strength.

We also try to structure our hierarchy so that there's a period of learning, a period of participation and a period of leadership. And people in our organization are not reluctant to turn over leadership to new blood.

LCI: Is there anything we haven't covered yet?

KUJAWA: One of our problems as an industry is that we're not getting the good, bright high school students. The educational community is now trying to reach those bright young students and

attract them to our industry and to colleges that offer programs in the greens industry. Everybody can't be a mathematician or engineer, but there's a marvelous opportunity in our industry.

Generally speaking, I would like to see more activity by all associations in the construction trades toward consumer education and toward qualifying contractors.

The biggest customer we have is the government, and we're all somewhat shackled by antiquated ideas and legislation that really does a disservice to the taxpayer — simply because more work is not contracted out, and much of it that is contracted out costs too much. Some of it is also done by unqualified contractors.

Somewhere along the line,

PLCAA and NLA and AAN and ALCA have to come together closer for the general good, rather than for the specific things.

I have this little thing, the ABCs of living, that I like to refer to: "Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support to an organization which is striving to improve conditions within his sphere." Teddy Roosevelt said that.

This is why people should be involved. And the only way is not to be just a member, but to participate. Everybody has something to give, and the more divergent the opinions, the better, because it starts the juices flowing.



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Lehr on labor

Alcohol, drugs, lawns don't mix

By Richard I. Lehr

Abuse of alcohol and drugs is one of the most publicized issues of our time. State legislators are contemplating increasing the driving and drinking ages and stiffening the penalties of those convicted of driving under the influence of alcohol or non-prescription drugs. A week does not go by in most cities throughout the country when a leading newspaper does not have either an editorial or a major story regarding this problem.

Problems such as alcohol and drug abuse which occur outside of the workplace are nonetheless a contributing factor to many employment-related problems, regardless of the size of the employer or the responsibilities of the employee. It is estimated that 60 percent of disciplinary-related problems, for example, are caused by alcohol abuse. Lawn care employers should be particularly concerned about alcohol and drug abuse because of employees who drive company vehicles, in ad-

dition to reasons which apply to most businesses.

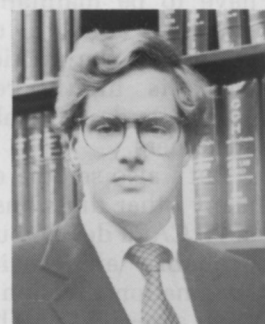
We can predict for the rest of the decade that legal-related employment problems will develop, for the various reasons which we have reviewed in previous columns and at PLCAA conventions. However, perhaps the major challenge facing employers now and for the next few years is how to respond to alcohol and drug abuse at the workplace.

Typically, alcohol and drug abuse are issues which many employers handle on an employee-by-employee basis, but not as part of an overall company philosophy of promoting awareness and prevention. Those lawn care employers who want to meet the issues head-on should realize that it will mean discussing the issues with all employees, from top to bottom, throughout the company, throughout every branch.

Just as OSHA and the EPA have made lawn care employers safety-conscious, the tremendous work-related problems caused by alcohol and drug abuse should make employers diligent about promoting employer concern and employee counseling alternatives for any of these problems.

One approach

One approach for responding to the problem head-on has been the development of EAP, the Employee Assistance Program. The typical EAP involves a contract counselor, such as a psychologist, who makes periodic visits to the workplace and meets with employees individually and con-



Richard I. Lehr

Richard I. Lehr is an associate member of the Sirote, Permutt, Friend, Friedman, Held & Apolinsky law firm in Birmingham, Ala. He is a regular contributor to *LAWN CARE INDUSTRY*, and is also one of the most popular speakers at the Professional Lawn Care Association of America's annual convention and trade show.

fidentially about problems that are primarily alcohol and drug related. That individual, known as the EAP coordinator, then makes a preliminary diagnosis and refers the employee to a community outreach center.

For many employees, the counseling is done on an outpatient basis. For others, it may require a prolonged leave of absence and hospitalization. In either circumstance, the employer is usually informed of the employee's participation, so that the employer may provide support for the employee at the workplace.

Another group, the Association of Labor-Management Administrators and Consultants on Alcoholism (ALMACA), focuses primarily on alcohol-related problems at the workplace. Representatives make presentations to employees to promote alcohol awareness, and work with employees on a counseling basis in a fashion similar to an EAP.

Always exist

Remember that alcohol and drug problems at the workplace exist regardless of an employee's position in the company or the size of the employer. While any alcohol or drug-related problem makes an employee dangerous to himself and to the employer, that employee is also dangerous to the community at large when driving a company vehicle or treating lawns.

Lawn care employers should consider promoting alcohol and drug abuse awareness, having available sources for employees to seek counseling if they feel they have a drug or alcohol related problem, and encourage employees to seek assistance from the employer for these problems. Alcohol and drug abuse is a condition of human misery which employers may be able to do something about before an employee loses his job, family, or future.

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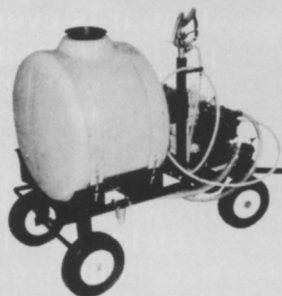
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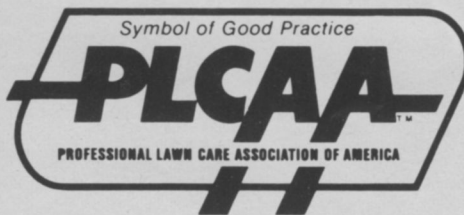
The Lawn Care industry will gather in Indianapolis this November for three exciting days of growing, learning and enjoying at the 4th Annual PLCAA Conference and Trade Show.

CONFERENCE PROGRAM: Meet with leading experts and colleagues from across the country. Talk shop, share problems and solutions, and exchange ideas. The 1983 conference program includes some of the top pros in the turf industry. You'll get practical, no-nonsense advice on the hot topics: • What's new in agronomics • Better business practices • Government regulations that affect your business • Effective management.

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KEYNOTE SPEAKER: The 1983 PLCAA Keynote Speaker will be the dynamic Jack Van Fossen, President and Chief Executive of Chemlawn Corporation. Meet the driving force behind Chemlawn, one of the remarkable success stories in the turf industry.

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NEWSMAKERS

James Kelly of the ChemLawn Corp.'s Malvern, Pa. office has been named to the Board of Directors of the Pennsylvania Turfgrass Council.

Ron K. Miller has been named advertising manager of the Agricultural Chemicals division of Mobay Chemical Corp., replacing **Oscar Benson**, who retired recently. Miller, a 1959 graduate of the University of Kansas, has been on the Mobay advertising staff for the past 10 years. He most recently served as sales promotion manager.

Rockland Chemical Co. has a new assistant to the president:

Bob Wittpenn of West Caldwell, N.J. Wittpenn graduated from Washington & Lee University with a bachelor's degree in business administration. He will spend much of his time in marketing-related areas of the company's fertilizer and chemical lines.

Martin C. Rabenhorst joined the Agronomy Department at the University of Maryland as assistant professor of pedology, responsible for research and teaching in the areas of soil genesis, morphology, classification and conservation. Dr. Rabenhorst has degrees from the University of

Maryland and Texas A&M. He is a member of the American Society of Agronomy, the Soil Science Society of America and the International Soil Science Society.

Allan J. Tomlinson — newly-named chairman, president and CEO of the Diamond Shamrock/Showa Denko joint biotechnology venture — has appointed **W. Dale Wegrich** as senior vice-president for finance and administration and interim director of research. In addition, **Ronald L. Dezember** has been appointed vice-president for the agricultural chemicals business. Other appointments went to **John C. Dan-**

nemiller, Robert H. Madison and **Gary H. Ritondaro**.

Joe O'Donnell, a specialist in commercial and residential grasses as well as athletic turfs, has been named sales representative for Sunbelt Seed Co. O'Donnell will represent the company in Alabama, Mississippi, North Carolina and central and southern Florida.

He has in the past been an agronomist with Turf Specialists in Long Island, N.Y. and a district manager for R. W. Collins Inc.

Philip Adikes, formerly president of the J&L Adikes Inc., was recently appointed Chairman of the Board and CEO. **Robert A. Russell**, formerly vice-president, was appointed president of the corporation.

Thomas Reed has joined Spraying Systems Co. as an agricultural technologist to be liaison between chemical company and university researchers and agricultural extension personnel.

Reed is a graduate of Penn State University with a master's degree in agronomy.

O. M. Scott & Sons has a new president and CEO: **Tadd C. Seitz**, according to Chairman of the Board **F. Leon Herron Jr.** Seitz is now responsible for all operations of Scott and the W. Atlee Burpee Co. Herron himself recently retired as president and CEO.

Seitz, who holds a master's degree in business administration from the University of Michigan, has been with Scott since 1972.

Kenneth Baker has been honored by the Upjohn Co. for outstanding agricultural sales achievement. The graduate of the University of Kentucky lives in Hendersonville, Tenn.

Denyse Arlotti has been promoted to customer service manager of Rain Bird Sales' Turf Division. A seven-year veteran of the turf marketing group, she will respond to customer inquiries and administer special marketing programs.

Michael E. Leeson, executive director of the California Landscape Contractors Association, has appointed two assistants: **Lawrence H. Schafer** for administration and **Robert A. Gouley** for communications. Leeson also announced that another assistant, **David Concannon**, will head CLCA's National Landscape Industry Show and other CLCA meetings on a full-time basis.

The National Fertilizer Solutions Association has promoted **Dennis Brown** from manager of government and public relations to vice president of membership and public affairs.

HMC, manufacturer of the Green Machine line of lawn and garden equipment, has announced that Director of International Marketing **Randall R. Evenson** has been appointed to the Board of Directors for the Export Managers Association of California.

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Candy Marketer Quarterly	10,224	Neurology	12,917
Dairy Field	23,694	Paperboard Packaging	12,594
Dental Laboratory Review	17,292	Paper Sales	12,752
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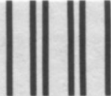
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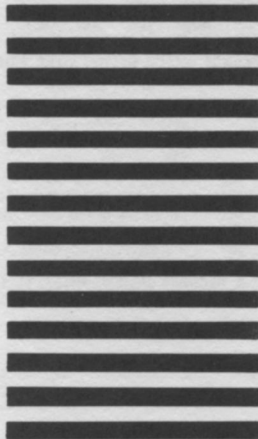
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Circle no. 151 on Reader Inquiry Card

New insecticide broad-spectrum

Dow Chemical U.S.A. has added a wettable powder insecticide to its growing line of Dursban insecticide products. New Dursban 50W is a broad-spectrum insecticide to control many pests which can harm turf and ornamental plants.

The product contains 50 percent chlorpyrifos and 50 percent inert materials.

Dursban 50W also offers reduced phytotoxicity effects, improved grub control, effective residual control and good storage and handling characteristics.

The product, approved for use in every state except California (where label approval is in process), is labeled for turf applications to control most surface and ornamental pests.

Circle no. 152 on Reader Inquiry Card

Injection gun system brand new

The Injector Gun System designed by Tom Jessen at Perma-Green Supreme, Inc. is designed for reliability, accuracy and convenience.

The patent-pending system includes a 12-volt DC-powered positive displacement injector pump, flow meter, components to rebuild the Hannay 1526-17-18 reel to handle a twin supply hose, 300 feet of twin supply hose with a fertilizer path of 1/2-inch, a fail-safe trigger and a specially-

modified ChemLawn gun which controls simultaneously the flow of fertilizer and injection chemical.

Circle no. 153 on Reader Inquiry Card

Light commercial mowing is forte

Light commercial mowing is the forte of the Walker M36 riding rotary lawn mower, which features complete maneuverability without shifting, compact overall size with 36-inch cutting width, front-mounted mower deck and exclusive Grass Handling System.

Easy handling is a product of the hydrostatic ground drive, lever steering and compact size. Easy trimming is provided by the front-mounted mower deck. And easy servicing and maintenance are permitted with a tilt-up body and removable deck. All component parts are accessible without disassembly.

The M36 is powered by a Briggs & Stratton Series 2524-17 engine. It has two 20-inch blades with a four-inch center overlap and a maximum ground speed of four mph.

Circle no. 154 on Reader Inquiry Card

Even in shade
ECLIPSE
KENTUCKY BLUEGRASS
outshines them all.

More proof that Eclipse is the quality Kentucky bluegrass that's a shade better...and better in the shade! In a three-year bluegrass shade study conducted under natural shade of locust and cherry trees by the Virginia Polytechnic Institute, only Eclipse was rated best in shade performance each year of the test.

Low growing, dark green, disease and insect resistant, Eclipse is the ideal base for sod blends and turf seed mixtures for golf courses, parks, playing fields, and home lawns, coast to coast.

Eclipse gives you the best of both worlds—outstanding overall turf performance plus superb shade tolerance. Any way you look at it, Eclipse outshines them all.



Eclipse Kentucky bluegrass seed available exclusively from:

GARFIELD WILLIAMSON, INC., 1072 West Side Avenue, Jersey City, New Jersey 07306
GEORGE W. HILL & COMPANY, P.O. Box 185, Florence, Kentucky 41042
JACKLIN SEED COMPANY, W. 5300 Jacklin Avenue, Post Falls, Idaho 83854
PACIFIC GREEN—NUNES, Camarillo, California 93010; Patterson, California 95363
PIONEER HI-BRED, Turf Div., P.O. Box 346, Savage, Minnesota 55378
ROTHWELL SEEDS (IN CANADA), P.O. Box 511, Lindsay, Ontario K9V 4L9

Eclipse has been granted Plant Variety Protection Certificate No. 8000154

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WANTED

ACCOUNTS WANTED — National chemical lawn care company seeks accounts to acquire. Selling price open for negotiation. If interested, send name, address, phone number and number of accounts available to LCI Box 86. 3/84

Established 20 year old company wishes to expand its lawn care business in Florida and the Southeast. Terms may be arranged to suit the seller. All replies confidential. Contact Ron Collins, R. W. Collins, Inc., P.O. Box 2477, Satellite Beach, Fla. 32937. 8/83

BUSINESS OPPORTUNITY

WORKING PARTNER — Looking for experienced person to develop new lawn care business in prime area in New Jersey. Should be management oriented and will be involved in developing all phases of operation. This is a ground floor opportunity for someone with ambition, initiative and who can get things done. Write LCI Box 88. TF

FOR SALE

SPRAYERS — FACTORY DIRECT, professional gardeners, turf applicators, proven dependability, unconditionally guaranteed. Black River Sprayers, Dept. 1-B, P.O. Box 11, Long Beach, N.C. 28461.

Lawn-Care MANAGEMENT SYSTEM Software for multi-user CPM or OASIS systems with 5mb. Hard-Disk. "RASCAL" in use since Dec. '81. \$2500 + license, set-up, training. The Green Scene, 5842 Tampa Ave., Tarzana, CA 91356, (213) 705-6388.

FOR SALE: Termite & Pest Control Business, grossing \$220,000.00. High profit. Will take cash or terms available. Incorporate your Lawn Business with our list of satisfied customers. Also able to break down into 3 separate companies, price at \$52,000.00, \$26,000.00 and \$152,000.00. Buy one or all 3. Firm based in Indiana. Contact A.E.W., P.O. Box 1732, South Bend, In. 46634. 9/83

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FOR SALE: Radio Shack TRS 80 Model II computer (64k) with expansion drive and Line III printer. Also available — payroll program and Lawn Care Management System program. \$4250.00. — phone 804-460-1100 8/83

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HELP WANTED

Join a growing, 3½ million dollar pest control and lawn care company. We need Branch Managers and Manager trainees to staff our new locations in Florida and the Southeast. Send resume in confidence to Ron Collins, R. W. Collins, Inc., P.O. Box 2477, Satellite Beach, Fla. 32937. 8/83

"Sales representative wanted for growing turf supply company. Reply in strictest confidence by resume to Personnel Director, Lakeshore Equipment & Supply Co., 300 South Abbe, P.O. Box 4015 Elyria, OH 44036." 9/83

Hiring the best candidate for the job shouldn't be a gamble.

"The wrong person can result in the loss of insurmountable time and cost."

The pattern is all too familiar. Countless dollars and hours spent advertising for a position, contact by mail, phone calls, screening hundreds of applicants and **interviewing**. You finally make a decision. The candidate seemed to fill the bill during the interview. All the credentials looked fine on the resume. You spent additional time and money on orientation, training, and even paid for re-location. A few months have gone by and you discover **YOU'VE HIRED THE WRONG PERSON!** Your **winner** turns out to be a **loser**. Production is hindered rather than helped. There is frustration and unhappiness on all sides—not to mention the strong possibility of costly and time-consuming legal entanglements.

THE PROBLEM

Most interviewers (even top-level corporate management executives) do not know how to properly screen and evaluate a candidate for employment.

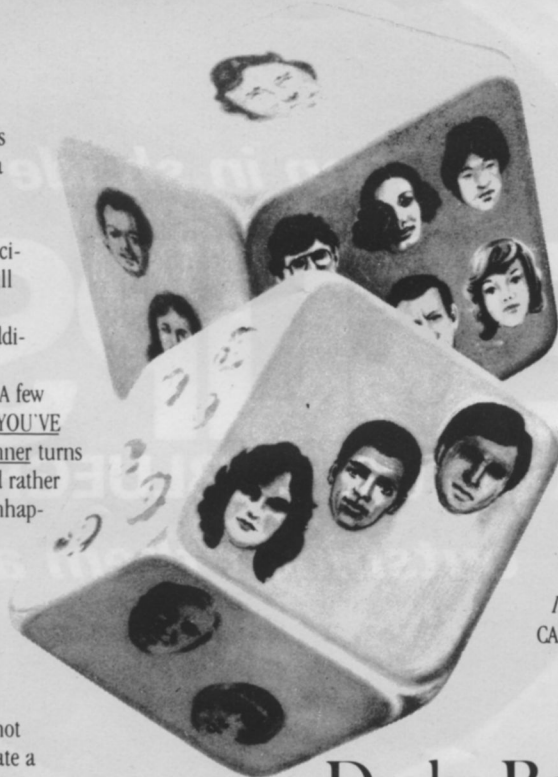
THE ANSWER

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Dr. Jack W. Cogger, Senior Vice President
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| ☐ The Exit Interview | ☐ Outplacement Counseling |
| | ☐ Conflict Management |

Name _____
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Company _____
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This index is furnished for the readers convenience. However, the publisher can not guarantee its accuracy due to circumstances beyond our control.

DBM.... SELECTION BY CHOICE, NOT CHANCE.

loss of a given pesticide or two, or restrictions on their use, but more generally with the loss of all pesticides for all uses. And the movement has finally discovered an issue which can arouse the interest of every soul on earth: water quality.

Until recently, the benefit of low-cost food and forest products for the more than 200 million persons in this country alone greatly outweighed some alleged property or health damage to a handful of citizens.

No one, of course, wants to deliberately increase the cost of food. But if we aren't aware of those circumstances, we are likely to join the movement. Why? Because we all drink water or consume it indirectly in our food, and we can readily be frightened by a



suspicion that something we usually cannot see or smell is poisoning us.

Obviously, we as a user group realize alternatives to an all-out suspension of pesticide use. History clearly shows us that pesticides have an excellent record relative to human health; but because they are toxic chemicals, most people do not differentiate between them and other chemicals that have polluted water supplies. Further, in some instances, pesticides have been improperly handled and have become a party to water contamination and disposal site incidents.

This all means that we — the lawn care industry — could be out of business in a few years if we do not react to ensure that we will have a useful product to sell.

In the long run, pesticides will survive. But in the short term, we could see the full suspension of pesticides for use at least in the urban setting. Impossible? Consider the prohibition against human alcohol consumption in this century, and remember that history repeats itself more often than not.

Consider these facts: under certain conditions, pre-notification is the law in New Jersey and Massachusetts; total pre-notification is the law in Roslyn Harbor, N.Y., Manchester, Conn., Wayland, Mass. and Stevens Point, Wisc.; and 2,4-D is banned for highway spraying in three Maryland counties with a statewide highway use ban in the works.

Hundreds of such restrictive measures are at the proposal state

across the country. And the truly great concern is that most measures are being introduced at the lowest local level where uninformed and easily-aroused citizenry react strongly to misinformation.

Prohibition and suspension may not cause the complete halt to the manufacture of pesticides, but legislation could make their use impossible or impractical.

There are possible solutions — maybe right or wrong. But to do nothing would be suicidal.

We must first make some assumptions:

- Pesticides will, in the next few years, be scrutinized as never before.

- Public awareness for the real or imaginary dangers of pesticides will rise to the highest level

ever.

- The lawn care industry will become a part of this scrutiny; there will be no avoiding it.

- At least a serious revision of public law will follow, as has already begun. We must assume that pesticide use will be drastically curtailed, if not totally prohibited.

- And this will not be an issue fought with facts and rational thought.

So, we must adopt a survival posture and implement a plan. We need to:

- Reduce the use of pesticides.
- Eliminate the use of 2,4-D, if possible.

- Implement a public relations program with at least our customers (the populace, if possible), to gain their support for con-

tinued use of pesticides.

- Become more involved locally and nationally via man-hours of dedicated work and monetary contributions.

- And implement any and all operational needs to preclude a pesticide "incident."

Next month, we will cover each of the last five points in more detail, developing a sound, rational policy for defending our industry's well-being. 

Jerry Faulring is owner of Hydro Lawn in Gaithersburg, Md. When the Professional Lawn Care of America Association was formed four years ago, he was elected its first president. At present, Faulring is chairman of the PLCAA's governmental relations committee.

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