

## Lawnmark completes TruGreen acquisition

HUDSON, OHIO—Ohio-based Lawnmark announced in February that it had acquired the assets of TruGreen Corporation in Rochester and Syracuse, NY, and Youngstown, Ohio.

Said J. Martin Erbaugh, president of Lawnmark: "Adding the 6,000 customers involved here solidifies our position in all three cities.

"During 1991, we will service over 50,000 customers from 13 service centers in five states."

LCI



Turf aerators come in various sizes. This model handles big jobs.

## Develop marketing plan before offering aeration

By JAMES E. GUYETTE

Aeration can provide additional revenue, but LCOs should build a marketing strategy before plugging away.

Aeration is becoming increasingly popular as homeowners learn how it helps their lawns.

"Aeration has been a consistent winner for us," says Mark L. Kelley, vice president of production at Leisure Lawn, Inc., Dayton, Ohio.

"Aeration has become a big business and it continues to be

Leisure Lawn's single largest supplemental service," says Kelley, adding that 15 percent of the customers sign up for the service. In some communities that figure jumps to 25 percent.

"I think it just makes a lot of sense to get into it," comments Jeff Lefton, extension specialist at Purdue University.

### No license needed

LCOs who provide aeration as an add-on service to their existing accounts are likely to find success in most areas of the country. See **PLUGS** on page 15

# LAWN CARE INDUSTRY

Serving the needs of the professional lawn care operator

MARCH 1991

VOLUME 15 NUMBER 3

## PLCAA directors tackle dues and budget to nip fall

As PLCAA reaps biggest PR coup

By RON HALL  
editor

ATLANTA, GA—The Professional Lawn Care Association of America is caught between a rock and a hard place, and its board of directors is trying to extricate it.

PLCAA is a victim of a numbers crunch: too few members, too little revenue. The PLCAA staff has been trimmed and it's being asked to do more.

That was the gritty reality of two days of meetings by the board here in late January.

That meeting was particularly crucial as, in fact, all recent gatherings of the PLCAA leadership seemingly have become in recent years. The association is suffering its most serious crisis since its founding more than a decade ago.

The irony is that the association is riding its most successful environmental (and public relations) program

ever, Grasscycling®, a well-designed effort outlining how LCOs and communities can cooperate to keep lawn wastes out of landfills.

Grasscycling is being increasingly used by LCOs nationwide. In fact, it's generating the very sort of recognition LCOs sought throughout the 1980s, the image of them as caring, environmentally aware professionals.

### A reason to join

Some LCOs have joined PLCAA just to participate because the program is being so well received, even from the environmental community.

Not that the national association is beating a single drum. Board members also learned that PLCAA has developed a working relationship with Portland-based insurance agency Sedgwick James, to offer members help on the insurance front.

And there is a strong feeling



Compromise in progress at PLCAA board meeting. (l. to r.) Ed Coia, Neal DeAngelo, Chris Senske, and Tim Doppel (at the board) debating dues categories.

by PLCAA staffers that they've built the strongest rapport with the regulators, perhaps their strongest ever, with such bodies as the Environmental Protection Agency and the Federal Trade Commission.

Even so, board member concern—judging by the heat generated by some of their discussions—was real.

The board, behind closed doors, hammered away at the association's budget, then, with guests present, tackled the related issue of association dues.

### A split vote

There weren't too many smiles during the dues discussions which, generally, split the board between the big lawn care companies and the smaller ones. Indeed, there was a reason for the division.

Dues for companies doing

See **PLCAA** on page 12

## Huizenga swings stock deal aiming for the Big Leagues

FORT LAUDERDALE, FL—H. Wayne Huizenga, former president of TruGreen, received warrants in February 1987 entitling him to buy Blockbuster Entertainment Corp. stock for \$2.12 to \$2.5 per share.

In February, he sold warrants to buy 1.2 million shares of Blockbuster and sold the shares for \$22 to \$22.50 each.

He earned about \$26 million, said the *Miami Herald*.

Huizenga, the *Herald* claimed, owns half of Joe Robbie Stadium and is pursuing a Major League baseball team for Miami. LCI

## Iowa compromise far away

DES MOINES, IOWA—LCOs and anti-pesticide forces were asked to affect a compromise on revised posting and pre-notification proposals for Iowa.

Main points involve "requiring" municipalities to keep pre-notification registries, and boosting the size of lawn signs from 4X5 to 9X9 inches.

Both sides spoke at a public hearing here Feb. 6. No quick solution seems near, an industry spokesman told LCI. LCI

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ABP BPA

Scrap auto and truck tires, besides being eyesores, provide breeding habitat for pest mosquitoes. Old tires have been piling up by the millions, and nobody's been able to reuse them—until now. Aquapore Moisture Systems, Chicago and Phoenix, says it shredded 500,000 old tires in 1990 to make its Moisture-Master Soaker Hose. A small start, but encouraging.

Wouldn't it be great if the word "Grasscycling" could find its way into common usage and finally into dictionaries. PLCAA's got a winner.

Attendance fluctuated at this winter's regional turfgrass conferences. The Maryland

Conference in Baltimore got clobbered by a freak snow storm, then ice. North Carolina attracted over 1,900, and a brisk walk-in registration brought Virginia up to its '90 level.

North Carolina Governor Jim Martin is an avid golfer and a good friend of the state's turfgrass industry. He was particularly light hearted at that state's turfgrass conference. He told a joke about this guy stranded on a desert island, then this beautiful woman swims up on the shore...well, it wasn't off color but it was close.

Turfgrass seed is a pretty good bargain right now. One reason: the sluggish economy in the Northeast

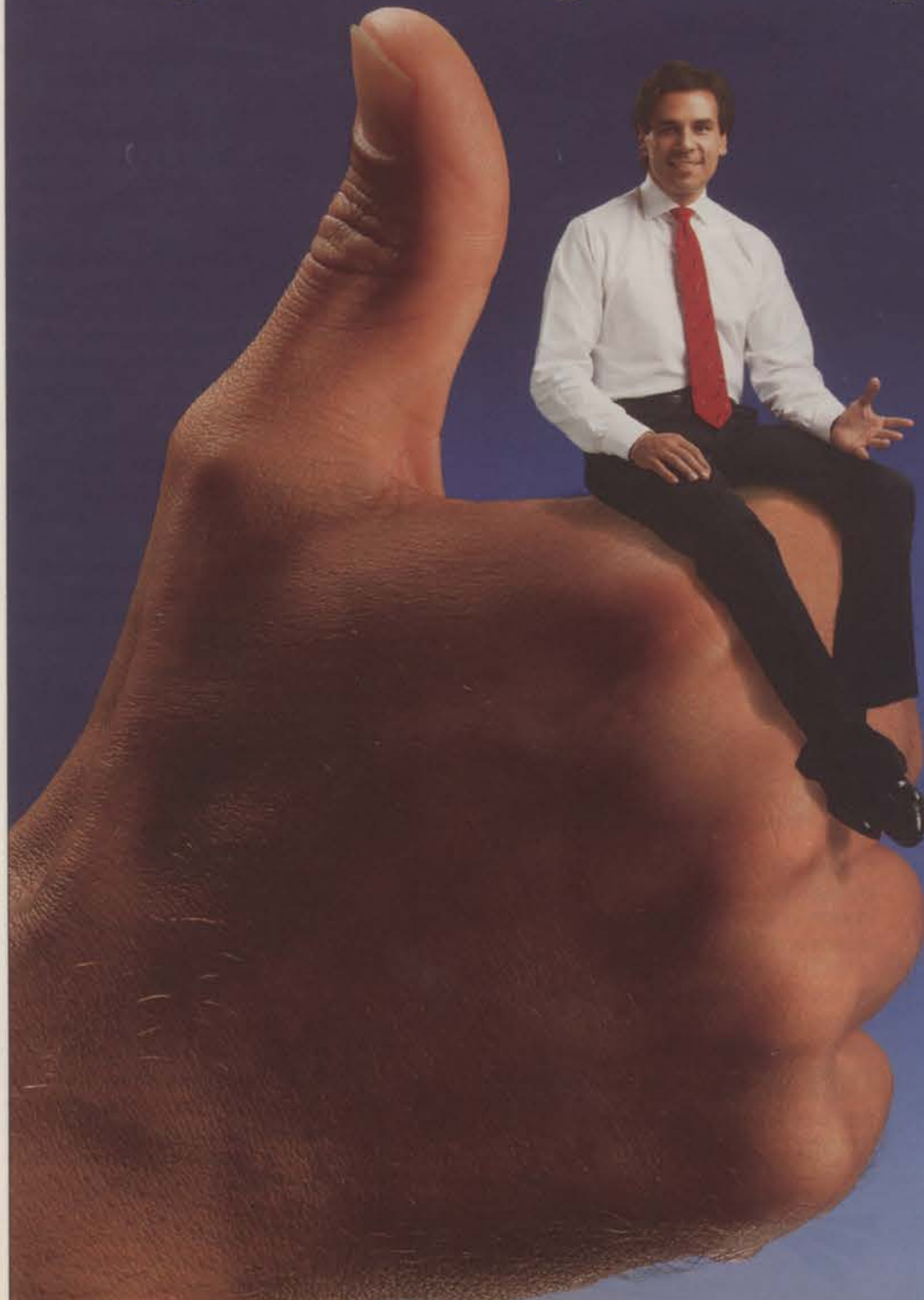
reduced demand there, said Mike McDermott, a veteran turf supplier in the Kansas/Colorado region.

Organizers of the 1991 Green Industry Expo set for Tampa in the fall hope to fill 65,000 square feet of floor space. That's a 24 percent increase over last year's show in Nashville. That's a tall order.

Speaking of Nashville, many exhibitors at that trade show feel the east-central United States is the best location for future shows.

Will any U.S. Senator be foolish enough to whip on lawn chemicals again this spring while the nation is at war?

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Rick Steinau, president  
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## Let me tell you about a brother-in-law

BY RON HALL  
editor

Let me tell you about Dean. He's my wife's kid brother, except now he's about 35 and has a family of his own.

He can get real fiesty. In a hurry.

Says Dean to me sometime early last summer, "Jerks. I came home from work, waited two hours. He said he'd be here. Then a couple of days

later he calls and says he'll be right over, and I say, 'forget it buddy. You're history.'

"And he's almost begging me not to quit. Hey, I called Tuesday, from work, and they said they'd send someone Thursday, so I left work early just to meet this guy.

"What a bunch of jerks."

Dean's experiences with professional lawn care, specifically with that one technician, tell volumes about our industry because, I'm thinking,

there are millions of Deans, scattered in tidy homes, in pleasant little developments in suburbs across America.

They're the professional lawn care customers, if there is such a thing as a typical customer.

Dean's about 6-foot tall, 210-or-so lbs., a fastidious kind of guy—you ought to see his garage, spotless, not a smudge of oil on his tools—and certainly able and smart enough to mow and take care of his own quarter-acre lawn.

Except Dean doesn't want to buy a spreader, or fertilizer or kill weeds. There isn't room in his small shed for anything but his mower and some rakes, neither of which he generates much enthusiasm for. He'd much rather tinker with his racing go-cart (which, to my knowledge, he's never raced) or play with his home computer.

That's probably why he wants someone else to keep his lawn green and weed free: he doesn't have time to do it himself.

He wants to spend his free time with his wife, who works too, his pre-school-age daughter, and his toys, chief among them a cherry 1974 Corvette which he polishes weekly but drives only on sunny, summer afternoons.

When Dean and his attractive, younger blond wife moved into this newly built home (three-bedroom, two-car garage) on the southern edge of a northern Ohio city of 30,000 about four years ago, they fit in nicely indeed. Both employed—Dean a semi-skilled craftsman in a local plant, his wife a personnel manager in a printing company—they earn respectable wages, they're busy, and they want their property to look as neat as the properties of the other young, prosperous families in their development, most of whom they know, at least in passing.

But, keeping *his* lawn green and weed free is a tall order.

You can guess why.

The housing development was, not too many years ago, a sizable soybean field. Beans and corn, that's about the extent of agriculture in this area. The soils are heavy.

Most of the homes have basements which always provide the first hint that another family is moving in down the block—the big hole in the ground and the 10-foot-high pile of clay beside it.

As the home is built—they go up in a matter of weeks—the big pile, mostly in clumps, is bulldozed and flattened

around the house and *most* of the big rocks end up in another sizable pile in an empty lot. These rock piles are quite noticeable in the winter and spring, before the weeds, including a painfully spiny species, surround them and all but hide them from view.

It was these prickly weeds, cousins apparently of the weeds in the empty lots surrounding his property line, that angered Dean. His preschool daughter couldn't play in the yard without stepping on one, or rolling over one, and when she did, she'd scream like a wildcat.

Says Dean, "Hey, I'm paying this jerk to get rid of these weeds."

Not that his lawn would look that great even without the weeds. It seems to be mostly tall fescue, but it's a thin stand peppered with patches of bare earth, most as big as a man's fist, a few as large as a basketball. Hard, bare earth.

(Once we dug into one of the bigger of these patches, the spade clanking off a boulder about five inches under the surface. We scratched and cussed until we found the edges of the boulder, about as big around as a coffee table, but we couldn't pry it out.)

Blotches of cracked earth start appearing when the spring rains peter out. Yea, just about the time those painful weeds get so dug in you have to use a pickaxe on 'em.

Dean doesn't irrigate his lawn, he waters it. He hooks up the garden hose and lets the water fly.

There are many reasons why Dean's lawn is not the lawn he wants, the least of which is a lawn care technician's failure to answer a weed complaint promptly.

It may be that no lawn spray service can give Dean the lawn he wants.

But, nobody told him that, and nobody told him about the heavy soil bulldozed over his property, or explained how the surrounding lots of noxious weeds contribute to his problem.

Nobody even suggested that he consider starting all over again, this time with a more drought-resistant species of turfgrass, or explained some of the basics of turfgrass irrigation—how, when, how much water.

Nobody apparently even got down on their knees and poked into one of those bare spots.

But, somebody told Dean they could make his lawn green and weed free, that's exactly what he expected.

No wonder Dean gets so fiesty. LCI

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**ALSO CONTROLS FIREANTS.**



## Hellman talks grub control, biologicals at Maryland Turf

BALTIMORE, MD—"You could feel the earth move beneath your feet," said Dr. Lee Hellman of an infestation of northern masked chafer (*Cyclocephala borealis*) grubs in a lawn.

Hellman's assessment of the severity of the infestation of this turfgrass pest he encountered last summer was decidedly exaggerated, and just one of several topics he covered, with humorous asides, at the Maryland Turfgrass Conference here earlier this year.

Hellman, an entomologist at the University of Maryland, said the northern masked chafer turned up in unprecedented numbers (50 grubs per square foot) in some Maryland neighborhoods this past summer, apparently taking up the ecological niche occupied by Japanese beetles in other years.

"It was the worst situation with them that I've seen here in 20 years," he reported.

Hellman said the Japanese beetle and northern masked chafer cause similar damage to turfgrass. Both lay their eggs in sunny portions of lawns; they're controlled, his tests showed, by pretty much the same chemical control products.

### Hard to kill

Grubs, he said, are often hard to control because they're in the soil, and the products used against them must work within many soil variations—temperature, organic matter, micro organisms, etc.

Actually, said Hellman,

**Applicators will need additional education to apply biological insect controls—Dr. Lee Hellman.**

there are at least five turf-damaging grubs in the Maryland area, the Japanese beetle usually the most destructive. Others, including the Asiatic garden beetle and the Oriental beetle have different habits and require different control strategies.

One fascinating insect that makes periodic appearances in the East is the green June beetle which, during its last larval instar, emerges from mounded tunnels in the turf, and through the evening forages until just before dawn when it wiggles into the nearest available hole.

"It's a tremendous comedy to see all these creatures trying to find a hole," said Hellman. The main objection to these insects, apart from their tun-

nels, is their presence under doorways and their drowning in backyard swimming pools.

Hellman said the reason why he's continuing to test chemical control products against turfgrass insect pests is that he doesn't expect many new compounds to come to the market anytime soon.

"We're going to have to deal with what we have, and what we have we're going to have to hold onto very tightly," he told the Maryland turf pros.

In a related matter, Hellman advised the turfgrass professionals to hone their management skills if they intend to use biological control agents.

### Room for error?

"You're going to have to have a more detailed understanding of insects relationship to turf, and where these biological agents come in because they don't forgive

See **GRUB** on page 6



Dr. Lee Hellman: biological controls still need work.

# Arid

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Trident	5.4
Pacer	5.3
Mustang	5.3
Apache	5.2
Tempo	5.1
KY-31	5.0
Falcon	5.0
Hounddog	5.0
Adventure	4.9
Jaguar	4.9
Bonanza	4.8
Olympic	4.8
Maverick	4.7
Willamette	4.6
Rebel	4.5
Clemfine	4.4
Brookston	4.4
Johnstone	4.0
Kenhy	3.4

Data from USDA National Turfgrass Evaluation Program

### Drought Tolerance (Dormancy) Ratings of Tall Fescue Cultivars

Name	Mean	Name	Mean
Arid	7.7	Chesapeake	5.7
Olympic	7.7	Tempo	5.3
Apache	7.3	Hounddog	5.0
Jaguar	7.3	Pacer	5.0
Finelawn I	6.3	Johnstone	5.0
Mustang	6.3	Kenhy	5.0
Rebel	6.3	Maverick	5.0
Bonanza	6.0	Brookston	4.3
KY-31	6.0	Clemfine	4.3
Adventure	5.7	Trident	3.7
Falcon	5.7	Willamette	3.3
Finelawn 5GL	5.7		

Data from USDA National Turfgrass Evaluation Program

### Brown Patch Ratings of Tall Fescue Cultivars

Name	Mean
Arid	6.3
Adventure	6.2
Jaguar	6.1
Rebel	6.0
Pacer	5.9
Maverick	5.8
Falcon	5.8
Clemfine	5.7
Apache	5.6
Tempo	5.6
Olympic	5.6
Hounddog	5.6
Chesapeake	5.5
Finelawn 5GL	5.5
KY-31	5.5
Mustang	5.5
Bonanza	5.5
Trident	5.5
Johnstone	5.5
Finelawn I	5.3
Kenhy	5.0
Willamette	4.9
Brookston	4.3

Data from USDA National Turfgrass Evaluation Program

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Pat Leap (left) and Bill Harrigan told Maryland turf pros that lawn technicians should expect to work some Saturdays.

## LCOs discuss the care and feeding of employees in lawn care business

BALTIMORE, MD—Lawn care companies should make a commitment to employees if they expect employees to be loyal to them.

That means companies should provide employees with practical training, offer fair salary and benefits package, and allow them responsibility as they prove they can handle it.

That was the heart of a message delivered by LCOs Bill Harrigan and Pat Leap at

the 1991 Maryland Turfgrass Conference here.

Harrigan is owner of Green Life Lawn & Tree Care. Leap is a manager with Antietam Tree and Turf Service. They spent an hour with almost 100 turf managers at the convention center here, at least half of it answering questions from the floor.

### Where are they?

Harrigan said recruiting new technicians requires con-

stant experimentation. He's tried newspaper want ads, newsletters to clients, counselors at schools and even local churches to uncover potential job candidates. He said he's met with varying success probably due to Frederick, MD's low unemployment rate the past several years. Now that the rate is approaching six percent, "this coming year may be different than it has been for some time," he said.

Leap added that this past

## GRUB

from page 5

when they're put down at the wrong time of the year or under the wrong environmental conditions," said Hellman.

"You're going to have to be better educated to handle these (biologicals) properly, because if you don't—and many of them have been researched for a long time and the data base is there to show that they will work—you'll mess up and you'll be saying, 'The heck with this. This is terrible.' and you'll get discouraged."

In fact, some turf professionals are already using the biological agent milky disease with some success against Japanese beetle grubs, noted Hellman, although he tempered his recommendation for use of milky disease only "for turf circumstances that are not high risk."

Said Hellman, "You will suffer some loss of turf over several years. It usually takes one to four years for it (milky disease) to become established and once established it should be self-perpetuating."

As for nematodes, Hellman said he's confident some selections will eventually test well against turf "but right now I don't recommend any of them."

Hellman said he doesn't foresee biological controls involving more than five to 10 percent of turfgrass managers' insect control strategies, but he does feel these agents will be developed so that they're handled similarly to today's pesticidal tools, using some of the same equipment. **LCI**

## Earnings dip

ROCKY RIVER, OHIO—LESCO's fourth-quarter results were adversely affected by the uncertainty created by the Persian Gulf crisis, said the company.

Net sales increased from \$33,193,838 to \$33,868,454 during fourth quarter 1990 compared to 1989, but net income fell from \$1,600,387 to \$1,368,003. **LCI**

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TEMPO effectively controls surface and leaf-feeding pests like tent caterpillars, Japanese beetles and bagworms.





application season was a good one for his company since it lost just two of its dozen lawn care applicators.

"It's not so bad when you lose them on November 30, but if you lose them in March it's a different story," he said.

#### Cost going up

Harrigan said although his company is small, it's still been able to provide technicians with a benefits package that includes health insurance, eye examinations, dental checkups and cleaning, and it pays a portion of their disability insurance. The cost of benefits is rising dramatically though.

He said the cost of health insurance for a single male employee has risen from \$32 a month four years ago to \$196 a month this past season.

Another area that he's looking keenly at is training which, he insisted, should include attitude and customer relations instruction too.

"We've got to train for attitude. The person you hire can have a Ph.D. but unless they want to serve the customer, your company's going to have nothing," said Harrigan.

Harrigan, a graduate of the State University of New York and with Ciba Geigy and then the Entomology Department at Cornell University before

starting Green Life 15 years ago, said he now favors shorter, more frequent training sessions rather than day-long sessions that hammer away at a particular topic.

Harrigan said, "I would touch on customer relations two or three times. Certainly technical expertise is important but employees must develop a customer service attitude. This is extremely important if a person wants to stay in our service industry."

Harrigan said he favors many, short training sessions as opposed to several day-long sessions. "Every rain day should be a partial training day," he noted.

Antietam's Pat Leap added that companies monitor the effectiveness of training with periodic testing.

Apart from lack of training and dissatisfaction with pay or benefits, another reason why technicians leave a company is the work load, particularly in spring when production is heaviest.

#### Long hours necessary

Neither man could dig up much sympathy for an employee who wouldn't put in extra hours during peak application times, particularly if employees are compensated with extra time later in the year or they're idle on rain

days.

"Certainly you have to have workers who will be on lawns more than 40 or 45 hours in the spring, but you have to compensate them somehow," said Leap. "Somewhere down the road you have to give them a day off."

Even during the busiest week, however, managers shouldn't require workers to literally run from lawn to lawn. They can't spend quality time with customers under such a load, explained Leap.

Said Harrigan, "We've lost some employees because of Saturday work, but I feel that if the company carries the worker during 3, 4 or more days of rain, then the employer should be able to expect work on some Saturdays."

One improvement many companies can make with help from its employees—and one Harrigan admitted his Green Life should improve—is its quality control.

"We need to be doing more inspections in the field and telephoning clients, calling and asking them 'How are things going with your lawn,' and it's something we haven't done yet," admitted Harrigan. LCI

## Turf stipend being offered

CHARDON, OHIO—Best Sand Corporation created a turfgrass management scholarship to be awarded annually.

The scholarship will cover one year's tuition and books and will be given to a turfgrass management student from either The Ohio State University, The Agricultural Technical Institute, Wooster, Ohio, or Clark State Community College, Springfield, Ohio.

Applications for the scholarship are available from school advisors at the schools or by contacting Stuart Lipp 800/237-4986. LCI

## PGMS guide is now ready

COCKEYSVILLE, MD—The Professional Grounds Management Society says its newly revised *Grounds Management Forms and Job Descriptions Guide* is available. It has six new forms.

The *Grounds Maintenance Management Guidelines* should be available soon. PGMS also reports a new manual on entry-level training will be ready this fall.

Contact: PGMS, 10402 Ridgland Road, Suite 4, Cockeysville, MD 21030. LCI

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## FROM THE FIELD

## Urea: more than we bargained for?

BY CHRIS SANN



Over the past 20 years, urea has become an increasingly important, primary nitrogen source in the fertilizers that we LCO/turfgrass managers use.

This high-nitrogen content fertilizer is easy to handle and apply, relatively stable in the bag and, above all, inexpensive.

Admittedly, urea's ready solubility can be a problem at

certain times of the year but the manufacturers of urea have developed various sulfur-coated forms to help with this.

All in all, urea has characteristics that seemingly make it an ideal fertilizer for use by the turfgrass industry. Seeing these obvious advantages, turfgrass professionals use tons of urea and sulfur-coated urea-based fertilizers each year.

Some recent and some not-so-recent test data from three

different sources, however, might make you, the LCO/turfgrass manager, think twice about the role that urea-dependent fertilizers play in your management practices.

**A sod study**

The first test data came from a study done in the early 1970s by a major fertilizer manufacturer on the fertilization requirements for rapid sod development. The data from their root mass and rhi-

zome count field studies were interesting.

These studies showed that, despite little or no visual difference in sod quality, when using urea versus a mixture of soluble and non-soluble N sources at a rate of 30 lbs. of N/acre (.68fiN/m.s.f.) per application, there was an approximate 12-13 percent reduction in root mass and a 66 percent reduction in rhizome count.

**Effects on seedlings**

The second test data came from a study done at an eastern university on the effects on seedling ryegrass grown under various conditions in greenhouses. There the results showed that on two-week-old seedling ryegrass, when a water-only control group was compared to a test sample that had received a N-P-K fertilizer application at a rate equal to 1 lb. a.i. per thousand square feet, there was an average 40 percent reduction in root mass over the six-week test period.

The third test data came from recent testing at still another eastern university on the effects of nitrogen sources on the diameter of Summer patch disease patches and is correlative in nature.

In a test where the effects of various cold-water-soluble nitrogen sources on patch diameter were compared, urea and sulfur-coated urea were the worst and third worst nitrogen sources.

If solubility and release characteristics were the only effects that should have been seen than all of the N sources should have been almost the same with urea and sulfur-coated urea being the least offensive, not the worst and third worst. This information becomes particularly important when you consider that foliar effects of root-damaging diseases become more prominent when there has been a prior or is an on-going reduction in root mass.

**Price, only consideration?**

Where price is the dominant consideration when making your next fertilizer buying decision, you may want to consider some of the following ideas in planning your future uses of urea-based fertilizers.

1 Restrict their use on new or seedling turf.

2 Restrict their use in the spring or when active root development is taking place.

3 Limit their use on turf that has a restricted root structure because of layered, compacted or saturated soils.

4 Limit their use on turf that has a history of patch

See **UREA** on page 11

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spring by assuring them you'll still be able to get crabgrass—with just one trip across their lawns. And you'll eliminate costly callbacks—all by putting down a pre and a post at the same time.

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## Winter rain probably will not damage semi-dormant grass

COLUMBUS, OHIO—Winter rains probably won't wreck lawns, says Bill Pound, a turfgrass specialist at The Ohio State University.

"Grass has to be under water or ice for at least a month during winter before suffocating," according to Pound. Why? Most northern lawns are semi-dormant. They're not growing. During the growing season, being under water less than a week can severely damage lawns.

A combination of excessive rainfall and temperature extremes can, however, cause damage.

"Cycles of warm, wet weather followed by extreme cold will cause submerged lawns to repeatedly freeze and thaw. That will hurt grass plants and possibly kill them, especially when the soil is saturated with water."

Actually, the best thing for northern lawns would be a two to three-inch blanket of snow to insulate the grass from any temperature extremes and keep the soil from freezing and thawing. Snow cover would also protect lawns from drying up during cold, windy days, he says.

"Wind burn is the top reason that lawns lose color in winter," Pound says. "Cold winds cause minor drying of grass. The grass becomes off-colored, but it usually remains undamaged."

"However, the more windy the days, the more brown the grass gets. Under severe cold and wind, lawns turn completely brown and suffer some degree of injury, especially when the soil is also dry."

The type of grass species in lawns dictates why some

lawns are greener than others during the winter, Pound says. For instance, Kentucky bluegrass handles cold weather well and stays greener longer than perennial ryegrass or tall fescue. All three species of grass lack well-defined periods of winter dormancy and will turn green and start growing if winter temperatures rise, he says. This makes them susceptible to losing color from "wind burn."

Also, lawns with low fertil-

ity levels are more likely to turn brown faster while newly seeded lawns are more likely to suffer damage from severe winter weather, Pound says.

"Don't worry if your lawn loses color or turns brown this time of year," Pound says. "It's even OK if lawns are brown in early March. But a lawn that's still brown in early April (in Ohio) probably suffered some type of damage."

Grasses are most hardy in early winter. LCI



### Won a pickup truck

Nancy Peterson and her husband accept the keys to the 1991 Ford pickup from car dealer Paul Menhennick. Nancy, Timbercrest Landscaping, Marquette, MI, won the Chipco Sweepstakes grand prize.

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## UREA

from page 8

disease problems.

As an alternative to urea-based fertilizers, where price is less of a consideration, you might want to consider straight or combinations of slow release, N-source fertilizers such as methylene-urea, urea formaldehyde, IBDU and or natural organics applied at rates of approximately 0.75 lbs. of N per thousand. Or a combination of any of these slow release N sources with plant-available iron at rates of approximately 0.5 lbs. of N per thousand per application.

Either way, perhaps we should take a second look at how we may use urea-based fertilizers in the future. LCI

### About the Author

Chris Sann is owner/operator of Complete Lawn Service, 3701 Shellpot Drive, Wilmington, DE 19803.



## PLCAA

from page 1

more than \$1 million annually remain unchanged, while dues for companies below that level (except for the smallest category, those doing \$50,000 or less annually, which didn't change) get substantial savings in 1991.

After more than an hour of give and take, and several compromises, board members narrowly voted to lower dues for member companies below the \$1 million mark. Board members felt that by lowering dues, PLCAA would attract enough new and former members to offset the loss in revenue from the 1990 dues.

The action represents a re-

ment from the substantial dues increases that board members approved in 1989. Since then PLCAA membership has dropped substantially, from just over 1300 members to about 850.

Board member Robert Andrews echoed an opinion that's been expressed at about every board meeting since 1989—the board, by not increasing dues gradually during the association's growing years was forced to make too big a hike in 1989.

"We have to ask for a little bit of cooperation and understanding from the larger members," said board member Tim Doppel, who helped engineer the dues compromise.

But, representatives from some of the national com-

panies wondered aloud if their companies were getting \$10,000 a year worth of value from PLCAA. (\$10,000 a year is the dues for the largest companies.)

"If we lose a \$10,000 member, that's a whole bunch of \$200 a year members," noted board member Denny Linnell.

As an incentive to get member companies to pay more promptly, the board also voted to allow a 10 percent reduction in dues for companies paying by April 1.

### Guidelines coming

In an unrelated matter—but one which generated just as much discussion and debate—board members voted to hold off on helping the formation of any additional state lawn care associations, at least until the May board meeting in Birmingham, AL, when hopefully the board will have guidelines of PLCAA's role with these groups.

Actually, the point might be mute anyway. Other than Ohio and Iowa which, apparently, is seeking reinvolvement with PLCAA, the

formation of no further state lawn care associations is on the horizon. (Maine LCOs are meeting.)

Board members also seemed to think PLCAA should seek more legislative feedback from the various states.

Steve Hardymon and Tom Delaney said the national organization should try to re-establish ties with one or two companies in each state so that state legislation is tracked and monitored by PLCAA. LCI



**New PLCAA board members:** (l. to r.) Patrick Norton, Barefoot Grass, Worthington, Ohio; Edwin McGuire, The Lawn Co., South Dennis, MA; Chris Senske, Senske Lawn & Tree, Kennewick, WA; and Kenneth Clemmer, Moyer & Son, Souderton, PA.

### Hardymon urges PLCAA action

## Director says 'organic' definition is needed before states develop theirs

ATLANTA, GA—What does the word "organic" mean as it pertains to advertising by LCOs?

PLCAA board member Steve Hardymon warned the association that it had better tackle this issue before each and every state does.

Hardymon, reporting for PLCAA's Government Affairs Committee, said 27 of the 50 states are looking into how the business world is using the word "organic", and many state regulators think the definitions floating around are too simplistic.

"The definition is wide open to interpretation," said Hardymon. "If we don't do anything, the definitions will come from each and every state."

Hardymon claimed some lawn care companies are taking advantage of the confusion surrounding the meaning of the word. "There is a tremendous misuse and deception going on," he claimed.

In a related matter, PLCAA Government Affairs Specialist Thomas Delaney said PLCAA's revised advertising guidelines should be ready for

the board's next meeting in May.

Delaney said regulatory officials support PLCAA's efforts and the association is taking a proactive approach.

In March 1990, the U.S. General Accounting Office roundly criticized some industry advertising claims. The GAO testified before a senate subcommittee hearing which generated several weeks of publicity.

Although the publicity died, the advertising controversy resurfaced in Iowa in mid summer. LCI

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## CA green industry: \$5 billion a year

SACRAMENTO, CA—Two recent studies estimate the value of green industry sales and services at over \$5 billion a year in California.

The studies put a truer perspective on the size and importance of related industries threatened by well-intentioned but ill-advised proposals. Much of California has been suffering a drought for several years.

The green industry defined by Spectrum Economics Inc. study included:

- landscape and horticultural services,

- retail nurseries and garden stores,
- florists,
- golf courses,
- wholesale nurseries,
- lawn and garden equipment manufacturers,
- department store garden sections.

Spectrum Economics, which used data from 1985-1987, estimates for 1988, and made projections for 1990, did not develop numbers for the public sector.

University of California (Riverside) Cooperative Extension included "all firms and

people involved in plant production, their wholesale and retail sales, landscape design and maintenance, and businesses that provide for them with their equipment and materials." The public sector was included in this survey.

Some of Spectrum Economics' numbers:

- Total payroll in 1990 is more than \$2.2 billion.

- The green industry employs more than 140,000 people.

- The green industry consists of more than 18,000 businesses with an average of eight



## Ohio turfgrass survey should be ready soon

COLUMBUS, OHIO—The Ohio Turfgrass Survey should be available in printed form soon, reports the Ohio Turfgrass Foundation.

Dr. Tom Sporleder outlined the survey at the 1990 Ohio Turfgrass Conference. One startling survey finding: the \$1.16 billion Ohio turfgrass industry is an amount equal to

## L'mark panel now in place

HUDSON, OHIO—Lawnmark says it has established a group of environmental experts to discuss lawn care's impact on the environment.

J. Martin Erbaugh, Lawnmark president, says the committee's findings will help public awareness of proper pesticide handling and will provide his company with important information too.

Serving on the Lawnmark committee: **A. Martin Petrovic**, Cornell University; **John Hall**, Virginia Polytechnic Institute and State University; **James A. Chatfield**, Mousaw, Vigdor, Reeves, Heilbronner and Kroll law firm; **Mark Laube**, VP development of Lawnmark; and **James F. Wilkinson**, chief operating officer of Lawnmark. LCI

workers per firm.

The UC Riverside findings:

- The total product value of California turfgrass, sod, floriculture and nursery plant production was more than \$1.4 billion in 1987.

- The 1987 value of landscape services such as retail sales, design, installation and maintenance activities was \$5.3 billion.

"The major findings of the two studies are very similar," said a release from the California Landscape Contractors Association. "They corroborate one another in showing that the green industry pumps billions of dollars annually into the state's economy.

The UC Riverside study, released in mid 1990, noted: "Contrary to what many people think, shutting off even all of the water to California's irrigated landscapes...wouldn't significantly ease the state-wide water shortage.

"(Yet) policy decisions that lead to a reduction in water available to irrigate landscapes would make a significant impact on this industry and probably ultimately lead to employment cutbacks."

The study pointed out that the green industry consists primarily of small businesses and they would bear the brunt of water cutbacks. LCI

44 percent of the total agricultural expenditures in the state of Ohio.

(Highlights of the survey appeared in the Jan. '91 edition of LCI).

Contact the Ohio Turfgrass Foundation, 2021 Coffey Road, Columbus, Ohio 43210.

In a related matter, the OTF reports that the 1991 Conference will be held again in Cincinnati.

About 4,000 people and 300 exhibitors attended the 1990 Conference. LCI

## Bluegrass bashers are way off base

ITHACA, NY—Norman W. Hummel, Jr., editor of CUTT (Cornell University Turfgrass Times), says criticism aimed at Kentucky bluegrass as a water-gulping, fertilizer-demanding lawn grass is mostly unwarranted.

"The misconception that Kentucky bluegrass is a fertilizer-loving grass probably originated with the release of Merion Kentucky bluegrass in 1947," he wrote in CUTT. "Merion Kentucky bluegrass, however, has a high nitrogen requirement and had to be fertilized heavily to maintain that luxurious look."

He explained that plant breeders in recent years have developed bluegrass cultivars that look good with far less nitrogen than Merion.

He also claimed that Kentucky bluegrass tolerates drought as well as most cool-season

grasses. Bluegrasses that perform well in drought conditions include Touchdown, Adelphi, Nassau, Victa, Ram I, Cheri and others, he noted.

This past fall, he pointed out, Cornell University established a new trail to evaluate over 100 bluegrass cultivars under extreme low maintenance.

Work recently reported from trials at Iowa State, said Hummel, found several cultivars of bluegrass with superior performance in non-irrigated, low-fertility experiments (Vantage, Arglye, Plush, Vanessa, Fylking, Victa, Monopoly, Mosa, Ram I, Harmony and Kimona).

"No one can deny that bluegrasses will respond to inputs of water and fertilizer by looking more attractive," concluded Hummel. LCI

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- Parks
- Cemeteries
- Athletic Fields





Richard Bare and his employees don't let an opportunity pass to tell customers what Arbor-Nomics is doing.

## 'Hey, isn't that Richard Bare!'

Owner of Atlanta-area tree/shrub and lawn care company makes sure his clients know who's giving them service.

BY RON HALL  
editor

It's entirely possible some of Arbor-Nomics' customers don't know its owner Richard "Dick" Bare.

Nah, that's not likely, not if they can read and the kind of customers Bare wants can read. They're, from appearances anyway, successful themselves. Otherwise, how do they keep up such darn nice houses surrounded, of course, by such darn nice lawns in the hilly, monied suburbs north of Atlanta, GA?

Yea, they can read and they can afford to have their lawns taken care of professionally.

Arbor-Nomics (60 percent tree & shrub, 40 percent lawn care) is the 11-year-old creation of Dick Bare. It also IS Dick Bare, a slender, 42-year-old Ohioan turned Atlantan who, when he gets a business idea, isn't a bit bashful about putting it into play—then telling his clients about it.

The excitement almost always finds its way to his customers, usually in print. Bare seemingly has an as yet unfulfilled dream of becoming an essayist.

"Our customers know us as the note-writing company," says Bare as if to imply that Moby Dick has yet to wiggle out of minnowdom. "When we go out onto a property, we write notes."

Not only are Bare's technicians prone to take pen in hand after fertilizing a customer's lawn, but Bare himself takes more than a passing whack at it, at least five times a year, in a publication he calls *The Buggette*, a four (sometimes six) page newsletter for his clients that contains seasonal advice about lawn, tree and shrub care, snatches of homespun humor, fanciful illustrations, and dollops of both philosophy and religion—most of which is culled from a wide variety of publications he tracks.

Bare's not writing the great American novel, but his customers don't care.

They—judging from the letters they pen to him—love to read what's on his mind, be it about agronomy or a great little restaurant just down the

street.

He's convinced that's one way to keep the wolves of competition from snatching away his customers in the hotly contested north Atlanta lawn care market.

"We have to find every method to be as customer driven as possible," says Bare. "Otherwise, we couldn't compete against the big boys who have such incredible marketing powers."

"They're on the phone every night calling up all my customers, asking them if they're happy and if they want to switch over to them because they say will do it cheaper, and they will do it better."

Being customer driven, however, means more than telling his 2000 clients how to prune suckers off a weeping cherry or at what height they should mow their lawns.

"When I ran a route, I made sure that when I was on a customer's property where a woman was taking grocery bags out of her car, I would carry those bags to the house," says Bare.

"Sometimes I did pruning, even when I didn't have to, and customers really liked that because, perhaps, they didn't know how to prune that particular plant."

Bare, originally from northeastern Ohio and a graduate of Ohio State University, is a horticulturist. He helped ChemLawn launch its tree and shrub division in the late 1970s. Richard L. Duke, the owner of ChemLawn and a mentor of Bare's, died in 1977. However, Bare remained with the company and moved from ChemLawn Chicago to ChemLawn Atlanta.

About 11 years ago he started his own tree and shrub care company; six years later he added professional lawn care.

Says Bare, "We keep the two divisions separate. We have separate equipment, and different technicians for each division."



Modern, clean equipment, helps sell Arbor-Nomics.

This combination of services has been profitable, even this past season when new customers became harder to come by, claims Bare.

Not everything he's attempted has worked in spite of his goal to "service every customer to death," and to make each new employee "attend to the details for each account."

Says Bare, "what I did worked, and what I do will always work—doing all I can for each customer, making each customer my friend." Even so, when Arbor-Nomics got into full landscape maintenance, Bare learned there are limits.

"We went into that business thinking of it as a profit center, and it was a disaster," he says. "It just spread me too thin."

He sold the maintenance business. It's owner, working under a franchise arrangement with Bare, operates out of Arbor-Nomics' Norcross, GA, office which is located in what used to be a 1950s-style, three-bedroom home. It's hidden away from a busy north-Atlanta highway by a stand of water oaks.

This isn't your typical lawn care office. It's also shared by a lazy, black and white office cat ("Sweet Lips") and a Christian rock and roll group that practices there evenings. Five tenants help Arbor-Nomics keep its building payment extremely low.

Bare's ultimate goal is to have a company that's "on fire" with disciplined employees ("co-workers," is his term) that give themselves 10 minutes to gather their supplies and hit the road each work day; and an owner that's waiting at day's end with a punch list, checking the trucks and production.

Bare, in fact, admits his company may never run as efficiently as he would like. He's not about to quit trying.

"We are renewing our company all the time," he adds.

LCI

## PLCAA focus still chemical

ATLANTA, GA—PLCAA will continue to focus on "chemical" lawn care businesses.

That was one of the main points arising from a special PLCAA Strategic Planning Committee meeting this past fall. The PLCAA board of directors reviewed the committee's report here in January.

"The committee recommends that PLCAA continue to solicit its regular members from those companies which are involved in some extent with chemical applications to turf," reads the report.

"It is not necessary or appropriate for PLCAA to expand or broaden its base at this point in time. Reduction in PLCAA membership is not due to a declining industry but a lack of the right quantity and/or quality of services to its members."

Board member Jerry Faulring, however, cautioned that the statement might appear too restrictive to other green industry companies who might want to join PLCAA.

The national organization provides services and information they can find useful, he said, and they should be encouraged to be members too.

LCI

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## PLUGS

from page 1

the country as regulatory requirements increase.

"You can go in and do a lot of production without having to hire pesticide-licensed people—you can use college students," Lefton points out.

Aeration is good for the lawns, too.

"It may be the single most important maintenance activity we do on the turf," declares Consultant Philip D. Christian III of PDC and Associates, Inc., Alpharetta, GA, and All-Green Management in Columbus, Ohio.

Virtually 90 percent of the lawns in the United States are compacted due to post-World War II housing construction practices in which most topsoil is frequently bulldozed away, says Kelley.

"The less topsoil you have, the more you need to aerate," says Christian. With more homeowners purchasing professional mowing services, the heavier commercial machines add to the problem. "As you intensify maintenance practices you also intensify compaction," he adds.

Success will come to the LCO who can convey the benefits of aeration to the clients and get them to sign up.

### Marketing vital

"The biggest thing with this business is the marketing behind it," says Greg Schreiner, president of Aeration Consultants, Englewood, CO.

The full-service firm was originally founded as an aeration-only enterprise, but Schreiner soon discovered that a more complete program was needed to maintain a strong customer base. He therefore recommends that LCOs concentrate on selling to their own clients.

"They have an existing customer base—all they have to do is switch them over to another service."

Brochures and telemarketing are crucial aspects of a marketing program, as is a personal approach to the clients.

"The best way to show them is with the technician who's on the yard each time," says Kelley.

"Use that soil probe," he urges. "Many times we will pull a plug and dump it into the invoice bag."

It's not too hard to detect a lawn in need of an aeration job. "A compacted yard is like a brickyard," Kelley notes, and "if you're good you can feel that thatch right through your boot."

A core sample hits home.

"You let that lay in the invoice bag and the customer will see it."

### Show a core

Naturally, the core sample is accompanied by a well-executed promotional message that explains aeration. "It depends a lot on the piece you put in the invoice bag," Kelley explains.

At Leisure Lawn the brochure shows pictures of a lawn before an aeration, immediately after an aeration and then eight to ten weeks later.

"It's important to discuss the cores," says Lefton. Clients may be horrified when they see all those cores atop the lawn.

"When they pull the core out of there and leave it there you'll have to tell the consumer ahead of time that this is good," he says. Before, during and after photographs will help explain that a pulled-out core is normal: "It will disintegrate and go away,"

Lefton says.

"We try to relate it to the golf course," says Kelley, "because many people play golf and see the cores." And what about those folks who don't hit the links? "For the ones

who've never seen aeration—that's a tough one," he concedes.

Cite the benefits, say Lefton and Schreiner. "You have to leave as much information as you can at the beginning," Schreiner suggests. "You need to prepare the customer for what's happening."

"It should be a you'll-be-a-more-proud-homeowner type of thing," says Lefton: "You will have a more vigorous lawn."

### Lots of benefits

An aeration job will put more air into the root zone, increase water and fertilizer uptake, beef-up rooting, re-

duce compaction, enhance thatch breakdown and improve the cushioning effect of a lawn, according to Lefton.

That cushioning effect angle is not only a good selling point to individual homeowners, but it can also generate positive publicity for an LCO venturing into the service, reports consultant Christian. Offer to aerate local athletic fields for free, and arrange to have the local media on the scene. **LCI**

### About the Author

Jim Guyette is a freelance writer living in Cleveland, Ohio. He has a longtime association with green industry affairs.



Lefton

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Many homeowners use mulch around ornamentals and might welcome this service by LCOs.

## Sale and installation of mulch: profit for LCOs?

BY E.T. WANDTKE

Lawn care companies may be overlooking a business opportunity that's literally been at their feet all along—mulch, both selling and installing it.

Every property owner whether residential or commercial is a potential mulch buyer. As you drive around your market, look at the well-maintained properties and see how mulch is being used to beautify and enhance the ap-

pearance of the property.

You may begin to ask yourself these questions: Where is the mulch coming from? Who is selling it to the customer? In what form is the mulch bought? Are there a variety of mulches? Who is applying the mulch? How often is the mulch replaced? What margin exists in selling or applying mulch?

### Mulch manufacture

Mulch is a by-product of the lumber industry or may be the result of the natural renewal process of pine trees.

Pine straw, bark and nuggets are but a few of the types of mulch on the market. Others include cedar, cypress, hardwood, and cocoa shells.

The varieties of mulch vary considerably across the United States but they're generally influenced by the landscape architects who design the major property landscapes.

### Mulch distribution

Mulch is usually available from mulch distribution companies. They're usually regional and there are only a few major distributors.

One of the largest is GSO America, Westerville, Ohio, operated by Bob Robinson. He said most mulch distributors have limited volumes of material because the cost of acquisition and storage often eliminate most profit in the business.

Larger distributors, like GSO America, have the advantage of volume buying. They can purchase several thousand truckloads of material a year from a manufacturer.

Mulch can be bought in bulk or bagged. Purchasers usually buy one or the other to fit their particular application programs. The type of packaging varies.

### Mulch usage

Depending on the type of mulch being purchased, most varieties last only one to 1½ years. This means almost any customer will be purchasing mulch on an annual basis.

Also, some individuals and commercial properties are so concerned with the appearance of their property, they have the mulch refreshed or added to several times during the year. (Be careful, too much mulch around a plant can harm the plant.) The need for mulch is an annual event but, for some clients, it can be a more frequent sale.

### Lawn service marketing

Selling and installing mulch is made easier because:

- You sell a customer something they're already purchasing.

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- Superior performance in trials throughout the U.S. and Canada.
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- Semi-dwarf growth habit for lower mowing and attractive appearance.
- Excellent resistance to leaf spot, stripe smut and powdery mildew.

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RESEARCH, INC.

### Top Rated Chateau Kentucky Bluegrass

#### Turf Quality

NATIONAL TURFGRASS  
EVALUATION PROGRAM 1986

VARIETY	AVG. SCORE
Chateau	6.0
Classic	5.9
Challenger	5.8
Ram I	5.7
Julia	5.7
Eclipse	5.6

Rated 1-9; 9 = Best

#### Turf Color

LINCOLN NEB.-2 YR. MEAN

VARIETY	AVG. SCORE
Midnight	7.9
Chateau	7.0
Baron	6.9
Fylking	6.8
A34	6.5

Rated 1-9; 9 = Dark Green

#### Summer Density

NATIONAL TURFGRASS  
EVALUATION PROGRAM 1987

VARIETY	AVG. SCORE
Chateau	7.3
Challenger	7.2
Bristol	7.1
Julia	7.0
Liberty	6.8
Nassau	6.6

Rated 1-9; 9 = Maximum Density

#### Shade Performance

MARYSVILLE, OH 1981-82

VARIETY	AVG. SCORE
Chateau	2.32
Eclipse	2.20
Birka	2.01
Glade	1.65

Rated 1-4; 4 = Best



For additional information,  
see your distributor or dealer, or  
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4900 Blazer Pkwy. Dublin, Ohio 43017



● You're providing a service many customers want.

● Putting down mulch is something many customers don't like to do themselves.

Some lawn service companies have offered mulch to clients for years. These advanced operators saw the opportunity to increase customer satisfaction with their company by offering to sell, apply, and improve the total appearance of a property.

This added color and finish can generate increased work in a neighborhood. Some lawn care companies even incorporate mulch sales with the selling of weed bed or total vegetation control services.

#### Getting into the business

Mulch is usually bought by the trailer load. This means you need a place to store it. It's stored outside and doesn't require any special weatherproofing.

You might want to put together a simple and colorful one-page brochure announcing the new mulch service. Because the capital requirements are so small, you can start up the service very quickly.

Selling mulch for property owners should generate a gross profit of at least between 25 and 30 percent. You can increase this profit margin if you agree to spread the mulch

where you can charge by the hour.

In some markets the pricing of mulch spreading is being done per bag. Whichever you choose, just make sure it's covers all of your travel costs to the job site too.

This is another service opportunity for your current customers, and with their neighbors. It will be another way you can help these property owners and boost your company's bottom line too.

LCI

#### About the Author

Ed Wandtke is a senior partner with All-Green Management Associates, Columbus, Ohio.



Mulch needs occasional but simple maintenance.

## Ringer buys Safer, Inc.

MINNEAPOLIS, MN—Ringer Corporation is acquiring Safer, Inc., Newton, MA, in a transaction valued between \$12 and \$14 million.

The acquisition, involving a combination of cash and Ringer common stock, solidifies Ringer's position in the growing market for "natural" lawn and garden products.

Said Udo E. Schultz, Ringer's president: "In addition to a significantly expanded product line, Ringer will gain access to valuable proprietary technology and an expanded distribution network."

Ringer completed its initial public offering of stock in September, 1990 and reported sales of \$13.8 million for its most recent fiscal year. The company's sales have grown in excess of 50 percent annually for the past five years.

Safer, a privately held company, had annual sales of about \$10 million. Its line included more than 50 biodegradable pesticides, plant care and pet care systems for the consumer market. LCI

## Two new grasses drought resistant

MADISON, GA—Pennington Seed is releasing new turf-type grasses which, it claims, will require no watering or irrigation of any type once their established:

● Compac is a turf-type tall fescue blend. It will be available in the fall.

● Cheyenne is a warm-season, turf-type Bermudagrass that can be planted from seed to form a sod in six weeks. It should enter the market this spring, says Pennington.

The company claims that once they're planted and emerge to form a sod they have the ability to become dormant in extreme drought conditions.

The grasses present an alternative to xeriscaping. LCI

A BLEND OF FOUR PREMIUM PERENNIAL RYEGRASSES FROM TURF-SEED, INC. FOR WINTER OVERSEEDING, LAWN RENOVATION, ATHLETIC FIELDS AND PARKS.

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### Citation II

- Contains a high level of endophyte that enhances insect resistance.
- Very good resistance to leaf spot, brown patch, crown and stem rust, tolerance to red thread.
- Rich dark green color with good mowing quality.
- Excellent heat and wear tolerance.

### Saturn

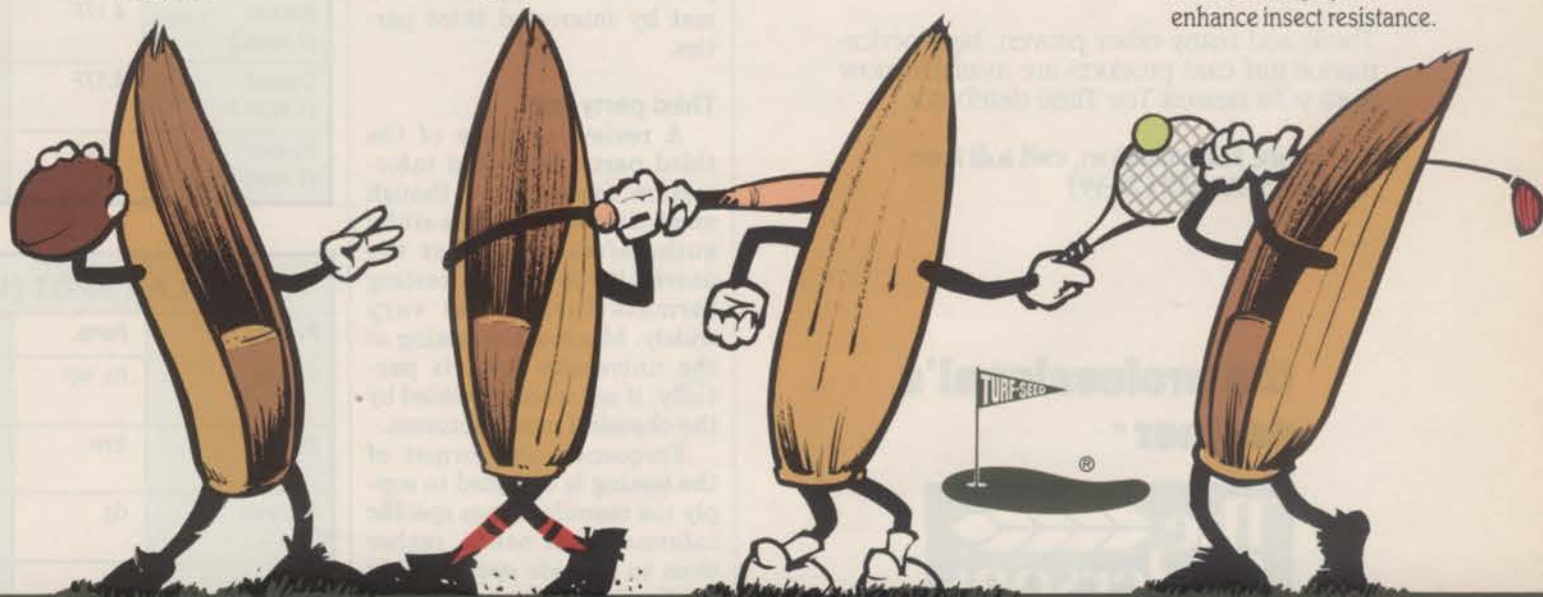
- The number 1 variety in the 1986 National perennial ryegrass trial.
- Dark blue-green colored low growing variety.
- Improved heat tolerance, and resistance to leaf spot, brown patch and stem rust.
- Very good performance in California overseeding trials.

### Charger

- Improved resistance to leaf spot, brown patch, stem and crown rust. Tolerance to red thread.
- Good performance under low fertility and improved color and growth under cool weather conditions.
- Early maturity and tested as 2HH.

### 246 Sunrye

- Very dark blue-green colored turf-type variety.
- Dwarfier growth habit than other varieties in overseeding trials in Palm Springs area.
- Improved resistance to leaf spot, brown patch, and stem rust.
- Contains a moderately high level of endophyte to enhance insect resistance.



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Circle No. 214 on Reader Inquiry Card



# A right fungicide for the job?

Getting comparative data about fungicides a difficult task

BY CHRISTOPHER SANN

If you're considering including disease controls in your program, or upgrading your fungicide product line, where do you get comparative data on product effectiveness?

As a turfgrass manager, you hope this comparative fungicide information is available so you can combine it with other information (product formulation, cost, effective rates, frequency of application, length of control, breadth of control, compatibility with

other products, re-entry times, toxicity) to make an informed fungicide buying decision.

## Where to turn?

Unlike the National Turfgrass Trials designed to evaluate the relative merits of various turfgrass varieties and disseminate that information, there is no readily accessible or centralized source of comparative information on fungicide efficiency.

Currently, anyone trying to make an informed fungicide buying decision must seek out

the necessary information from multiple sources.

The product manufacturers do provide a substantial amount of information in the form of pamphlets, brochures, press releases and product labels, and frequently have tech reps available to answer questions.

Rarely, however, does that information compare their products against competitive ones.

Industry magazines and books frequently discuss the specific biology and symptomatology of a given turfgrass disease but tend to only offer a long list of available fungicides that may have met only the minimum effectiveness standards necessary to claim disease control.

Discussing fungicide effectiveness with other industry members, local extension specialists or local distributors and suppliers can provide you with information about the various fungicides with which they are familiar. However, that information is going to be limited by their specific knowledge and individual likes or dislikes.

Combining all of this information from as many sources as possible can, at best, be tedious.

## Some info exists

There is, in fact, a substantial amount of university and corporate testing of comparative fungicide efficacy that is taking place and has taken place. This type of information is growing, although some of the test result information seems to be strictly for internal corporate/university use only and isn't available.

There are arrangements between manufacturers and university testers, however, that allow information to reach end users. Still other test result information is submitted to and published in a condensed format by interested third parties.

## Third party info

A review of some of the third party published information reveals that, though most of the submissions are by authors/researchers at the university level, the testing formats (protocols) vary widely. Much of the testing at the university level is partially, if not wholly, funded by the chemical manufacturers.

Frequently the format of the testing is designed to supply the manufacturers specific informational needs, rather than to provide specific field application data.

At first glance much of this information would seem to be in an unusable form, especially



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## PYTHIUM (1985-1987, 5 TRIALS)

Product	Form.	Rates	Placements	Score
Subdue +	19.6% +	1.1-1.7	3-1st, 1-2nd	56
Bayleton	19.6%	ai fl. oz.		
Banol	6S	4 oz.	1-1st	14
Alliette +	wp, 2E	4 oz. +	1-2nd, 1-3rd	14
Subdue		.5 oz.		
Subdue	2E	.33-2 oz.	1-2nd, 1-3rd	11
Apron	w.p.	1 oz.	1-2nd	9
Banol +	6S, 2E	.7 oz. +	1-2nd	8
Subdue		.5 oz.		

## LEAF SPOT (1985-1987, 8 TRIALS)

Product	Form.	Rates	Placements	Score
Chipco	flo, wp	1.5w-2f	7-1st, 1-2nd	138
Vorlan	wp	1.5-2 oz	2-2nd	30
Dyrene	flow.	4 oz.	1-1st, 1-2nd	20
Banner	ec.	2-3 oz.	2-2nd	18
Daconil	flow.	4-5 oz.	2-3rd	13

## RUST(S) (1985, 4 TRIALS)

Product	Form.	Rates	Placements	Score
Bayleton	d.f.	1 oz.	4-1st	140
Banner	1.1EC	2 oz.	4-2nd	70

These tables aren't intended to endorse any of the fungicides listed. They were compiled from field tests and other information. They're meant to be used as just one of several tools in the process of selecting a fungicide—Christopher Sann.

## BROWN PATCH (1985-1987, 11 TRIALS)

Product	Form.	Rates	Placements	Score
Banner	1.1 ec	2 fl. oz.	3-1st, 2-2nd 1-3rd	91
Chipco	flo, wp	2 fl.-2w.	2-1st, 2-2nd 1-3rd	89
Bayleton	d.g.	1-2 oz.	1-1st, 3-2nd	47
Spotless	w.p.	.8 oz.	1-1st, 1-2nd	42
Rubigan +	w.p +	.3 oz. +	1-1st	41
Daconil	w.p.	3 oz.		
Rubigan	as, wp	.86 fl.- .3 oz.	1-1st, 1-3rd	38

## RED THREAD (1985-1986, 3 TRIALS)

Product	Form.	Rates	Placements	Score
Bayleton (2 apps.)	d.f.	1 oz.	2-1st, 1-2nd	39
Daconil (2 apps.)	4.17F	6 oz.	1-1st	25
Daconil (1 apps.)	4.17F	9 oz.	1-3rd, 1-4th	12
Banner (2 apps.)	1.1ec	2 oz.	1-2nd	8

## DOLLAR SPOT (1985-1987, 15 TRIALS)

Product	Form.	Rates	Placements	Score
Chipco	flo, wp	2w-2fl.	6-1st, 2-2nd & 2-3rd	172
Banner	flow.	2 fl. oz.	2-1st, 1-2nd & 1-3rd	107
Bayleton	dg.	1 oz.	1-1st, 4-2nd & 1-4th	95
Vorlan	wp.	2 oz.	2-1st, 1-3rd	61
Tersan 1991	d.g.	1 oz.	2-1st, 1-2nd	52
Spotless	w.p.	.4-1 oz	2-1st	44



for LCOs. However, with a great deal of sifting, sometimes useful information can be gleaned from these reports.

Other times, the university testing may be internally funded or third party funded and the protocols are designed to provide information that is disseminated to various end users.

This information can, if the work is local to your area, be very helpful.

Occasionally funding may come from a third party seeking specific field application and timing of application data. The information from these types of tests is often more applicator specific and can provide the turfgrass manager with some very helpful information.

#### Check carefully

From a practical end user's standpoint, much of the information contained in these published research reports, no matter what the funding source, is on new or experimental fungicides or new combinations of fungicides that are not commercially available.

Also, some of the rates of application and frequency of application of existing fungicides are not registered with state and federal agencies and therefore cannot be considered when making applications in non-research situations.

On the other hand, when the strictly research kinds of information are ignored and the information on commercially available products at registered times and rates of applications is considered over a period of years and over sufficient numbers of tests, one can make some interesting observations.

#### They're ranked

In order to make the information about all the remaining various fungicides with their different frequencies of application more pertinent to the ways LCOs operate, it was necessary to rank the fungicides, assign a ranking factor (inverse of rank) to each and multiply that factor by the effective time in days that the fungicide proved to be effective. LCI

#### About the Author

Christopher Sann is owner/operator of Complete Lawn Service, 3701 Shellpot Drive, Wilmington, DE 19803.

#### More access

Aquatrols expanded its toll free territory for its Canadian customers. Adquatrols distributors, importers and horticulture or turf professionals can now reach Aquatrols 800/257-7797, Monday to Friday, 8 a.m.-5 p.m.

Aquatrols manufactures and markets AquaGro. LCI

## Maine lawn care group is forming

PORTLAND, ME—The new Maine Lawn Care Association met monthly this winter.

Says Roger Wilson, Lawn Medic, "basically, we've just

begun and we're looking at several different issues.

"Our primary purpose now though is to be a united voice, a spokes person for the lawn

care industry, both for the public and for our state officials."

Wilson, the first president of the organization, said representatives from 12 firms have been active in forming the MLCA.

"The state pesticide board wants us to conduct some recertification seminars and we're looking into that," says Wilson. "They're pleased with what we're doing so far." LCI



Roger Wilson: Maine LCOs

## Teledyne picks Canadian outlet

MEMPHIS, TN—Teledyne Total Power chose M-K Power Products Corporation as its distributor for Canada representing the Wisconsin, Wisconsin Robin, Continental and Continental "R" product lines.

M-K Power Products is located in Mississauga, Ontario. LCI

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**New Rebel Jr. — Darker by far** than other turf-type tall fescues. An offspring of Rebel and Rebel II, it's bred especially for its darker color and moderately low growth habit.

But darker color and lower growth aren't the only reasons to use Rebel Jr. You'll get a dense, persistent stand that's resistant to diseases and insects. And whether the area is sunny or shaded, low-medium maintenance is all it needs.

Insist on Rebel Jr. for sod, home lawns, parks, roadsides or golf course roughs. Unlike other tall fescues, Rebel Jr. gives you top performance, slower growth and a turf that's **definitely darker.**



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Circle No. 114 on Reader Inquiry Card



## RISE chooses James for job

Allen James began as the first executive director of Responsible Industry for a Sound Environment (RISE) on February 4.

RISE, begun in 1990, is an organization representing manufacturers, suppliers, supporters and user groups of specialty chemicals. One of its main functions is to explain the benefits to society that come from the proper use of pesticides.

James is a native of North Carolina and, most recently, served as president of the International Sanitary Supply Association.

**Dr. Bruce J. Augustin** is the Director of Fertilizer Marketing and Development at Lesco, Rocky River, Ohio. He was Lesco's Director of Technical Support.

Prior to joining Lesco, he was associate professor at the University of Florida and Extension Turfgrass and Water Specialist.

"I'm looking forward to continued growth in the fertilizer products area, particularly in light of Lesco's expansion in service centers and golf course sales territories," says Augustin.

**Joseph E. Motz** is the 1991 president of the Ohio Turfgrass Foundation. Motz is president of Motz Inc., having divisions of Motz Lawn Care and Motz Sports Turf. He's been with OTF since



Bruce Augustin



Joseph Motz

1986.

Motz is also serving on a three-member board of CARET (Council of Agriculture on Research, Education and Teaching), and serves on the Ohio State University Extension Advisory Council.

**Clarke Staples** was named Director of Sales and Distribution for Turf and Lawn Care Products at Cushman, Lincoln, NB. Staples will direct Cushman's North American network of more than 105 dealers. He's been in the turf and lawn care equipment industry for 29 years, 17 with Cushman.



Clarke Staples

ChemLawn Services Corporation named **P. Michael Kelly** as vice president of Residential Sales and Marketing. He had been senior vice president and chief operating officer, U.S. operations, for American Appraisal in Milwaukee.

Kelly has worked in various sales, marketing and management positions, says a release from ChemLawn, with American Can Company and General Foods Corporation. He and his wife Ruth will move to Columbus, Ohio, from Glendale, WI.

**Kenwaljit (Ken) S. Bakshi** became general manager of the Vegetation and Pest Control Department in Cyanamid's Agricultural Division. Bakshi joined Cyanamid, Wayne, NJ, in 1980. Most recently, he was managing director, Cyanamid-India.

**F. David Dickson**, president of Swingle Tree Company, Denver, was installed as president of the National Arborist Association. Dickson has been with Swingle since 1967 and has served as a member of the NAA board of directors since 1986.

**Boyd Thomas** became director, marketing development, Easy Gardener, Inc., Waco, TX. Thomas spent

nine years with O.M. Scott & Sons and has also worked as an account executive for Ciba-Geigy. Easy Gardener is known for its WeedBlock landscape fabric.

Ransomes America Corporation, Lincoln, NB, named **Gregg KinKade** as Director of Creative Support Services. Most recently he was senior account executive with Miller Friendt



Gregg KinKade

Ludemann advertising in Lincoln, where he handled the Cushman/Ryan account.

Aquatrols, Pennsauken, NJ, hired **Jim Ellis** as a technical sales rep. Ellis will work with distributors and horticulture and turf professionals in the south central and south western states and California. He lives in Flint, Texas.

**William S. Holt** is the new president of Great Salt Lake Minerals & Chemicals Corporation, Ogden, Utah.

Echo Inc., Lake Zurich, IL, honored **John Boehler** of PMA Outdoor Equipment, St. Charles, IL, with its Service Excellence Award, while it tabbed **George Hasan** of Rahrig Sales, Inc., Forest, Ohio, as its Outstanding Service Manager of the Year. **Alan Tate** of Outdoor Equipment Distributors, Raleigh, NC, earned its Rookie of the Year designation.

**Steve Wharton** is to fill a vacancy on the board of directors of the Professional Grounds Management Society. Wharton is president of Steve's Landscaping Co., Fort Worth, TX, and has been active with PGMS since 1987.

**David L. Phelps** joined the PGMS board also. He will be the regional director for the Mid-Atlantic. Phelps is co-owner of Suburban Lawn & Landscape Services, Inc., Crownsville, MD.

The American Association of Nurserymen (AAN) board of directors

named **Robert J. Dolibois** as AAN's executive vice president. Dolibois was formerly with the National Association of Life Underwriters and, since 1988, has served as president of Association Management Group, Inc.

**Lee Henry**, Clay Lawn Services, and **Herb Williams**, H&B Chemicals were honored as "Members of the Year" by the Professional Landscape Services Association, Jacksonville, FL. The honorary member of the year went to **Harold Jones** of the IFAS Extension Service.

Officers of the three-year-old Florida-based association: president **Dave Reed**, Sun State Pest Control; president elect **Lee Henry**; vice president **Kirk Rust**, Rust Lawn Care; and sec./tres., **J.H. Pace** of Evergreen Cemetery Association.

The New York State Turfgrass Association awarded scholarships to **Randy S. DeBacco**, SUNY Cobleskill, and **Daniel J. Tuttle**, SUNY Delhi. The stipends are for the spring 1991 semester.

**Bob Schnabel** became sales supervisor for New York, Connecticut and New England for Greenview, a division of Lebanon Chemical Company. Schnabel has been with Greenview for 11 years and most recently covered the New York City/Long Island territory.

Colorado Association of Lawn Care Professionals 1991 officers and directors: president **Tom Tolkacz**, Swingle Tree Company; vice president **Duane Moll**, Horticulture Concepts; secretary **Steve Hyland**, Hyland Brothers Lawn Care.

CALCP directors: **Whitney Cranshaw**, Colorado State University; **Donette Faulk**, SAJ Turf Products; **Ed Gollaher**, Liqui-Lawn; **Dan Oldfield**, Lawn Doctor of Arvada/Wheat Ridge; **Gary Schmunk**, Helena Chemical Company; **Gary Vitt**, Lawn Doctor of Colorado Springs/Pueblo.

Teledyne Total Power, Memphis, appointed **Ray Prussing** director of sales. LCI

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## Monsanto drops Roundup® price

ST. LOUIS, MO—Monsanto Agricultural Company lowered the price of Roundup® herbicide purchased in 2.5-gallon containers.

The new suggested price of \$50 per gallon represents a 15 percent price reduction, says the company. Savings are based upon a comparison of 1990 and 1991 prices to distributors. LCI

## Fine Lawn says Flyer blends well

DUBLIN, OHIO—Fine Lawn Research says a new variety of creeping red fescue, Flyer, is a good seed choice for blending with other grasses.

The company says Flyer is more heat and drought resistant than bluegrass, and that contributes to a greener lawn in tough summers. It does especially well in hot, humid weather. LCI



## Proper storage of pesticides both a safety and cost issue

LEXINGTON, KY—Proper storage of pesticides is both a safety issue and a practical consideration because it helps these materials retain their effectiveness.

Lee Townsend and Monte Johnson, entomologists at the University of Kentucky, provide these recommendations:

- Always store pesticides in the original containers.
- Mark the purchase date on the container so you can determine the age of the product and use it first.
- Store pesticides in a cool, dry, well-ventilated area.

- Lock the location and post warning sign indicating that it is a pesticide storage area.

- Read the label temperature restrictions.

- Store different types of pesticides separately—herbicides away from fungicides, for example.

- Be sure pesticide containers are sealed tightly.

- Check metal cans for signs of rust and plastic bags or jugs for holes and tears.

- Keep an updated inventory of pesticides on hand to prevent duplicate purchases.

LCI



**New York State Turfgrass Association officers:** John Fik, Park Ridge Hospital; Steve Griffen, Saratoga Sod Farm; Tom Strain, Vestal Hills Country Club; Karl Olson, National Golf Links; Michael Maffei, Back O'Beyond; Peter Hahn, Penfield Country Club; Stephen Smith, P.I.E. Supply Co.; Anthony Peca, Jr., Batavia Turf Farms; John Liburdi, Heritage Park; and William B. Stark III, Turf Renovations.

## Mobay buys Trichlorifon

KANSAS CITY, MO—Mobay Specialty Products Group purchased the federal registrations of trichlorifon from Kaw Valley, Inc., Leavenworth, KS. Trichlorifon is the active ingredient in Dylox® insecticide.

Before the acquisition, Mobay offered an 80 percent soluble powder Dylox. Now Mobay is able to offer both that and Dylox 6.2 granular to the turf care professional under the Mobay label.

The consumer market will also get Dylox 6.2. LCI

## PBI/Gordon gets Event®, a PGR

KANSAS CITY, MO—PBI/Gordon recently became the exclusive supplier of Event® grass growth regulator.

It entered into an agreement with American Cyanamid, Wayne, NJ, to obtain the product.

"PBI/Gordon is a leader in the grass growth regulator market," said Randy Boomgaarden, business manager in the Vegetation and Pest Control Department of American Cyanamid. "Obtaining the exclusive supplier rights to Event gives them added strength in the marketplace."

Event has been extensively tested at North Carolina State University, Virginia Polytechnic Institute and Rutgers University. The product can be used alone or in combination with other labeled plant growth regulators. LCI

## Snapshot obtains EPA registration

INDIANAPOLIS, IN—DowElanco says its Snapshot herbicide received federal EPA registration for use on established landscaped ornamentals, container- and field-grown ornamentals, ground covers, non-bearing fruit and nut crops, non-bearing vineyards and nursery stock. LCI

## WHEN YOU'VE GOT GRUB CONTROL THAT'S THIS GOOD, WHY NOT SPREAD IT AROUND?

When it comes to grub control, there's nothing faster or more effective than DYLOX® Insecticide from Mobay.

Now, thanks to DYLOX 6.2 Granular Insecticide, there are two great formulations of DYLOX to tackle tough grub problems.

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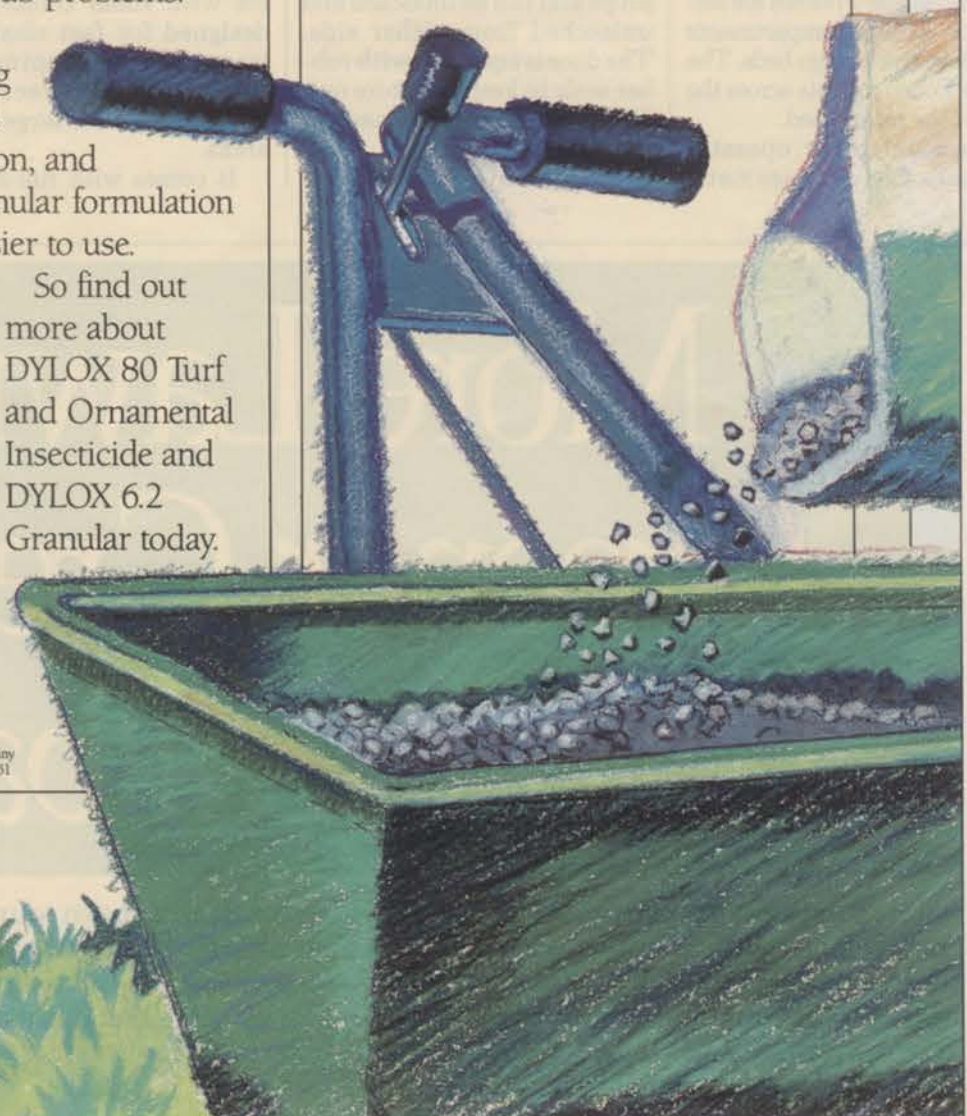
So find out more about DYLOX 80 Turf and Ornamental Insecticide and DYLOX 6.2 Granular today.

Because the only thing faster than DYLOX at work, is the way its reputation for grub control has been spreading. Mobay Corporation, Specialty Products Group, Box 4913, Kansas City, MO 64120. (800) 842-8020.



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**NEW PRODUCTS**



**Lawn figures are made of plastic**

Silawnets are life-size silhouettes that can be placed in home lawns. They're made of durable, colorfast black plastic, and they're rigid. They come in a variety of figures of people and animals.

Circle No. 140 on service card.

**Spray more accurately with Accuflo Turf Boom**

Broyhill's Accuflo Turf Booms allow turf pros to maintain constant nozzle pressure on each boom section with dual-feed lines per boom section and also an equal number of nozzles per section.

This boom system maintains the sprayer's boom pressure when one or more boom sections are shut off. The metered by-pass control diverts the closed boom section pressure/flow back to the

spray tank, eliminating increased flow to the remaining boom sections.

Accuflo booms are available in wet or dry boom configurations in 15, 20 and 25-ft. lengths.

Circle No. 142 on service card.

**Lesco's new injector gun, versatile applicator**

Lesco's Accu-Rate Professional Injector Gun features the venturi system, making it ideal for professional use.

It operates off most 3/4 to 1-inch water service to allow easy application of a wide variety of liquid products. The kit comes with 10 high-density, fluorinated quart jars (and lids), which allow the operator to premix material and spray up to 25 acres without refilling.

The Accu-Rate kit includes the injector gun, the 10 fluorinated jars, fluorinated suction tube, and complete calibration instructions.

Circle No. 144 on service card.



**Sod installer can lay 200 yards per hour**

Lawn Tech's T.I.M. 75 installing machine will lay Maxi-rolls of sod 2 1/2 feet wide and 100 feet long. The large rolls may be cut and loaded at a rate of up to 1200 yards per

hour. The T.I.M. 75 will install 150-200 yards per hour. It can be used for both small yards or large commercial areas.

Circle No. 143 on service card.

**Reading offers new carrier for pickups**



Reading Saddle-Pouches are single-door storage compartments for pickup truck cargo beds. The Saddle-Pouch mounts across the front of the pickup bed.

The single door operates automatically on pneumatic

props and can be unlocked and unlatched from either side. The door is equipped with rubber seals to keep moisture out. The Saddle-Pouch is made of 16-gauge steel.

Circle No. 141 on service card.



**Bear Cat Composter makes composting easy**

The new Bear Cat Composter is an 18.5-cubic-foot drum with 175-gallon capacity. It's made from 22-gauge, painted galvanized steel.

The drum contains five mixing rods, four screened vents, and is mounted on a sturdy stand for ease of turning.

Get valuable compost in as few as 14 days.

Circle No. 145 on service card.



**Brouwer landscape vac maneuverable, efficient**

Brouwer Turf Equipment Limited describes its Brouwer Vac 138 as compact and maneuverable, and usable with small tractors. It's designed for fast cleanup of leaves, grass clippings and litter in parks, recreation areas, and other large grassy areas.

It comes with full-floating

pickup nozzles with height adjusters, high-output dual blowers, 5.1 cubic yard capacity, quick-detach blower hose connections, and hydraulic hopper tilt.

An optional 15-foot long by 8-inch diameter manual extension hose is available for added versatility.

Circle No. 146 on service card.

**This valve takes air out of irrigation lines**

Vent-Vac™ takes the air from sprinkler and drip irrigation lines. It's a combination air vent valve plus an air vacuum relief valve.

The compound leverage float is sensitive to any minute drop in float chamber water level caused by the smallest air bubble. The Vent-Vac can be used in conjunction with single-shot floating ball valves on large-diameter mains to ensure that all trapped air is expelled.

Circle No. 147 on service card.



**Tree leaves turning yellow? Need iron?**

Green-up Iron is an effective iron source for treatment of pH-induced iron chlorosis. The yellowing of leaves are

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That's a promise we can prove! With N-SURE®, a triazone nitrogen source with low urea, the benefits are significant. ■ A controlled, slow release, non-burning nitrogen means greener, healthier turf. ■ Faster and easier application with less water, less waste and less downtime for more jobs per day. (Can be applied concentrated in the hottest weather.) ■ Less volatilization means more N in the turf. ■ No more clogged nozzles and screens. ■ Compatible with the most commonly used herbicides, insecticides and fungicides.

For more information on remarkable N-SURE, write or give us a call.



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Circle No. 103 on Reader Inquiry Card



## NEW PRODUCTS

common for pin oaks, maples, sweetgum, birch and many others growing in high pH soils.

Green-up Iron has a low cost per tree with a good residual. Best results are obtained in the fall of the year so the nutrients will be there next spring. Put this product directly into the tree trunk via drilled holes.

Circle No. 148 on service card.

### New "Snowplowing" video gets you ready

Be ready for snowplowing next winter by reviewing the video "Snowplowing" by C.D. Anderson Training Videos.

Topics include everything from dress and equipment to hook-up, plow maintenance, and plowing techniques.

Emphasis on how to plow safely and avoid property damage.

Circle No. 149 on service card.



### The Andersons offers spill cleanup materials

Slikwik Spill Containers from The Andersons provide safe, convenient storage of cleanup materials. They feature a locking, child-resistant lid and are DOT-approved.

Sized for convenient storage right at potential spill sites, Slikwik Spill Containers are offered with one of three Andersons absorbent products.

Allwik SOC absorbents have a non-biodegradable filler that soaks up oil, water and most industrial fluids quickly and effectively. Available in 4' or 12' lengths.

Dri-Zorb granular soaks up heavy oils, most chemicals and other industrial fluids. It is an all-natural product that burns efficiently.

Circle No. 150 on service card.



### Billy Goat blower is a powerful machine

Billy Goat Industries says its 16-hp blower can accomplish the work of two or three 8-hp blowers. It's powered by a fuel-efficient, overhead-valve, twin-cylinder engine and has a hydrostatic rear-wheel-drive trans-

mission with variable speed in both forward and reverse.

Larger front and rear wheels add to smoother operation in even the roughest or most uneven terrain, and the unit's powerful 14-blade fan can often be used efficiently at a decreased RPM, further reducing noise. Circle No. 151 on service card.



## March

### ■ 13 CALCP Spring Training Conference.

Jefferson County Fairgrounds, Golden, CO. Contact: Colorado Association of Lawn Care Professionals, 303/688-2268.

### ■ 13-14 Reinders Turf Conference.

Waukesha Expo Center, Waukesha, WI. Contact: Ed Devinger, Reinders Brothers, Inc., 13400 Watertown Plank Road, Elm Grove, WI 53122. 414/786-3301.

### ■ 27-28 Entomology Conference at The University

of California, Riverside. Contact: UCR Entomology 714/787-3718.

### ■ 27-28 Yard Waste Management Conference.

Hilton Hotel, Albany, NY. Contact: Cornell Waste Management Institute, 466 Hollister Hall, Ithaca, NY 14853.

## April

### ■ 17-21 San Francisco Landscape Garden Show.

Fort Mason Center. Phone: 415/221-1310.

### ■ 18-19 GreenTECH.

Long Beach Convention Center. Contact: California Landscape

Contractors Association 916/448-2522.

## May

### ■ 4-6 Turf and Ornamental Communicators Association Meeting.

St. Louis Airport Marriott. St. Louis, MO. Contact: TOCA, 8500 Normandale Lake Blvd., Suite 1200, Bloomington, MN 55437.

## June

### ■ 27 Cornell Turfgrass Field Day.

Cornell Turfgrass Field Research Laboratory. Contact: Norm Hummel 607/255-1629.

## ARE YOU OPEN TO A NEW WAY TO PROFIT FROM CRABGRASS CONTROL?



### PUT DOWN ACCLAIM® WITH YOUR PRE.

The old ways die hard. LCOs have traditionally used a pre to fight crabgrass. And it works. But there's a better, more profitable way to get effective crabgrass control.

This season, break with tradition. Use an application of postemergence Acclaim® IEC Herbicide plus a pre—such as Balan®, Dacthal®, Pre-M®, Betasan® or others—at the time crabgrass germinates. It's a crabgrass control strategy that really works.

With Acclaim plus a pre, you can control crabgrass effectively and efficiently with just one trip across the lawn. You'll keep your customers satisfied and eliminate costly callbacks. And that means more profit.

This spring, try a new approach to crabgrass control. Use postemergence Acclaim plus a pre. It's the most effective, most economical way to beat crabgrass.

Read and follow label directions carefully. Acclaim and the name and logo HOECHST are registered trademarks of Hoechst AG. The name and logo ROUSSEL are registered trademarks of Roussel Uclaf S.A. Balan is a registered trademark of Dow Elanco. Dacthal is a registered trademark of Fiemonta ASC Corporation. Pre-M is a registered trademark of Lonco, Inc. Betasan is a registered trademark of ICI Americas Corp.

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## BUSINESS OPPORTUNITIES

### ACHIEVERS WHERE IS YOUR SECURITY?

We are an aggressive, growing lawn care company looking for franchisees and/or working managers - working towards ownership to insure their personal future and stop worrying about layoffs.

We are looking to open the Philadelphia-Camden-Trenton market this Winter-Early Spring, plus a few others to be determined by the individual involved.

Call or write for interview at P.O. Box 5677, Rockville, MD 20855. Super Lawns 1-800-44-LAWN1

## EDUCATIONAL OPPORTUNITY

**GRAYSON COLLEGE,** Denison, Texas: Two-year technical program in Golf Course and Turfgrass Management. 18-hole golf course on campus. Dormitories, placement assistance, financial aid and scholarships available. Contact: GCC, 6101 Grayson Drive, Denison, TX 75020. 214-465-6030, extension 253. 6/91

## HELP WANTED

**Landscape Supervisor:** Established Michigan Contractor looking for self-motivated individual with 5 years minimum experience to manage crews and oversee landscape installation. Send resume and salary requirements to: DeAngelis Contractors, 22425 Van Horn Road, Woodhaven, Michigan 48183. EOE. 4/91

**TWO POSITIONS AVAILABLE: EXPERIENCED ESTIMATOR & CONSTRUCTION GENERAL SUPERVISOR.** General Contractor seeking individuals experienced in estimating and site development. Supervision of personnel and dealing with governmental agencies required. Send salary and resume to: DeAngelis Contractors, 22424 Van Horn, Woodhaven, MI 48183. E.O.E. 4/91

**LANDSCAPE PROFESSIONALS:** Maintain Incorporated, the Southwest's largest commercial landscape maintenance company, is currently seeking dedicated team players for positions in our Dallas office. We offer stable year round employment, regular reviews, benefits, and advancement potential. Stable work references and a good driving record required for all positions. **MAINTENANCE FOREMAN:** Experienced in commercial landscape maintenance. Some horticultural education preferred. **LICENSED IRRIGATOR:** Experienced in commercial sprinkler repairs and clocks. **CERTIFIED PESTICIDE APPLICATOR:** Commercial landscape experience preferred. Call Personnel---(214)241-2202 or send resume to Maintain Incorporated, 2549 Southwell, Dallas, Texas 75229. 4/91

**ACHIEVERS - WHERE IS YOUR SECURITY?** We are an aggressive, growing lawn care company looking for franchisees and/or working managers - working towards ownership to insure their personal future and stop worrying about layoffs. We are looking to open the Philadelphia-Camden-Trenton market this Winter-Early Spring, plus a few others to be determined by the individual involved. Call or write for interview at P.O. Box 5677, Rockville, MD 20855. Super Lawns. 1-800-44-LAWN1. 3/91

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**Training Programs:** Effectively train your new and experienced employees in the least amount of time with minimal management involvement. Complete weekly lesson packages including handouts, quizzes and documentation forms. Train at your location, at your convenience. Topics include pesticide safety and handling, agronomic and horticultural issues, customer service and sales, driver safety and more. Both lawn and tree and shrub care programs available. Recertification credits often available. Pesticide Compliance and Training Services, Inc. Call Paul Skorupa at 401-294-1384. 3/91

## FOR SALE

**NEW TURF INSTALLER:** One man turf installing machine. The T.I.M.750 lays Maxi-Rolls of sod 2-1/2 feet wide and 100 feet long. Less seams, less labor. For information call Jim Sterling, 419-257-2119 or write 4111 Insley Road, North Baltimore, Ohio 45872. Limited dealerships available. 3/91

**HANNAY HOSE REELS:** New in the box. E1526's and E1530's - \$359. We will ship and pay freight anywhere in the U.S.A. and Canada. Immediate delivery. Other size reels and parts available at fabulous savings! Call 313-543-2200, in Michigan. Outside Michigan - 1-800-843-LAWN. TF

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1990 Jacobsen 417T Turfcut Mower, Diesel, 17-Horse, 9-Horse Peco Mounted Vacuum. Only 189 hours. (812)265-3939. 3/91

**FOR SALE:** Lawn Spray Truck 1989 C-30 with Perma Green Spray System, custom fiberglass tanks and bed, 4 compartments, 1-200 gallon, 2-100 gallon and 1-30 gallon tanks. 4 separate pumps and 3 hose reels, 1 with injection. Dry storage compartment. Contact Paul at Lawn Specialties. (717)459-1114. 3/91

**300 GALLON TUFLEX sprayer** with 550' 1/2" hose, reel, gun and new 5 hp Wisconsin engine. \$1,200. **1,500 GALLON POLY,** vertical storage tank with new 3 hp Briggs, pump and approximately 25' delivery hose. \$400. If interested call Steve at 517-646-8600. (Central Michigan) 3/91

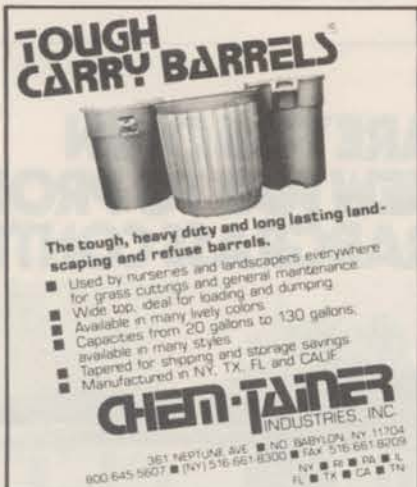
**FOR SALE:** 2 spray trucks - 1979 Ford F600, \$7,700. 1981 Ford F600, \$9,200. Both have 1200 gallon steel tanks, Hannay reels and PTO driven bean pumps. Equipped to spray. Nu-Lawn, South Vienna, Ohio. In Ohio call 1-800-368-5296. Outside Ohio 513-828-1321. 3/91

Established Midwest chemical lawn care company with an excellent reputation for providing a high quality service. 3000 plus residential and commercial accounts. Annual sales of over \$600,000. Fantastic potential for future growth. Reply LCI Box 232. 3/91

1984 Chevy 1 ton diesel spray truck, 600 gallon FMC tank, 1010 bean pump with PTO driven Hannay hose reel with 400 feet of hose, low mileage. 1990 Ford 1 ton diesel spray truck, 600 gallon FMC tank, 1010 bean pump with PTO driven Hannay hose reel with 400 feet of hose, low mileage. 502-684-4331. 3/91

One Lawn Truck - Mercedes Benz Diesel. Excellent condition-1981. 1,200 gallon 2 compartment stainless steel tank. Also holds 1,000 lbs. of dry fertilizer. Hydro-cell 25 gallons per minute pump. 2 hose reels with guns. \$9,500. 201-891-6035. 3/91

**FOR SALE:** 1986 GMC Isuzu Cabover: 235 CID turbo diesel engine; 5 speed transmission; PTO Driven (Indication light); Hydro cell D25 pump; Stainless steel bed - 2 compartment tank (stainless steel). Front - 150 gallons, Back - 550 gallons; Mechanical agitation (paddle); 2 Hannay reels (electronic rewind); 2 rolls of sinflex hose; 2 chemical guns (with nozzles); 2 spreader holders; 2 hand sprayer holders; 1 water jug with holder; 1 utility box. All maintenance records kept. Asking.....\$13,500. Contact.....Kevin O'Connor or contact Sequoia Lawn Care.....201-891-6035. 3/91



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2. Start with (month) \_\_\_\_\_ issue (Copy must be in by 1st of month preceding)
3. Amount enclosed: \$ \_\_\_\_\_

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**MAIL AD COPY TO:** Dawn Nilsen, Lawn Care Industry, 1 East First Street, Duluth, MN 55802.  
**RATES:** 1.05 per word (minimum charge \$40). Boldface words or words in all capital letters charged at \$1.30 per word. Boxed or display ads: \$90 per column inch for 1x insertion (minimum one inch); \$85 for 3x insertion; \$80 for 6x insertion; \$75 for 9x insertion; \$70 for 12x insertion. (Frequencies based on a calendar year). Agency commissions will be given only when camera ready art is provided by agency. For ads using blind box number, add \$20 to total cost of the ad per issue. Send ad copy with payment to Dawn Nilsen, Lawn Care Industry, 1 East First Street, Duluth, MN 55802. (218) 723 9179. FAX Number (218) 723-9615.





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LANDSCAPE MANAGEMENT is written for golf course and landscape professionals, while LAWN CARE INDUSTRY satisfies the information needs of chemical lawn care professionals. Together, they provide total show and industry news coverage.

You could call their editorial and marketing teams "roadies," because they spend 50% of their time traveling to shows, tracking stories and getting candid perspectives from suppliers. Listed here is just a portion of the shows they'll be attending this year. Frankly, it's the only way to stay on top of late-breaking news and keep both books fresh and on the cutting edge of their market segments. This dedication makes them the authoritative voices on industry problems and opportunities readers need to be aware of...and explains why their competitors look like warm-up acts.

## Play to a Sellout Crowd

When your product message appears in either LANDSCAPE MANAGEMENT or LAWN CARE INDUSTRY, your ad plays exclusively to loyal fans and earns rave reviews that will improve your bottom line. Call your LANDSCAPE MANAGEMENT or LAWN CARE INDUSTRY representative today to reserve space in the superstars of the industry.

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# New From LESCO . . . TOUCHÉ

## The flowable fungicide you only apply once in a new moon.



### That's right! Not 7 days, not 10 days, or even 14 days.

One application of TOUCHÉ provides turf disease protection for up to 28 days. Proven under stringently controlled university tests.

TOUCHÉ is extremely effective against the Big Three — dollar spot, brown patch and leaf spot. TOUCHÉ provides systemic protection or curative control of these diseases plus melting out, red thread and pink snow mold.

Because TOUCHÉ's powerful active ingredient is a long-lasting preventive, you save on labor costs by reducing the frequency of application. TOUCHÉ is priced competitively, too.

This means you save two ways with TOUCHÉ...the new long lasting flowable fungicide from LESCO.

Call your LESCO Sales Representative, visit your nearby LESCO Service Center, or call toll free (800) 321-5325. In Cleveland, call 333-9250.

**LESCO — The Professional's Best Choice For Turf Protection Products**

# LESCO

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