



Huizenga: Tru Green grows.

Tru Green buys R. W. Collins

By JAMES E. GUYETTE
Associate Editor

SATELLITE BEACH, FLA.—Wayne Huizenga, who owns controlling interest in Tru Green Corp., is buying R. W. Collins, Inc.—a pioneer lawn care and structural pest control firm.

The purchase, for an un-

disclosed sum, marks Tru Green's debut into the household pest control business.

R. W. Collins, Inc., Satellite Beach, FL, made about \$5 million last year through household pest control and lawn care.

"We were probably one of the more successful com-

panies to do dual services," said Ron Collins. He will continue as president and also assist Tru Green in marketing and the acquisition of additional structural pest control companies.

R. W. Collins Household Pest Control will become a division of Tru Green, the

See **COLLINS**, Page 31



Collins: A pioneer in the field.

LAWN CARE INDUSTRY

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MARCH 1987

SPRING INTO ACTION! Summer season close at hand

By JAMES E. GUYETTE
Associate Editor



The coming of March is a sure sign of spring and the summer that follows. Even if Robin Red Breast is nowhere in sight, and the turf is as brown as an old work boot—the evidence is clear: Major league baseball spring training camps are in session.

While many people are praying for good pitching, LCOs and lawn management contractors are praying that they will be ready for the start of the growing season.

Spring preparations are akin to a state of "controlled panic," in the words of Frank

See **SPRING**, Page 34

Lots of expansions coming this season

By ELLIOT MARAS
Editor

The 1987 lawn care season is off and running, with a slew of new branch and franchise operations planned throughout the country.

Matawan, NJ-based **Lawn Doctor, Inc.** has the most on the drawing board with 35 to 40 new franchise operations planned in all geographic regions except the West. "It's a little more aggressive than last year," said Russell Frith, president.

Spring Green Lawn Care Corp., Plainfield, IL is also ambitious with 20 to 30 new franchise outlets planned in the Midwest and Mid-Atlantic states. In addition, company president Bill Fischer reported two new operations have started already, in Louisiana and Pennsylvania.



Frith: More aggressive.

Columbus, OH-based **Barefoot Grass Lawn Service, Inc.** has 10 new outlets planned. Company president Pat Norton was tight-lipped on where the new branch and franchise operations will be, except to say that all will be in new geographic markets.

Hydro Lawn, Inc., Gaithersburg, MD will add six new satellite offices in the Washington, DC area, said

See **GROWTH**, Page 42

INSIDE MARKET

Dallas-Ft. Worth has escaped much of the decline suffered by other parts of the Southwest since the economy hasn't been dominated by the oil industry.

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SHOP TALK

Tips for purchasing a commercial lawnmower.

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CLASSIFIED

See what's for sale, miscellaneous items.

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Waste Mgmt. surprises ChemLawn with offer

By ELLIOT MARAS
Editor

CHICAGO—Waste Management, Inc., the nation's largest waste hauler, has made a surprise offer to buy all outstanding shares of ChemLawn Services Corp. for about \$270 million. An advertisement in the Feb. 26 issue of *The Wall Street Journal* offered \$27 per share. The stock closed at \$17.75 the previous day.

The offer came as a complete surprise to ChemLawn,

spokesman Steve Hardyman said. He had no immediate comment.

Waste Management expressed an interest in acquiring several smaller lawn care companies a couple years ago, but never did.

Waste Management doubled its profits in 1986 to \$371.9 million on \$2 billion in revenue, the *Journal* reported. The company has been looking to acquire other service companies.

The *Journal* article pointed out that Waste Management is no stranger to the sort of controversy that has plagued ChemLawn in the last year. ChemLawn has been criticized by environmentalists for its use of pesticides.

See **OFFER**, Page 31

LATE NEWS

Report: EPA softening on 2,4-D

WASHINGTON, D.C.—Independent epidemiological studies continue to question any link between 2,4-D and cancer, a pesticide newsletter reported recently, thereby decreasing the likelihood of any changes in the compound's present user status.

Pesticide & Toxic Chemical News, which reports on the EPA's handling of pesticides, reported in its Dec. 17 issue that an EPA official said a special review may not be issued for 2,4-D. The newsletter would not reveal the EPA official's name.

The EPA initially stated it would consider a special review, the first step in changing a product's user status, due to a study by the National Cancer Institute and the University of Kansas linking 2,4-D to non-Hodgkins lymphoma cancer in farmers.

The agency has since solicited and received

See **2,4-D**, Page 42

NEXT MONTH

- A comprehensive look at advertising agencies—what they can and can't do for lawn care companies.
- Update on Pollution Liability Insurance.



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Plant clinics help identify turf diseases

VIRGINIA BEACH— LCOs can utilize the services of plant clinics for identifying turf diseases if they prepare their specimens for diagnosis properly. Tips on preparing disease samples were given at the Virginia Turfgrass Conference in Virginia Beach by Mary Ann Hansen, manager of the plant disease clinic at Virginia Polytechnic and State University.

Hansen said LCOs should note the date the disease symptoms first appeared and the weather conditions prior to the appearance of symptoms.



Hansen: Note date of symptoms.

Helpful information for the plant analyst includes the species and variety of the

grass, cultural management history, mowing history, fertilization record for the past year, watering practices, pesticide application record, the pattern of the disease's growth and the percentage of the turf area affected.

Hansen offered the following steps for preparing a sample for analysis:

1) Collect the sample as soon as the symptoms are noticed.

2) Take samples from the edge of the affected area and include both healthy and affected plants. "What we need are plants in the transition stage," she said.

3) For nematode samples, collect several circular plugs of turf, approximately six inches in diameter and three inches deep.

4) Mail samples that are fresh, and don't send them in the weekend mail.

5) Mail the sample in a box with interior padding.

Hansen noted that some turf problems, such as yellowing, are mistaken for disease symptoms. Damages are sometimes caused by improper soil pH, nutrient deficiencies, deicing salt, frost, drought, mechanical devices, improper chemical use, or insects. **LCI**

ALCA will host annual student field days in Dallas

FALLS CHURCH, VA.— The Associated Landscape Contractors of America will host its 11th annual student field days April 3-5 at Richland College in Dallas.

Horticulture and landscape architecture students from colleges nationwide will compete in events directly related to skills needed in the horticulture/landscape industry,

such as landscape design, sales presentation, surveying, equipment operation, construction skills, and others.

The program also includes an evening social event to al-

low the students to meet contractors.

For information, contact Frank Milsap, Richland College, 12800 Abrams Road, Dallas, TX 75243. **LCI**

MEMOS

ChemLawn has acquired Tru Green's 4,500 customers in Long Island, New York. The customers will be serviced by ChemLawn's two Suffolk County branches. Tru Green officials cited difficulties working in the Long Island market, such as climatic and marketing problems, as reasons for the sale.

None of the 10 or so Tru Green employees or any of the equipment was included in the purchase.

Want to know how ChemLawn got so big? A new book, titled "Break-Throughs," by John Ketteringham and Ranganath Nayak, probes the ChemLawn story and 12 other major product and service revolutions of the past 25 years. The 371-page book, published by Rawson Associates, is available at most major bookstores for \$16.95.

It's no bull: The Toro Co., Minneapolis, MN, is maintaining 1986 prices on three of its five gasoline-powered nylon string trimmers.

The suggested retail price for commercial models TC 4000 (\$319.95) and TC 5000 (\$399.95) will not go up in 1987, the company announced in a recent news release.

The other Toro commercial model, TC 3000, sells for \$289.95.

The company also offers two homeowner models.

The Toro trimmer line notched a 1986 sales increase of 20 percent despite a relatively flat market, said Jim Wallace, the marketing manager.

Sleeping beauties sprouting!

Plants, trees and flowers that don't need watering could be the latest rage as Weyerhaeuser Corp., Tacoma, WA, is introducing a non-toxic preservative that puts them to sleep.

The treatment process ensures that the plants look, feel and smell the same as they did before. The plants do not need water or light, and they don't grow or blossom.

Weyerhaeuser said the sleeping plants will last about four times as long as regular plants.

Oaks, palms and eucalyptus trees can be preserved for up to eight years—as can indoor plants. Available dyes can create different colors, too.

Weyerhaeuser predicted that the preservatives will be a big seller.

Sandoz Corp. and its Northrup King Co. subsidiary

signed a letter of intent recently to buy Stauffer Seeds, Inc., a unit of Stauffer Chemical Co. Terms have not been disclosed.

Stauffer Seeds is a Westport, CT hybrid corn seed company that operates mainly in the Midwest. The purchase would enable Sandoz to increase its role in the Corn Belt.

ServiceMaster Industries on the acquisition trail

is the subject of an article the January issue of *Business Week*. The article notes ServiceMaster's "costly expansion into new fields, including the recent acquisition of Terminix International, Inc.," the nation's

second largest pest control company.

The article notes that ServiceMaster, which entered the lawn care business in the last few years, plans to reach \$2 billion in revenue by 1990.

Wildflower seeds make great gifts for new customers.

Or as gifts to say thanks to existing customers for new customer referrals. Or for holiday greetings. The uses of packeted wildflower seeds, economical and convenient, were discussed at the the Virginia Turfgrass Conference.

Look for Southern Lawn of Newport News, VA to join LAWN CARE INDUSTRY's Million Dollar List this year.

The company, which has three branch operations, recently bought out Turf Master, Inc. of Williamsburg, VA which it will merge with its Newport News, VA facility, said Pete Connelly, president of Southern Lawn.

LCOs contemplating Subchapter S corporations

should wait until the end of the year when the accountants better understand the new tax law, advises one accountant.

Speaking to the Virginia Turfgrass Conference, Mike Mares noted that many LCOs are considering switching to Subchapter S status and the cost of making the change in 1987 will be relatively small.

But he also advised them their company status can't be changed from Subchapter S for five years. **LCI**

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College programs need your support

NOTE SHORTAGE OF CAREER-MINDED HORTICULTURE STUDENTS

By ELLIOT MARAS
Editor

All the concern about government regulation and negative publicity has failed to direct the lawn care industry to one course of action that would be most appropriate—more support for college turf programs.

And there's really no excuse. Academia has played a crucial role in the industry's development from the

beginning. Most recently, it has turned to people with strong academic credentials to defend its use of chemicals.

The industry, however, has contributed only sparingly to the schools that offer programs in agronomy, horticulture, soil and crop sciences, etc.

And it has only begun to pay the price.

Colleges are turning out fewer and fewer turf science graduates. Pennsylvania

State University, one of the top turf science schools, has about 125 students studying for undergraduate degrees in horticulture, compared to 400 in 1983.

(Other schools with good turf science programs include Purdue, Cornell, Ohio State, Michigan State, Mississippi State, The University of Florida, California State Polytechnic, the University of Maryland, Texas A & M University, Virginia

Polytechnic and State University and the University of Kentucky.)

Even the agriculture industry, in its present slump, faces an alarming shortage of degreed people.

Among the students who do graduate in the turf sciences, most opt for careers in areas other than lawn care and lawn management, such as the nursery, arbor, retail gardening and landscape design and construction trades.

Owners of lawn care and lawn management firms are quick to stress their concern for professionalism, to their customers in the field and to one another and suppliers at trade shows.

But cultivate the professional? That gets relegated to in-house training, trade conferences and programs offered by suppliers and cooperative extension services. It's not a sufficient effort, particularly when you consider the present scrutiny over chemicals.

The lawn care industry needs to put its money where its mouth is and start supporting college turf programs.

There's always talk about bringing the various trade associations together. One problem that's always hampered the effort has been lack of a common concern. Well, here's that common concern, clear as the morning dew.

I know it's easy to tell others how to spend their money. But for the future of the industry, I propose that the Associated Landscape Contractors of America, the Professional Lawn Care Association of America and the Professional Grounds Management Society form a joint endowment fund to support undergraduate turf education.

The green industries as a whole have to better communicate the contributions they make to society, economic and otherwise. Only recently have some state turf associations started compiling data on a regional basis. The size and impact of the green industries are poorly understood by the media, local and state governments, and the general public.

Even California, which has one of the strongest state landscape contractors associations in the country, has an awareness problem. A high school class recently surveyed ranked the horticulture trades on a par with auto mechanics and joining the military! LCI



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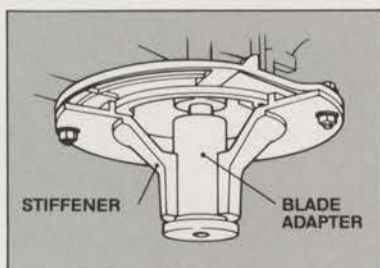
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*Hard-to-control weeds like oxalis, ground ivy, prostrate spurge and wild violet.

By JAMES E. GUYETTE
Associate Editor

Dallas, the Big D: When combined with Fort Worth and surrounding communities it's known as the Metroplex. And like everything else in the Lone Star State, this area does things in a big way.

It's a place where people are friendly to strangers, and it's not uncommon to see men wearing cowboy boots with suits and ties. They love their Cowboys, but are furious that the team didn't make it into the National Football League playoffs.

The land is flat and the buildings are tall.

Although Fort Worth can trace its roots back to the days of the Republic of Texas when it was constructed as an outpost along the Trinity River in 1849 by Maj. Ripley Arnold (and named for Mexican War hero Gen. William Jenkins Worth), the Metroplex looks new. Many of the sleek buildings have faces of mirrored glass, and much of the landscape is manicured to perfection.

A lot of the wealth in the Metroplex is "new money." An "Old Family" in Dallas probably dates back to the 1930s.

Did somebody mention money? A lot of people here have money. It is a major banking center, plus there is much wealth generated from other industries such as manufacturing, trade, transportation, aerospace, education, ranching and oil.

Oil. Black gold, Texas tea. Falling oil prices have hit Texas hard, but the Metroplex is holding its own.

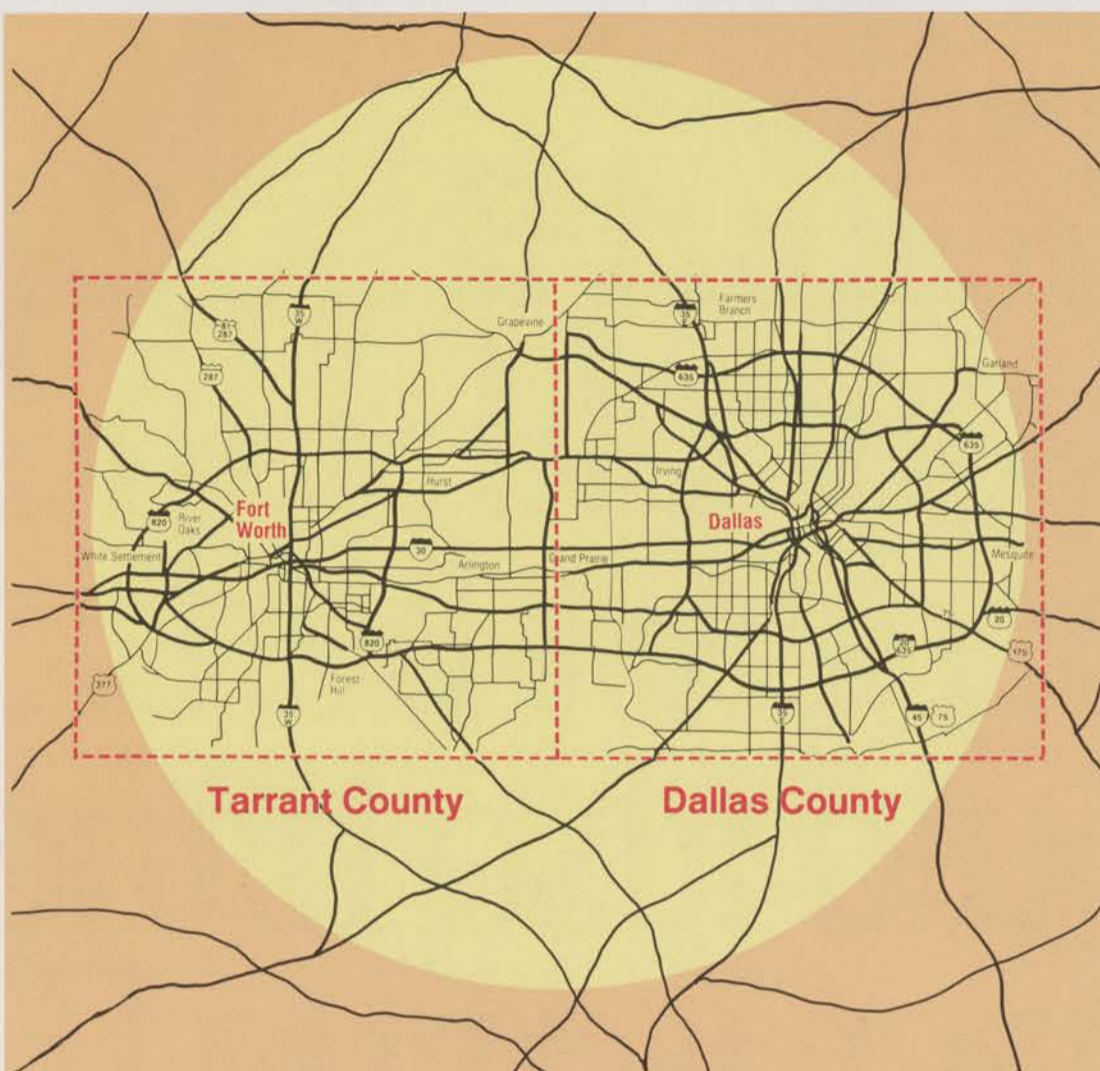
"We're doing fine," said Dennis Brown of the Fort Worth Chamber of Commerce. "Whenever there's trouble in those other areas people migrate to Fort Worth."

"The Dallas economy is not an oil-based economy. It has had a minor impact on our business," said David R. Pinkus of North Haven Gardens. "We have a good economy here, people just don't know it—and that's not a paid political announcement from the chamber of commerce," he said, adding that the growth rate has only slightly slowed down. "Usually we're going 180 mph, now we're down to 120 mph."

Several lawn management contractors predicted that a number of landscape construction contractors will go out of business. "The (lawn care) is going to go up. The installation will remain at the status quo or go down," said Larry E. Brinkley of BLT Landscape Maintenance.

"The speculators have overbuilt commercial buildings throughout the state," Pinkus said. "It's going to be a lot more competitive" and

DALLAS/FORT WORTH MARKETPLACE



DALLAS-FORT WORTH METROPLEX STATISTICS

Population, Dallas	941,700
Population, Fort Worth	446,550
Population, Dallas-Fort Worth CMSA (Consolidated Metropolitan Statistical Area: Dallas, Tarrant and surrounding counties)	3,543,850
Median annual household effective buying (disposable) income, Dallas-Fort Worth CMSA	\$29,786
Unemployment rate, Dallas, City, 1985	5.5%
Unemployment rate, Tarrant County, 1984	4.0%
Median sale price, existing single family home, Dallas-Fort Worth CMSA, 1985	\$87,700
Two bedroom apartment, monthly rental, Dallas	\$505
Number of households, apartments included, Dallas, Fort Worth CMSA	1,239,200
Number of single family homes, Tarrant County	140,400
Number of irrigation contractors (per Dallas-Fort Worth Yellow Pages)	196
Number of landscape architects (per Dallas-Fort Worth Yellow Pages)	91
Number of landscape designers (per Dallas-Fort Worth Yellow Pages)	42
Number of landscape contractors (per Dallas-Fort Worth Yellow Pages)	438
Number of lawn management contractors and lawn care operators (per Dallas-Fort Worth Yellow Pages)	194
Average starting hourly wage of field technician	\$4.50
Most popular grasses	Bermudagrass, St. Augustine
Most annoying pest	Fire ants



Winter scene of Bermudagrass near the Las Colinas home of Dallas Cowboy Herschel Walker.

some firms will indeed fold. "We just want to remain one of those companies (to survive)."

At the moment things are a little grim at Happy Landscaping in Garland. "Right now it's kind of slow," said Co-owner Mary Buckno. "Last year when the oil prices went down we lost a lot of jobs. Nobody was doing anything because money was tight."

In 1985 the firm grossed \$120,000, and Buckno guessed that 1986 brought in half that amount: "I haven't had any money to pay the bookkeeper so I haven't gone back to him."

Still, Buckno is confident that her company's reputation after 15 years in business will see them through this slump. "It can only go down so far ... we're strong, we're not going to give up—we're fighters."

"Business is good in Dallas," according to Neel Brown, western zone coordinator for Lawn Doctor, Inc. "We're still showing some growth. I feel like we're at a stable point in the Dallas economy and we are seeing an upturn."

Brown acknowledged that lawn care is often the first expense to be eliminated in hard times. "Some people will drop it like a hot rock and some will keep it going," he said.

"People want to keep up a good image regardless of how they've been hit financially," Brown continued. "They're helping to protect an asset that they have."

Summertime

The Texas sun makes beautiful red sunsets, but it can be beastly hot in the summer. The average temperature in July is 86 degrees, the record (set in 1980) is 113. Still, the work must go on. "We did some last year in 112 degrees," reported Judy Rawles, co-owner of B&J's Lawn Service in rural Red Oak.

Temperatures in median strip flowerbeds can soar to 120, said Stan Johnson, vice president and director of landscape operations at Las Colinas Landscape Services, Inc., Irving, home of the Dallas Cowboys. Crew members are given jugs of water and "we don't discourage them from taking breaks—we just ask that they don't do it all at once," he said.

"Lots of Gatorade and wet bandanas" are used by Rawles to beat the heat. Her hair cascades to mid-back, and she wears it in a pony tail to keep cool.

"We try to get everybody to wear a hat, even if they don't want to," said William E. James of the Ground Crew, Inc., in Arlington, home of baseball's Texas Rangers. Employees are not allowed to take off their shirts because it looks unprofessional and "you can get a really bad burn."

A number of firms have a 6-7 a.m. starting time so that



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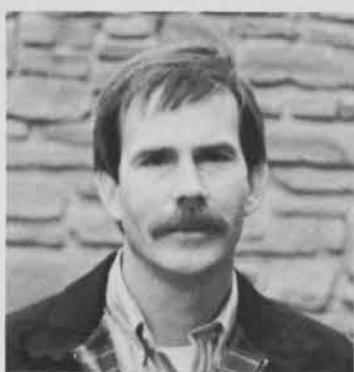
the work is done before the hottest portion of the day. "We start early to beat the heat," said David Peters, owner of the Grand Prairie Nursery and Landscaping Co.

Raindance

"Down here if you want to have a nice lawn you have to irrigate—no ifs, ands or buts about it," James said.

About 80 percent of the BLT lawns have sprinkler systems. "We almost make that a criteria when we take that (new account) on," Brinkley explained.

There are 196 irrigation contractors in the Dallas-Fort Worth area, but Peters said



Johnson: Take breaks.

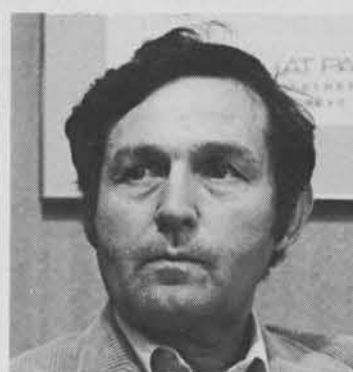
less than 30 percent of the Metroplex lawns have the advantage of built-in sprinkler systems.

Dry turf is an unending irritation among those in the



Brown: Business is good.

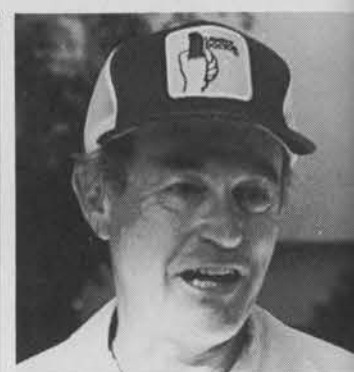
lawn care industry. "The biggest problems we have are with homeowners who don't water their lawns properly," said Jerry Herring of Lawn Doctor of Arlington. About 40 percent of



Herring: Beware of fire ants.

his lawns are irrigated.

"Due to the soil conditions out here watering is very critical," said Dennis Beckwith of Hawkins Nursery and Landscape Co., Inc. "The majority



Wyatt: Dallisgrass is bad.

of soils here are really heavy with clay."

In the Las Colinas development irrigation has to be carefully balanced because mesquite trees will die if they get too much to drink. "We just try to monitor it so we don't have too much water standing," Johnson said.

The twisted, prickly mesquite tree is not a popular yard addition in most of the Metroplex, but it is popular in the upscale Las Colinas neighborhood—home of Dallas Cowboy running back Herschel Walker. (The land was formerly a ranch, and mesquite trees grow wild because cows would eat the beans and excrete the seeds throughout the area, Johnson said.)

LCOs reported that they spend a lot of time attempting to educate their customers, often without success.

Green grass

Bermudagrass is the most popular variety in the Dallas-Fort Worth area, particularly in sunny spots. St. Augustine is often used in plots with lots of shade. The grasses turn brown at the first freeze. Customers who want a green lawn throughout the mild winter overseed with ryegrass. Some LCOs are attempting to market fescues with few positive results.

Some of the more annoying weeds include Dallisgrass (spelled with an "i") and Johnsongrass. "Dallisgrass grows very prolific in this area," said Ron Wyatt of Lawn Doctor of Rockwall/Greenville. "It's a very aggressive grass. It tends to spread out into a big mat—it's very dense. It can ruin a lawn within two years if it is not controlled," he said.

Wild thing

The most annoying pest is a nasty member of the *formicidae* family—the fire ant. "If you ever get stung by one you'll know why they call them fire ants," Herring said.

"We don't want to mess with them," said Dan Lewis, general manager of General Industrial Corp. in Fort Worth. "We usually refer the owner to an exterminator."

Fire ants are difficult to control. "Most of the time you're just chasing them around," James said. Their hills can be 6 to 8 inches high.

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Keith Weidler's parting message:

Lawn care still offers plenty of opportunity

By **ELLIOT MARAS**
Editor

Look for more acquisitions in the lawn care industry, says Keith Weidler, founder and president of 16-year-old Shur Lawn Co., which he sold at the end of 1986. But remember that opportunity still exists for entrepreneurs who place a premium on customer service, he says.

Weidler sold his Omaha and Lincoln, NE branches to ChemLawn Services Corp. and the Cedar Rapids, IA branch to All American Turf Beauty, Inc. Shur Lawn ranked 29th on LAWN CARE INDUSTRY's 1986 Million Dollar List with \$1.7 million in lawn care revenues.

"I think I am at a point in my life where I'd like to slow down a bit and kind of enjoy life." For activity, he plans to operate a small firewood business.

Weidler, who turns 49 this month, might not be gone from the lawn care business for good. (His sale agreement with ChemLawn includes a three-year no-compete clause.) His forecast for the industry is one of great optimism.

Outlook positive

"It's a good business," he said. "I don't think it's on its way out. I think there's still a lot of opportunity."

The degree of his success has been pleasantly surprising. When he started the company in 1971, his long-range goal was to operate five trucks each generating \$5,000 in annual revenue. When he sold, he had 36 trucks, all surpassing his revenue-per-truck goal.

The acquisition of Shur Lawn has been one of several that has occurred in the lawn care industry in the last year. Weidler expects to see more in the years to come. "You're going to end up with half a dozen or ten companies controlling the majority of the business in the country," he said.

The larger companies, Weidler explained, have the resources to meet the high cost of expanding in today's competitive business environment. He said it is much costlier for a lawn care business to expand today than it was 10 years ago. In the Midwest and the Northeast, there are no virgin markets left except for small towns.

Agronomic changes

Weidler sees the industry moving in a more technically proficient direction. He thinks insecticides are improving and a lot of promising research is under way in pre-emergent herbicides and liquid fertil-

izers.

He predicts low volume spraying will become more prevalent too. "I like what I'm seeing in some of the low volume equipment that's coming out," he said. "This will feed the demand for liquid fertilizer."

Weidler grew up on a farm in Iowa and attended Iowa State University on a scholarship from the old Smith Douglas Fertilizer Co. He worked as a golf course superintendent and sold fertilizers



Weidler: Remember the customer.

and pre-emergent herbicides for the Hercules Power Co., Wilmington, DE. The division he worked for is now part of the NOR-AM Chemical Co.

Weidler left Hercules to work for the Lakeshore Equipment Supply Co., now LESCO, Inc., where he opened the company's Cincinnati territory. Seeing the potential of lawn care, Weidler moved to Omaha and started Shur Lawn.

Weidler's advice to LCOs is to remember they are servicing people, not just lawns. "To

be successful you have to satisfy those (people's) wants and needs," he said. Some lawn care firms concern themselves solely with the lawns they service and forget that the owner of the lawn is who they must please.

Weidler acknowledged that it's harder to keep the customer in mind when confronting a really stubborn turf problem.

But, "the word 'service' has to be expressed" at all times, he said.

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Effectiveness for 2,4-D alternatives shown to vary

RESEARCH INDICATES THREE-WAY COMBINATIONS PROMISING FOR SOME WEEDS

By **ELLIOT MARAS**
Editor

VIRGINIA BEACH— Good post-emergent control of broadleaf weeds is possible with 2,4-D substitutes, usually when the different compounds are used in combination with one another. Three-way combinations are generally the most promising.

Wayne Bingham, professor of weed science and extension specialist at Virginia Polytechnic Institute and State

University, spoke on the effectiveness of alternatives to 2,4-D at the Virginia Turfgrass Conference in Virginia Beach. His remarks were based on research done at the university.

Turfgrass managers are interested in 2,4-D alternatives because of uncertainty over 2,4-D's future user status.

Alternatives to 2,4-D Bingham discussed included mecoprop, dicamba, dichlorprop, triclopyr, chlorflurenol and bromoxynil, as well as two that are still being



Bingham: 2,4-D works best.

developed, clopyralid and fluroxypyr. "Most of them would not have as broad a spectrum as 2,4-D, but they would be lasting longer in the soil and cost a little bit more," he said.

Formulations which now contain 2,4-D might be switched to contain MCPA at a slightly higher amount, Bingham said. MCPA is very similar to 2,4-D in molecular structure and exhibits a similar control spectrum. However, about 1.5 times as much

MCPA is needed as 2,4-D.

"Some of these chemicals are controlling our main weed, the dandelion," Bingham said. Good dandelion control was shown with three-way mixtures, but only two-thirds of the time was there good control with two-way mixtures. The rates were generally an eighth of a pound active ingredient per acre for each of the compounds in the given three-way combination.

Among two-way combinations, mecoprop and dicamba did well together in controlling dandelions, as did triclopyr in combination with clopyralid.

On broadleaf weeds, the combination of chlorflurenol, dicamba and triclopyr gave good control. "In our studies, the three-way mixture has provided excellent control of white clover, cinquefoil, yellow woodsorrel and dandelion," Bingham said.

However, "we failed in several cases to obtain satisfactory control of curly dock, mouseear chickweed, corn speedwell, plantains and buttercup."

Bromoxynil is a good herbicide for many seedling broadleaf weeds and is used soon after seeding a new turfgrass, Bingham said. However, higher rates of bromoxynil have resulted in variable results on older weeds.

"Tank mixtures with other herbicides has some merit," he said. "Bromoxynil kills seedling weeds by a contact action. Possibly, this type of action will not fit well in the scheme of killing plants with auxin type herbicides as dicamba, mecoprop, clopyralid and triclopyr."

Fluroxypyr has shown excellent broadleaf weed control and will need further study with tank mixtures of other herbicides. Bingham said fluroxypyr has tended to increase the activity of other herbicides as well.

"In summary, we would lose a lot if 2,4-D is removed from the turfgrass herbicide list," Bingham said. "We find that 2,4-D has really been the heart of every turfgrass broadleaf herbicide formulation that we have." **LCI**

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Restrictions sought for Dursban

WASHINGTON, D.C.— The U.S. Environmental Protection Agency has drafted a proposal to place chlorpyrifos insecticide in the restricted-use classification. The proposal has prompted objections from the Dow Chemical Co.

Dow manufactures the compound as Dursban. **LCI**



First things first, Ed. Sulfur-coated urea isn't new. Why should anyone consider Scotts®? "We don't make ours with the old TVA process. That requires a coating of sulfur, followed by a waxy sealant, followed by a coating of conditioner. Other companies make that."

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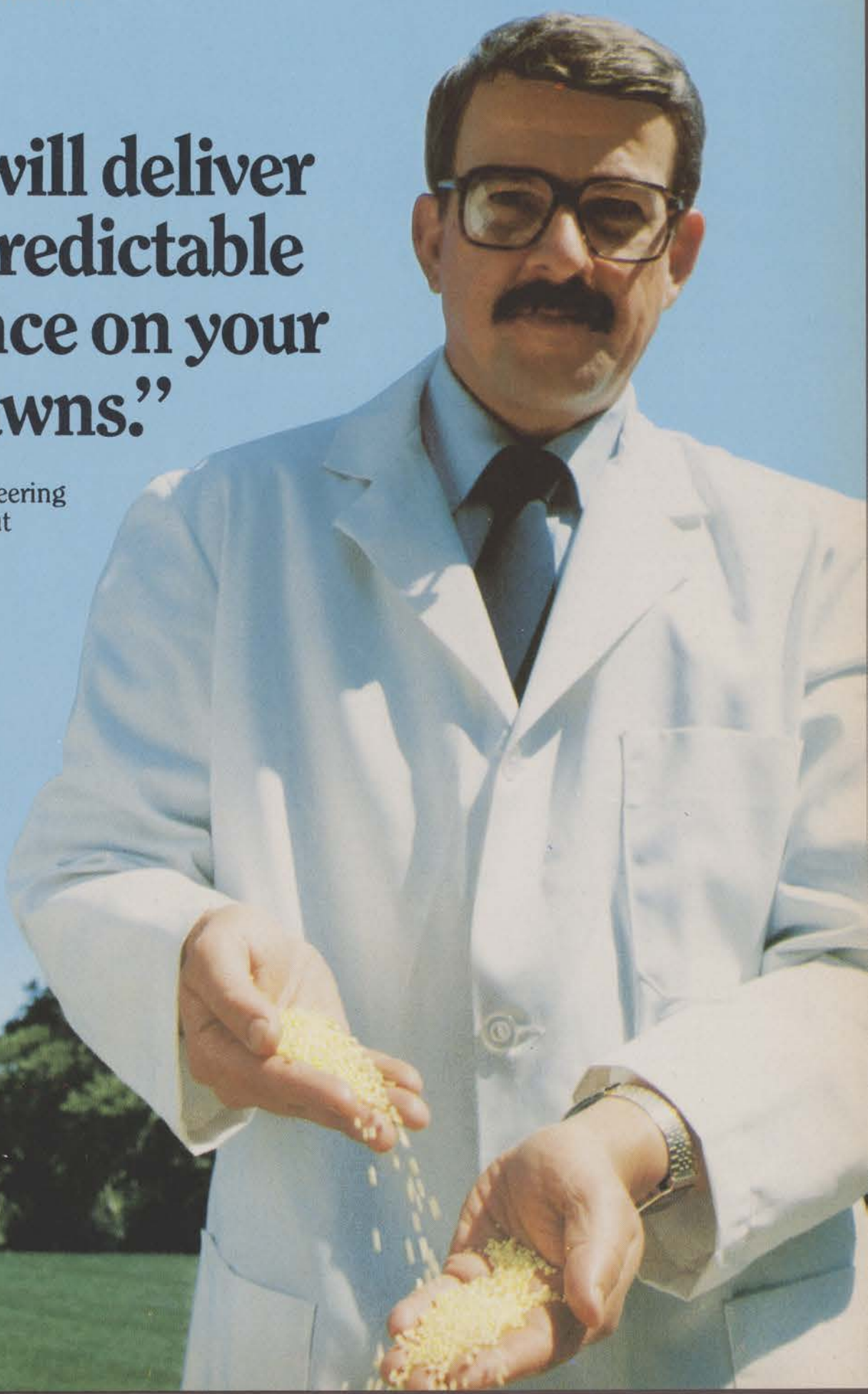
Can I get Scotts SCU in bulk? "Bags or bulk, whichever way you want it. We can also supply it with or without phosphorus and potassium."

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Ed Scheiderer, Scotts quality engineering manager (SCU Products), talks about Scotts **sulfur-coated urea**.



Repair plow lawn damage and gain new customers

By JAMES E. GUYETTE
Associate Editor

Lawn damage done by LCOs and lawn management contractors who plow snow in the winter can mean extra money and additional customers in the spring—providing that the plower fix those torn-up lawns for free.

A free fix-up policy is particularly effective if your plowing client is not yet a lawn management customer. "You're going to houses that have already hired you for something," said Richard Gaffney, president of Gaffney Landscaping, a full service firm based in South Euclid, OH.

The company offers snow removal in the winter, and all lawn damage is repaired free of charge once the weather breaks. "I hustle a lot of work in the spring because I go there and then I point out other things that are wrong with the yard," Gaffney said.

"A (lawn care) account is worth a lot more than a snowplowing account," Gaffney explained.

His policy allows him to take work away from competitors who charge to patch-up damaged turf. "I've signed up other people's jobs because the neighbors have seen me fixing up the yard and they aren't getting that service."

A little extra goes a long way toward good customer relations, Gaffney pointed out. "We even fill up ruts that have been there since they had new concrete put in 12 years ago," he said, adding that tracks from car tires also are attended to.

Additional opportunities for gaining clients exist in the spring through the repair of lawn damage done by other plowers not in the lawn care industry—such as construction contractors.

"A lot of guys put it in their contracts that they are not responsible for lawn damage," Gaffney said, noting that it is a bad idea.

An informal nationwide LAWN CARE INDUSTRY survey determined that there are indeed a number of plowers who will not fix their lawn damage for free.

"How can they not?" asked an astonished John Folker, president of Landscape Management Services, Kansas City, KS. "That's not good service!"

With 12 inches of annual snowfall—about six plows a year—Folker said his plowing business is provided mainly as a service for his lawn care clients, plus, "it keeps the competition off my customers' lawns. I can keep my competitors off their property."

"It solidifies our hold on a particular piece of prop-

erty," said Frank Reardon of North Country Landscaping, Inc., South Burlington, VT, along the shore of Lake Champlain.

Reardon said he makes sure any lawn damage is repaired. "That's a selling point for us. It's not free, per se, but it's in the contract." (The cost is factored into the price.)

"If they have curbs we'll repair the damage (free)," said Robert Furman, general manager of Soylent Green Landscape Specialists, Inc., Bohemia, NY, on Long Island. Hitting a curb means the



Gaffney: Repair lawn damage.

driver wasn't paying attention. Without a curb "you're going by instinct."

Furman said it is helpful when the boundaries are labeled. "Some people are courteous enough to do it for us." Also, his firm has rubber strips on the bottom of the blades. "It works as a squeegee" to reduce lawn damage.

"If you can get to those properties before the snow flies you can mark them (yourself)," said John M. Bass, president of Lawn Master Inc., Missoula, MT. "It's a matter of preparation."

Plowing is not considered a "big dollar business" because "I view it as cash flow through the winter months," Folker said. He added that it damages his trucks, and that even a new vehicle is not immune. "That's going to be a high-maintenance truck simply because you're pushing snow with it."

Landscape Management Services charges a base price of \$35 per plow when the snow is 2-4 inches deep. (Deeper snow is extra.) The fee includes sidewalks, which are done with a shovel or snow-

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A subcontractor with his own plow is paid \$35 an hour, and the truck owner is responsible for any repairs. A company employee earns a base of \$4-5 an hour, with extra added on hourly according to the time of day; \$1.50 between 6 p.m. and 12 a.m.; and \$2 between 12 a.m. and 6 a.m.

Gaffney Landscaping's service area is on the east side of Cleveland along the shore of Lake Erie. There is a heavy amount of "lake effect" snow because of the lake's moisture.

Customers are offered an "unlimited contract" for \$160, and a "limited contract" for \$140. The limited contract is

good for 16 plows; aprons are done over for free if the city plow comes by after Gaffney's crew.

"I have always preferred the limited contract," Gaffney said, because people are less likely to request extra plows. Customers think: "If I hire Chemlawn I don't want to see one weed—if I hire a snowplower I don't want to see one shovelful of snow."

Gaffney's drivers are subcontractors who are responsible for their own trucks. They are guaranteed wages for at least 16 plows a season, and are paid \$22 to \$30 an hour depending on experience.

"I think I have the best



Power Wagon: Gaffney's 1972 Dodge at work.

crew of drivers around," Gaffney said. "The show-up rate for those guys is 100 percent, they'll jump right out of bed at 4 in the morning," he said.

The crew is close: Gaffney's brother Frank and brother-in-law Brian Jeffries are the full-time people; backups are Harley Gaffney, another brother who is a carpenter, and Kenny Arendt, a longtime friend who is part-owner of the K&A Tool Co., Euclid, OH, a precision grinding firm.

Having reliable drivers is important to Gaffney, especially because the North Coast does not shut down when the snow flies. "I've got doctors and surgeons who have to get out of that driveway."

Planning is a major concern. "I gear my business to the 9 to 5 employee—to get them to work in the morning and home at night, that's the priority," Gaffney said.

Clients are asked what time they leave for work, particularly the time they leave when they decide to leave early.

Knowing the normal departure time is of little use when a blizzard hits. "That's a mistake many plowers make, then they have everybody calling, saying, 'I'm leaving early tomorrow,'" Gaffney said.

He advised his colleagues to make sure they have a backup, either an extra truck or a subcontracting arrangement with another plower. "With one truck (per driver) in this business you're really running on thin ice because that truck will break down even if it's new. I have a full-time mechanic working for me so that's insurance right there," Gaffney said, referring to Jeffries.

In addition to insurance, Gaffney has people lined up just in case there is any damage. A dented house is no problem. "I have an aluminum siding man who comes out and fixes it." Luckily his services haven't been needed for four years, "which is pretty good because we're driving awfully close to those aluminum sidings all day and night."

Extra effort is required when plowing because the communities Gaffney serves have laws stating that snow cannot be piled on a neighbor's property—therefore it all has to be maneuvered onto the treelawns. (The grass between the sidewalk and street.)

Those of you living in southern communities shouldn't feel left out. A rare snowfall in Newport News, VA, generated an opportunity for Southern Lawn, Inc.

About 50 of the firm's lawn care customers were sold bags of Ice Melt, made by LaRoche Industries, Inc., Atlanta, for their driveways.

"It's more of a service," said President John Moriarty. "We just have it available in the event it does snow." A 20-pound bag sells for \$7.55, a 40-pounder is \$11.95. **LCI**

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Gain a cutting edge with correct commercial mower

By GREG TONSAGER

The lawnmower itself can be a key element in determining your success as a commercial cutter.

You may have many pieces of equipment, but the mower is the one used most often and for the most hours. Its performance in terms of reliability, durability and actual cutting quality can be significant in ensuring satisfied customers and efficient operating.

There are a number of choices available to commercial cutters—different types of mowers (rear-bagging, side-discharge, hand-push and self-propelled), engine options and different qualities of cut. Prices can vary greatly too. The basic industry trend, however, seems to be toward the more expensive but more durable machines that are designed exclusively for commercial use. Although they may cost more up front, they can be the better bargain in the long run.

Some models that are labeled as commercial grade may actually be consumer mowers with only slight modifications. There are certain features that differentiate true commercial mowers from these. Ask your dealer a few direct questions and make some simple comparisons between the commercial and consumer mowers to identify that models that are sturdy enough for constant use.

Start by comparing the thickness of the cutting deck and the total weights of a brand's commercial and consumer models. Push each mower a few feet and you'll feel the difference in weight caused by a thicker cutting deck, larger engine, and heavier construction of the commercial model.

Ask if the mower has a commercial grade engine and specifically ask about the size of the crankshaft. To stand up against the constant use of commercial cutting, Toro recommends at least a 25 mm or even a 1-inch shaft.

If you are considering models with steel cutting decks, visually compare the thickness of the decks on the consumer

and commercial models. The commercial mower's cutting deck should be visibly thicker than the consumer model. Because a steel deck is flexible, a steel deck commercial mower should have external bracing, usually front to rear, to give it more strength. Consumer models with steel cutting decks generally will not have this type of bracing.

Also ask about the handle on the mowers you're considering. We at Toro believe that a mower's handle should be constructed of heavier gauge

steel than consumer models. Wheels are another good indicator of true commercial grade models because most commercial mowers will have steel wheels with ball bearings instead of the plastic wheels used on many consumer models.

With the introduction of a new generation of 2-cycle engines and overhead valve engines to the lawnmower industry, there are now a number of engine types available to you. Previously there were only one or two types available.

Four-cycle engines

The conventional 4-cycle engine still is the most familiar engine type used in lawnmowers. But its conventional L-head, or flat head, technology has been around for years. Consumer models using standard 4-cycle engines do not have as long a life as the new 2-cycle and OHV engines. However, some 4-cycles used on commercial models do have features designed to increase the life of the machine. If you're considering a conventional 4-cycle engine,

look for cast iron cylinder sleeves, ball bearing mains and perhaps more durable ring sets—depending on the manufacturer.

Two-cycle engines

Two-cycle engines have become increasingly popular among commercial cutters because their simpler design can make them more reliable. Two-cycle engines don't have valves—and valve deterioration is one of the leading causes of 4-cycle engine failure. While you do have to mix



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broadest, most durable line of equipment in the industry—riding and walk mowers; 36", 44", or 52" decks; bagging options, edgers and trimmers, generators, blowers, and more. And because Toro is constantly

innovating (to make your job more profitable and your customer happier), we've just introduced two new

Groundsmaster® riding mowers and two new Commercial mid-size walk mowers. The Groundsmaster 117 and 210 riders are seventeen



About the Author

Greg Tonsager is test engineer manager at the Toro Co., Minneapolis, MN.

the oil and gas for the 2-cycle engine, this does eliminate the need for oil changes. The elimination of an oil reservoir also makes 2-cycles ideal for use on steep slopes and hills because the engine receives constant lubrication from the gas and oil mixture.

Overhead valve engines

Overhead valve engines (OHV) are a relatively recent introduction to walk-behind mowers. Toro introduced its first OHV models last year. The OHV engine offers several advantages over standard 4-cycle engines. These include better fuel efficiency, easier starting and longer engine life.

Long engine life results from a more efficient internal combustion process that means less of the carboning that causes valves to stick and burn in conventional 4-cycle engines.

The Toro OHV engine has a trochoidal oil pump that provides lubrication even on steep slopes and overcomes most of the hill lubrication problems that may occur in other 4-cycle engines.

Engine performance

Whichever type of engine you choose, always test how well it starts before you buy. And check with others about the long term starting ease and

maintenance needs for a particular engine brand. This can help you avoid the time and expense of frequent plug changes or other repair costs associated with starting problems.

Quality/quantity of cut

The quality of cut among different lawnmowers can vary in terms of the look of the lawn they leave behind. And because quality of cut is key to your ability to attract new business and retain your current customers, you shouldn't ignore it when making a buying decision.

If your lawnmower dealer has a mowing demonstration

area, an eyeball look at the grass surface from hands and knees might be wise. Otherwise ask about a loaner or a rental for testing quality of cut and starting ease before you buy.

If you examine grass cut with a particular model and see that the top edge has a brown fringe, the mower probably is "chewing" off the top of the blades rather than cleanly slicing them. A "sawtooth" look, showing every pass of the mower across the lawn, most frequently stems from a mower with more grass-lifting vacuum on one side than the other.

Good cutting blades also are

crucial to a mower's performance. Of course you must keep your blades well-sharpened, and if they need to be replaced, Toro suggests using the manufacturer's replacement blade for reasons of safety and efficiency. The lawnmower deck and blade are designed as a system, and they must work together to ensure the best performance in terms of quality of cut and grass movement into the bag.

Also, the blade's shape and design determines how well cut grass is propelled into the bag. A blade that isn't correct for the mower, or one that is bent, will create vibrations at higher speeds. These vibrations not only make your job unpleasant, they also can damage the lawnmower.

In addition, check the mower to see if you can change the height of the cut without tools. This option is available on many brands, and it can really boost your productivity.

Controls

The starting test provides a good opportunity to get the "feel" of a particular mower. How easily the mower starts and how smoothly the self-propelled models engage are best checked in a test area.

The construction of the transmission will help determine the lifetime of the mower. Look for all-metal gear transmissions. They're more durable than geared transmissions that use plastic parts or disk and wheel systems that tend to have a high failure rate. We also suggest looking for a model with the gear change control on the deck rather than on the handle to avoid unnecessary cables and controls that can catch on shrubbery and snap or break.

If you're looking at self-propelled models, ask your dealer if the mower has a multiple-speed gear box to give you maximum control over your speed. For instance, with the Toro 3-speed gear box, you can operate at a maximum ground speed of about 3.5 mhp, and have lower speeds for trimming.

Because top speed is important for productivity, ask your dealer for the specifications on the mowers you are considering or ask to try out the mower at the top end to make sure the mower will operate at an efficient and comfortable speed for you. Some premium models also have a drive system that allows you to use a feather clutching technique that relieves belt tension and lets you temporarily slow your speed without shifting gears. To return to maximum speed, you simply squeeze the bar to fully engage the clutch.

Bagging factors

At Toro, we believe rear-bagging lawnmowers have greater flexibility for commercial use than side-baggers.

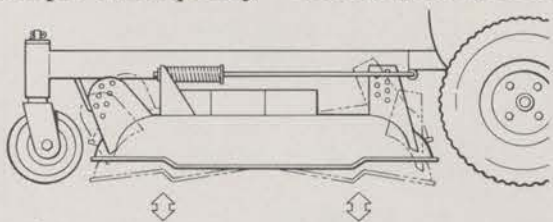
See **MOWERS**, Page 41



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Several LCOs have recently incorporated the water soluble insecticide packets in their lawn care programs. The packets are designed to make container disposal easy, reduce applicator exposure and provide a fast, accurate way to measure dosage.

The Dow Chemical Co. introduced its Dursban 50W insecticide about two years ago. The company is presently working on water soluble herbicide packaging.

A measured pouch containing a liquid or solid wettable powder of active ingredient is added to a spray tank. About 15 seconds later, the pouch starts to disintegrate and releases the formulation, which then disperses into the water. The product completely dissolves in about a minute.

The concept has been used in the baking industry for years, but only recently developed for insecticides.

The W.A. Cleary Chemical Corp. has distributed fungicides in water soluble bags for more than a decade. It markets the Cleary's 3336 Turf and Ornamental Fungicide in 8 ounce bags.

Scientists tried to develop a method for insecticides 15 years ago, said Bob Krause, senior research chemist for Dow. "But formulation problems existed back then and the marketplace wasn't ready for it."

"Water soluble film was known to the insecticide industry, but the heat seals necessary for fabricating such pouches were very slow to dissolve and you would end up with a stringy residue that plugged up applicator equipment," Krause said.

A new formulation now enables the heat seals to dissolve completely. Krause said he and senior research chemist Nancy Hemmer evaluated different formulations of water soluble films in their search for one that was compatible with the Dursban 50W formulation. They needed a film that wouldn't degrade during storage and they needed one that had superior water solubility characteristics.

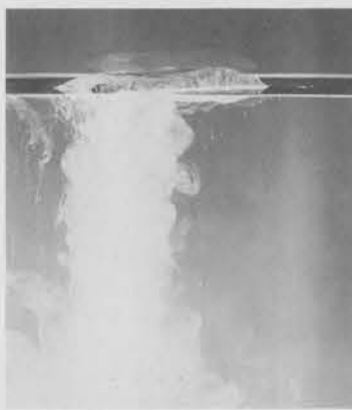
"We were able to identify an excellent polymer film product that fulfilled these requirements and Dow contracted with another manufacturer to package our insecticide," Krause said.

The first packets introduced were four-ounce packets. One-pound packets were later introduced, allowing easier mixing of the insecticides in larger spray tanks. "Just two one-pound packets of Dursban 50W will treat one acre," said Rob Peterson, turf product marketing manager for Dow in Midland, MI.

Some testimonials

Jim Wilkinson, general manager of Old Fox Lawn Care, Providence, RI and president of the Professional Lawn Care Association of America, uses water soluble packets. "The water soluble packaging improves the safety margin to our applicators and is much safer to our environment in terms of minimizing potential for accidental spills."

Bob Parmley, who recently sold his company, Tempo 21,



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to Barefoot Grass Lawn Service, Inc., said water soluble packaging "makes our work easier, less messy and reduces applicator exposure. It's a definite plus."

Jeff Van Diepen, president of Pestmaster Services, Inc., Bishop, CA, is another advocate, having used Dursban 50W in his 50- and 100-gallon sprayers. "I hope to see a lot more of it," he said. "It takes a lot of guess work away from our servicemen and cuts down on the time they might take in

measuring proper doses."

Dow is exploring the feasibility of water soluble packaging for herbicides. "There's excellent potential," said Krause, "particularly with some of the newer, more toxic products being developed. These products have smaller doses but higher toxicity." LCI

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Recruiting college grads—an investment in growth

LAWN CARE, MANAGEMENT FIRMS TAKE BACK SEAT TO DESIGN AND CONSTRUCTION

By **ELLIOT MARAS**
Editor

As the industry becomes more sophisticated, lawn care and lawn management firms are looking to hire college graduates. But the better students often pass them by for careers in the landscape design and construction fields.

Know why?

The construction and design people are many years ahead in apprising the universities of the opportunities they have for graduates. The cream of the crop, therefore, tend to

choose the drafting table over the mower or the sprayer.

JoAnn Smallwood, president of Smallwood Landscaping, Naples, FL, speaks for most full-service landscape contractors in noting that qualified people are hardest to find for the management division of her company.

Melanie Reinhold Sawka, president of William Reinhold Landscape Contractors, Flat Rock, MI, said many people who study horticulture don't want to do management work. "We have many positions that need filling for professionally-trained people," she said.

invisible on campuses.

"I don't think there's (been) a perception (among lawn care companies) that it (campus recruiting) is a viable means of attracting productive employees," bemoaned Marty Erbaugh, president of Akron, OH-based Lawnmark. And that, he said, is most unfortunate.

"It (recruiting) provides a real, solid, promotable person," Erbaugh said. People who are truly promotable need a good educational background, whether technical or business.

"We've had good success fostering relationships with faculty members at various schools." Nine of the company's 11 branch managers were recruited from campuses. Of the 35 graduates hired last year, about three quarters had technical degrees (horticulture, agronomy and landscape-related) and the rest had business degrees.

Erbaugh has a 50 percent retention rate with the graduates, which he considers good. "Sometimes we're not able to meet the expectations of these people," he said. "Some of them find they don't like the business. Some can't cut the mustard."

Erbaugh works most closely with Ohio State, Cornell and the New York state schools.

Campus recruiting is especially important to companies in regions that have low unemployment, such as the Northeast. Russell Frith, president of Lawn Doctor, Matawan, NJ, noted that more lawn care firms have been recruiting on campuses in the last few years.

Among lawn care firms, Davey Tree & Expert Co., Kent, OH, has one of the most aggressive recruitment programs. The company provides its training materials on lawn, tree and shrub care to about 50 colleges in the U.S. and Canada. It also provides a video presentation about the company.

Davey branch managers visit the colleges on career days and also make special trips to meet with professors.

"We don't necessarily have the opportunities the people apply for," said Ward Peterson, manager of human resources. But all applications are kept on file for future openings. If a graduate is willing to relocate, Peterson said he's almost sure to find an opening.

One problem virtually all green industry employers face is meeting the graduates' expectations. Most want to start in a supervisory position.

"Sometimes that (starting as a field technician) is hard for college graduates to accept," Peterson said.

But graduates can be made to realize that an entry-level position will lead to a managerial one, Erbaugh said. "People (students) will see that their former colleague is now in a managerial capacity."

How to recruit

For campus recruiting, Erbaugh says the personal approach works best. This means meeting with professors and making them aware of what qualities you're looking for in graduates. He advises against attending the campus "career days" where

mobs of students mesh with mobs of company reps.

"You have to do the advance work in order to be successful," he said.

Seconding the importance of meeting with the faculty people was Bob Scofield, vice president of corporate relations for Environmental Industries, Inc., Calabasas, CA. The company has hired as many as 25 graduates in one year with degrees in agronomy, landscape management, ornamental horticulture, landscape horticulture and landscape contracting.

Environmental Industries works with about 14 colleges nationwide and sponsors scholarships at 10. **LCI**

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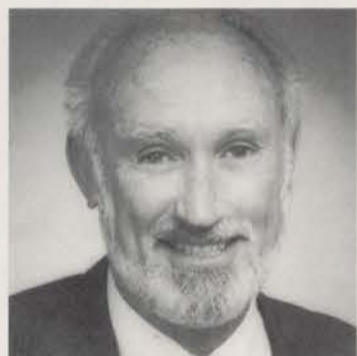
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Meet the graduates of 1987!

SAN ANTONIO—Today's graduate seeking a career in the green industries is optimistic about finding a job that will meet his expectations. He wants to start out in a supervisory position with a company that places quality above quantity. He also wants to be earning a six-figure income within 10 years.

That was the profile evident at the student/employer mix at the Associated Landscape Contractors of America's annual convention in San Antonio in January. Students from various colleges spoke candidly about their career expectations.

"I want somebody who un-

derstands I have a knowledge in the field and uses me to advance his company, not just being a leg to stand on," said Russell Lawrence, who is completing his associate degree in horticulture and landscape management at Richland College, Dallas, TX. He also holds a four-year business degree from the University of Texas at Dallas.

A sense of professionalism means a lot to these graduates. Meet Richard Wolf, who recently graduated from Colorado State University with a degree in horticulture. "I'm definitely looking for a professionally-minded company, not just someone who's throwing

stuff down."

Robert Jennings won't graduate until May from Mississippi State University with two degrees—one in landscape contracting and one in marketing. But already he's had several job offers.

Jennings is looking for a job as a foreman that will lead to one in marketing. "As competition increases, the marketing skills are going to have to increase," he said.

While he'd like to stay in the Mid-Southern region, he's willing to relocate for the right opportunity.

John Grim has a degree in landscape contracting from Mississippi State University and wants to start out as a foreman for a landscape construction firm. He eventually hopes to get into sales and job estimating.

A rarity among the crowd was John McKinney: he has his mind set on lawn management specifically. McKinney is completing an associate degree in horticulture while working for Genesis Landscape Specialists, Richardson, TX.

"Being strong in maintenance is just as important" as design and installation, he said. "That third leg needs to be just as strong as the other two."

LCI



In search of good help: JoAnn Smallwood, president Smallwood Landscaping, Naples, FL, was looking for two good people for her company's lawn management division at the student/employer mix during the Associated Landscape Contractors of America convention in San Antonio.



Job prospecting: Robert Jennings, who graduates from Mississippi State University in May, chats with Melanie Reinhold Sawka, president of William Reinhold Landscape Contractors, Flat Rock, MI, at the ALCA convention.



Career minded: Russell Lawrence (left) and Richard Wolf are confident they'll find good jobs in the green industries. They spoke with several prospective employers at the convention.



A note about Prof. Powell's nitrogen research

By ELLIOT MARAS
Editor

Many studies have been done to measure the comparative effects different fertilizers have on turf.

Yet no study has given turf managers more than a partial guide to selecting what product to use due to the variances in climatic conditions, management practices, response of grass species and

cultivars, and possibly insect and disease damage.

These factors are particularly important to plant greenness and some of the other measurable qualities.

The accompanying arti-

cle by Prof. A. J. Powell of the University of Kentucky should be read with such considerations in mind. Powell's study found few measurable differences in the performances of soluble and slow

release fertilizers on one species of Kentucky bluegrass when the clippings were not removed.

Keep in mind that the major uses of slow-release fertilizers are considered to be the enhancement of turf uniformity and the strengthening of the plant root system. These qualities were specially developed for the commercial turf industry.

Dr. Roger Funk, director of human resources at Davey Tree & Expert Co., notes that only the slow-release products are able to give uniform application on surfaces that are not completely flat, which most turf surfaces aren't.

Prof. Norman Hummel, assistant professor of turfgrass science at Cornell University, points out that no study of different nitrogen sources has examined the effects of non-uniformity of growth on a plant's ability to tolerate both biological and environmental stresses. Hummel concluded from his own research that the greatest variance between soluble and slow-release fertilizers was uniformity of growth.

Hummel further notes

ANOTHER SUCCESS STORY

LAWN CARE FILE #17

... "I have to admit, I was a little skeptical at first. I mean...what did I know about organics? Fertilizers, weed killers, fungicides...that stuff was all second-nature to me; But ORGANICS!...Now that was a whole new ball game. One thing I knew...I had to do something. My regular chemical program was just not giving me the same results anymore. My customers were complaining and I was starting to lose accounts. That's when I heard about **VITA-BUILD™**, the natural organic. I started out slow using the product once to twice a year along with my regular program. The first thing I noticed was that I could cut my Nitrogen applications in half. By the end of the first year, my lawns went from a 2" root system to a 6". Also, disease problems and the need to dethatch and aerate were all but eliminated. Now I'm running about a 70% organic program and my lawns have never looked better. Costs are down, profits are up and my pesticide usage is way down. And you can bet that my customers are happy about that!

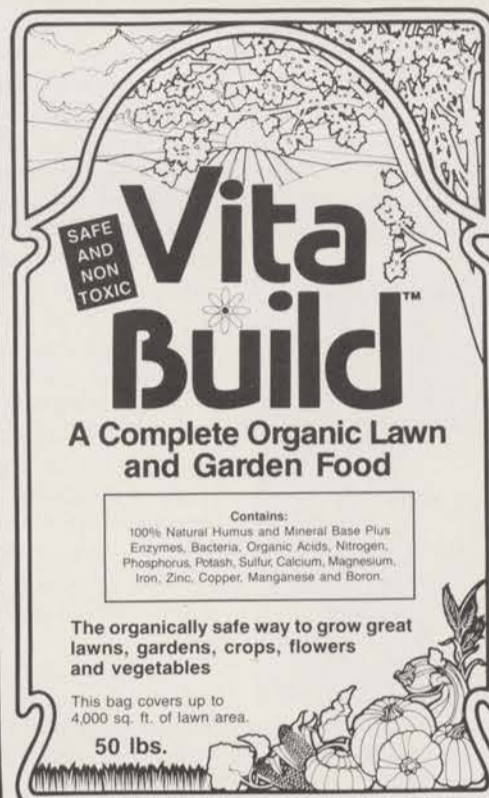


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that the yield averages Powell reported do not reflect the variances in growth responses that occurred with the different materials.

Don Waddington, professor of soil science at Pennsylvania State University, points out that the residual effects of slow release applications may not be seen until the second or third year of use. He questions the value of a short-term as opposed to long-term investigation for assessing residual responses.

Waddington also points out that denitrification, the loss of nitrate nitrogen, is a problem in areas with heavy soils. He says slow-release fertilizers are more capable of minimizing denitrification as well as volatilization. Denitrification is not considered in Powell's study.

Slow-release fertilizers allow a high degree of safety for the less experienced turf manager from problems caused by unintentional over- and under-application.

Leaching and volatilization of nitrogen, while not a big problem in some situations, are a big problem in others. Severe cases of nitrogen leaching have been noted in Long Island,

NY recently.

Slow-release products are also considered by many turfgrass managers to be more useful in containing thatch buildup.

Powell's study involved three nitrogen applications at three-month intervals. Other research has shown that two-month applications, which are common in many companies' programs, will bring about a more lasting effect on turf color. Research has also shown that slow-release applied at the more frequent applications gives better color later in the season than does soluble nitrogen.

Industry experts contacted for input on Powell's work included B.J. Bilas, marketing manager, NOR-AM Chemical Co.; Art Wick, vice president, research and development, LESCO, Inc.; Irv Stacy, director of marketing, specialty products, Estech Branded Fertilizers, Inc.; and Doug Horn, agronomist, O.M. Scott & Sons.

Some of these people took issue with Powell on the amount of difference in cost between slow-release and quick-release products. Some also felt he slighted the nitrogen content of the slow-release. LCI

Study compares responses for slow-release and soluble fertilizers

By A.J. POWELL

Turfgrass managers often spend considerably more for a slow-release, urea-derived, specialty fertilizer rather than purchase the soluble, farm-grade fertilizers. Some specialty fertilizers may contain a fifth to a third of its total nitrogen in slow-release form.

This slow-release portion is included to 1) decrease the number of applications necessary, 2) reduce burn potential, 3) give uniform rather than a flush of growth, and 4) increase nitrogen efficiency by reducing leaching and volatilization loss. (These are not

in order of importance).

Recent University of Kentucky turf research indicates that these benefits of slow release can be misleading when nitrogen is applied at low rates and when clippings are not removed.

Although we like to think that turfgrass fertilization is scientifically based, our ability to measure results is less than ideal. Turf quality, i.e., uniformity, density, recuperative potential and color cannot be quantitatively measured in bushels per acre or cost per ton.

Yield, which is easy to measure, is most often a negative factor.

Nitrogen source study

This study was initiated in 1983 at the University of Kentucky Experiment Station to mimic the relatively low nitrogen fertilization rates and mowing management that is common practice on most home and industrial lawns.

A spring, summer and fall response was determined by applying one pound of nitrogen per 1,000 square feet on April 21, July 26 and Oct. 31 on Kenblue Kentucky bluegrass.

Nitrogen sources evaluated on the Kenblue Kentucky bluegrass were: 1) Urea, 46-0-0; 2) Methylene urea (Scotts), 41-0-0; 3) Sulfur coated urea (LESCO), 36-0-0; 4) IBDU

Table 1. Fertilizer response averages for 27 sampling dates during 1983-84

Nitrogen Source	Visual Color Rating 1-9 = best	Average Growth gms/day 15 sq.ft.	Average Height/ Mowing inches
SCU	5.95	5.18	4.74
Urea	5.87	5.14	4.71
IBDU	5.89	4.57	4.65
Methylene	5.64	4.72	4.64
UF	5.42	4.25	4.53
Check	4.71	3.47	4.25

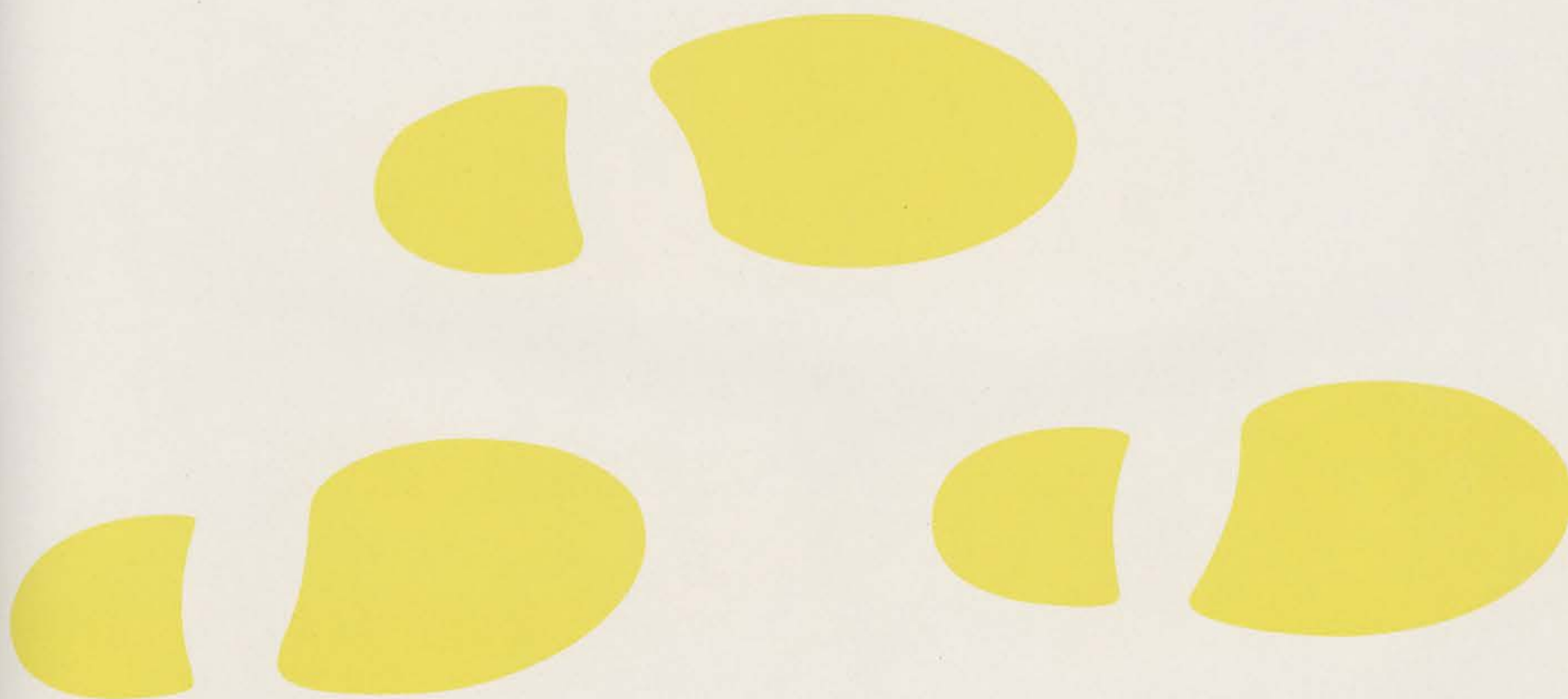


Table 2. Number of times each fertilizer was statistically better than the no-nitrogen (check) treatment

			Color	Growth	Height
IBDU	>	Check	15	7	8
SCU	>	Check	14	15	13
Urea	>	Check	15	10	9
Methylene	>	Check	13	11	11
UF	>	Check	10	4	5



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(Estech), 31-0-0; 5) Urea formaldehyde (NOR-AM), 38-0-0.

Clipping weights, color estimates and height measurements were obtained weekly except during slow growth seasons. The mowing height was 2 1/2 inches with clippings not removed. Irrigation was applied three times during the summer to prevent dormancy and drought injury.

Results

Very small differences among sources occurred over the 13-month period. (See Table 1). The three measurements were highly correlated; e.g., as color increased, both growth per day and height increased.

There was an indication, however, that the color response caused by IBDU did not result in the same increase in growth per day as was caused by the other fertilizers.

Although Sulfur Coated Urea (SCU) resulted in the highest averages for all three measurements, the differences were minute. At this low rate of nitrogen, it was not surprising that the highly soluble urea formaldehyde (UF) fertilizer gave a response that was only slightly better than the check.

Table 2 is a summary of the number of times out of a possible 27 evaluation dates in which one fertilizer was statistically (5 percent level) better than the zero nitrogen check.

Again, this data indicated that although IBDU gave better color than the no-nitrogen treatment 15 times, it resulted in a higher growth rate on only seven dates. SCU gave better color than the check 14 times but also gave a higher growth rate on 15 dates and height on 13 dates.

Again, this data indicates that although IBDU gave better color than the non-nitrogen treatment 15 times, it resulted in a higher growth rate on only seven dates. With this method of evaluation in which the rate of application was only three pounds nitrogen per thousand square feet applied each year and the clippings not removed, urea at one third to one fifth the cost was at least as effective as the other specialty fertilizers.

Obviously, theoretical problems such as nitrogen volatilization, flush growth, short term response, foliar burn and nitrogen leaching did not cause urea to be less effective than the other products.

With this low rate of application, all products gave approximately a two-month response when compared to the check.

From the data in Table 2, it is interesting to note that a statistical difference in response to nitrogen, regardless of source, occurred on only about half of the sampling dates. We sometimes forget



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that many factors other than nitrogen have an overwhelming effect on turf quality and growth. Such factors are: stage of growth (vegetative versus flowering), changes in soil and air temperature, day length, periods of cloudiness, short- and long-term drought, species and varieties, etc. Because of these variables, a fertilizer doesn't give the same response each time it is used. Don't be quick to condemn a certain fertilizer unless you have made side-by-side comparisons at equal rates.

Other reasons why these granular products often give similar results may include the following:

1) Even during "ideal" growth periods, you can only get a mini-flush with one pound nitrogen per thousand square feet with a soluble nitrogen source.

2) When clippings are not removed, nitrogen is recycled to give a longer term and more uniform color and growth response. This tends to moderate expected differences in nitrogen release rates because recycled nitrogen is always organic (slow release).

3) Significant nitrogen volatilization can occur when urea is applied during hot, dry periods between May and October. This may be minimal, however, if irrigation or rainfall occurs within a day or two after application.

4) Nitrogen leaching is seldom a problem on most unmodified, heavy soils, especially when low nitrogen rates are applied.

5) Most granular products fall from the leaves onto the thatch surface and do not cause severe foliar burn. Burn potential is greatly increased, however, if soluble nitrogen sources are applied when the leaves are moist (sticky), air temperature is very hot, higher rates of nitrogen are applied, and when foot or vehicular traffic occurs shortly after application.

6) The ability of turf to feast upon environmental nitrogen also tends to modify expected differences in nitrogen sources. The breakdown of natural organic matter occurs fastest when soil moisture is good and soil temperature is warm. Thus in irrigated turf, the greatest release of nitrogen is during the summer when cool season grasses normally show little response to nitrogen.

The final choice

There are many additional and valid reasons that a turfgrass manager might choose the specialty, slow-release fertilizers. In general, these fertilizers are well-granulated, free flowing, non-caking, uniform in particle size, sized specifically for short-mowed grass, and often have high nitrogen, low phosphorous and medium potassium nutrient ratios.

Much needed agronomic help and industry support are provided by the sales staff, and the package often contains information which reduces the need to calibrate and/or eases training of employees.

In addition, some combination products of herbicides, insecticides, fungicides and fertilizers reduce the number of applications necessary. **LCI**

About the Author

A. J. Powell is extension turfgrass specialist at the University of Kentucky's Department of Agronomy in Lexington. He was recently named to the advisory board of **LAWN CARE INDUSTRY**.

Respect public's views, LCOs told

BALTIMORE—LCOs need to respect public opinion, even if the public is misinformed. That's why Dr. Terry Witt, manager of public relations for North America products for Dow Chemical, U.S.A., encouraged LCOs to be sensitive to the public's concerns.

Witt spoke on public perception at the Maryland Turfgrass Conference in Baltimore.

"We in the lawn care industry sometimes polarize



Witt: Public perception counts.

the problem and say our critics are misinformed," he said. "We have to treat their mis-

perceptions as reality. The issue is not scientific or legal, (but) public opinion and politics is the name of the game."

He advised LCOs to follow these tips in the event of a chemical problem:

1) Be available to meet with consumers who have concerns about the problem.

2) Maintain your composure in voice, tone and actions when dealing with the consumer.

3) Let the consumer vent his or her complaints. **LCI**



Control you can depend on.

Possibilities studied for biological control of grubs

VIRGINIA BEACH—New means of grub control could be possible with a better understanding of the insect's life cycle and living habits. Dr. Daniel A. Potter, an entomologist at the University of Kentucky, has been studying the grubs in hopes of controlling them with biological rather than chemical methods.

Potter discussed his research at the Virginia Turfgrass Conference in Virginia Beach.

He has found that grub eggs

LACK OF MOISTURE FOUND TO AFFECT SURVIVAL RATE OF EGGS

absorb water, requiring a minimum of 10 to 11 percent soil moisture to grow. "I was interested in how zero moisture would affect these eggs," Potter said. During a drought stressed period during 1983, soil moisture content dropped to eight to 10 percent, with soil temperatures in the top inch reaching 109 degrees Fahrenheit. "We found no egg survival in non-irrigated drought-stressed areas," Potter said. In irrigated areas with

moisture at 21 to 24 percent, there was a 75 percent egg survival rate.

Also, in naturally drought-stressed turf, there was a survival rate of just 1.7 percent for newly hatched grubs; 70 percent in irrigated turf.

Potter noted, however, the female beetle is smart enough not to lay her eggs in the dry turf, and will search for moist turf to lay them in, or die trying.

Unfortunately, the turf's

tolerance to grub damage lowers if it is not irrigated, able to handle only eight to 10 grubs per square foot before showing signs of injury. The irrigated turf can handle 15 to 20 grubs per square foot.

"There is a direct inverse relationship between the problems people are having with white grubs and the amount of rainfall occurring in the late summer and early fall," Potter said. "If you get a lot of water in the late summer

and early fall after the eggs have hatched and the grubs are feeding, it's probably going to be beneficial because it's going to mask the grub injury and help the turf recover."

Potter has also studied ways of control related to grubs' sexual habits. "Females are extremely attractive to males," Potter said. "They're really turned on by the smell that appears to be coming from the female beetle." By putting females in a trap, Potter said, he caught "lots and lots of beetles." He has also rinsed the females with a solution, which has also been used to catch the males.

Potter believes his research will carry a number of benefits. "The most interesting prospect is perhaps in risk assessment," he said. "If a cheap knock-down cardboard trap can be made for about a dollar, this could be used by homeowners, by lawn care applicators, by golf course superintendents to hang out for the purposes of risk assessment. If you don't catch any beetles, you don't have to spray." **LCI**

Late season fertilization adds to thatch

BALTIMORE—Any turf management program that enhances root growth also enhances thatch problems, Dr. John Street, professor of agronomy at The Ohio State University, told attendees at the Maryland Turfgrass Conference in Baltimore.

"The fall and late season fertilization that has been recommended the last few years can speed spring greenup and extend late season greening," he said. "We were surprised when our research showed that thatch has tended to increase with late season fertilization programs, however."

This does not mean that he doesn't endorse this type of fertilization, but "this tells you that you will need to include core cultivation in your lawn care programs," Street said. **LCI**



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Some steps towards expanding into lawn management work

THE REWARDS ARE BIG IN BOTH THE COMMERCIAL AND RESIDENTIAL MARKETS

Many companies in the green industries consider some form of lawn management work as a way to raise more revenue. The companies considering this are generally landscape contractors or LCOs. There are several factors to consider when deciding to offer lawn management services to existing customers. First, consider who the potential customers are.

Residential or commercial

We have to break down the marketplace into two groups, residential and commercial accounts. (We'll deal later with the advisability of one over the other.) For the commercial accounts, you can begin by breaking down the markets into multi-dwelling units, corporate facilities and government properties. Each one of these has a slightly different aspect to it.

For instance, the multi-dwelling unit type of place, i.e., apartment complexes and condominium units, will generally have a manager of some sort. This one person will have final say over the company that gets to do the lawn management work done for the specific location.

There will also be property management companies which oversee a group of apartments or own several different sorts of locations. Oftentimes, these companies will contract all of their locations to one company. We have also seen property management companies agree to contract all their locations to a specific lawn management firm only to have the local manager change the firm that is actually used.

So it is almost always best to start with the local manager. Then you can find out if you have to go to an overall manager at a property management company.

In the corporate facilities area, there will generally be a lawn management overseer. This person is usually local and can make final decisions on the services to be purchased.

Government facilities or properties differ. The local government offices can generally make the buying decision for the specific property. Once you get into state or national government, you may find that you have to contact someone who is not in your city.

All three types usually demand some sort of bid before you get the work. There will be cases, particularly with small corporate facilities, where you can get the work simply by selling to the facility managers, but for most cases you will find that this area is extremely competitive in terms

of price.

What do these people buy? First of all, they are looking for the most complete service. That means that they like to get lawn care and lawn management serviced by one company. Second, they are looking for the result of the services. Given these factors, you should look at the availability of each from your present configuration.

One other thought about this area of commercial work.

Sub-contracting

We have seen many companies who form a single bidding company with either the lawn care or lawn management company as a sub-contractor to the other. This means that you can avoid the costs of starting either a lawn care or lawn management company by working with another company that offers the service you don't. It gives a better package for the commercial buyer and saves any

outlay for equipment to get into the business on a trial basis.

Questions to ask

There are three major questions you should ask when looking at the marketing of services to a commercial entity: 1) What do they have in their budget to spend on lawn management? 2) When do they put together their budget for lawn management? (We have seen many companies

make useless sales calls after the budget has already been put together and bid.) 3) What is the cost of equipment for doing the job that the buyer will require?

If you can answer all of these three questions you have a good measure of how to market and the cost of getting into the specific service.

Although we have focused primarily on the commercial side of lawn management, we think that there is a strong op-



portunity on the residential side as well. The common reasons for not doing any residential work in lawn management are the number of accounts, the lack of significant revenue from a single account, and the type of labor used for residential work.

On the other hand, the profitability is generally higher, the ease of entry into the marketplace is better, and the cost of equipment is less. If you position yourself against the small non-professional people working in the residential lawn management market, you may find that you have a strong customer base inclined to purchase from profession-

als.

We know a lot of companies that are making significant revenue from just the residential side. Don't ignore it as a potential diversification for your company.

Finally, looking at the potential customers and their buying patterns in commercial work, look at the cost of entry into that type of work, and plan how you are going to attract the customers you need. You will find that commercial lawn management offers opportunities for revenue that can make your company grow.

Add this to the opportunity for residential work and you may find that a diversification

into lawn management is an excellent one for your company.

LCI



McGary

Wandtke

About the Authors

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

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COLLINS,

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nation's second largest lawn care company. Tru Green, with annual earnings of about \$40 million, will absorb Collins' lawn care accounts.

"I think you're going to see Tru Green become a major mover in the pesticide industry," said Collins. "Mr. Huizenga has made a serious financial commitment to take a good position in the market. We'll have a vanguard into the pest control industry ... Florida's the first step."

Collins, 49, founded his company on Feb. 20, 1962—the day John Glenn became

the first American to orbit the earth. "I remember driving this old truck up the road ... to start my business," said the native of Portland, ME. "I knew space was going to take off." (Satellite Beach is not far from Cape Canaveral.)

He had originally worked with his uncle, Bruce Collins, who in 1957 began using liquid pest control to battle insects on lawns in the Fort Lauderdale-Pompano Beach area. "My uncle started contract yard spraying (for \$5 a month). I knew there was a demand for (liquid) fertilizer. I saw that there was a need for both services," Collins said.

"Long before there was a Chemlawn, there was a Collins," he said.

(Bruce, five years older than Ron, still owns businesses in Portland, ME and Boca Raton, FL. Ron's company has offices in Atlanta, GA; Raleigh, NC; and the Florida communities of Fort Myers, Orlando, St. Petersburg, Indian Harbour Beach, Lakeland, Jacksonville and Satellite Beach.)

The Collins' services were sold to customers as "power spraying." The first spray guns, designed for use on orange trees, shot out 60 gallons a minute under 800 pounds of pressure. "We would have pumps breaking all the time because of the pressure," Collins said.

The first tanks were made of iron. "They used to use them in orange groves. They had these big 1,000-gallon red tanks."

Those proved to be too heavy, and so Collins had a fiberglass tank built. It was one of many innovations.

"We literally had to pioneer everything we did," said Collins. They got no patents on their work. "We made do with what was available ... There was no LAWN CARE INDUSTRY, there was no trade shows—just some crazy guys in Florida who needed to take care of their lawns."

The Collins' had little reservations about venturing into business. "We were too young to be nervous—we just did it."

They received aid from the University of Florida, but it was Bruce who pioneered a common marketing technique in use today: "He came out with clean trucks, white uniforms and red hats." LCI

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OFFER

from Page 1

Wall Street soured on ChemLawn after the company's growth slowed in 1985 and 1986. As a result, the stock price fell from \$31 to \$15 in recent months. ChemLawn's best year was in 1984.

Oliver Nicklin, an analyst for First Analysis Corp., Chicago, told the *Journal* that lawn care is a natural expansion for the company. LCI

Massachusetts pondering ban or changes for 2,4-D

By JAMES E. GUYETTE
Associate Editor

MASSACHUSETTS—A state board is looking into the possibility of changing registration requirements for 2,4-

D—and perhaps even banning the chemical.

"Ya, it looks that way," said Rufin Van Bossuyt, Massachusetts representative for the Pesticide Public Policy Foundation. "I take it fairly se-

riously," he said of the threatened 2,4-D ban.

The Subcommittee of the Massachusetts Pesticide Board has 2,4-D "under individual state review," said Paul Gosselin, supervising inspec-

tor of the Massachusetts Pesticide Bureau.

"It opens the door for a number of different actions," Gosselin said, including changing or revoking 2,4-D's registration in the Bay State.

"They've been generally trying to reduce the use of pesticides in the state," Van Bossuyt said of the subcommittee members.

The subcommittee consists of five members: the commissioners of public health, food and agriculture, and environmental management; a professional applicator; and the division director for food and drugs. Reportedly the division

director and public health commissioner are pushing for the 2,4-D review.

Gosselin said people have been calling for an investigation of 2,4-D for quite some time, and "the Kansas study was sort of the last straw." (A much-disputed study by the University of Kansas and the National Cancer Institute linked 2,4-D to lymphatic cancer.)

"It would really be difficult for Massachusetts to do it," Gosselin said of efforts to ban 2,4-D. "It would be difficult to enforce" because the chemical could be bought over-the-counter in neighboring states. LCI

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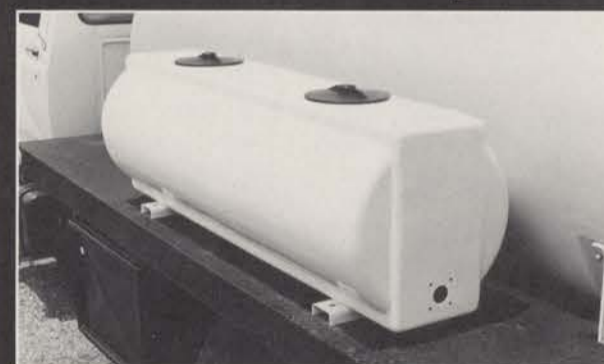
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Circle No. 126 on Reader Inquiry Card

Proposed NY posting law may cost LCOs big bucks

By JAMES E. GUYETTE
Associate Editor

ALBANY, N.Y.—Empire State LCOs are being urged to unite in the battle against a proposed posting and pre-notification bill.

"The lawn care industry has a big problem, and I hope they participate more than on a local level," said Walper Schroeder, vice president of the New York State Pesticide Users Council.

"The lawn care people are targeted in New York State—there's no ifs ands or buts about it," Schroeder said. "Some of these people are burying their heads in the sand and they think it's going to go away, and it won't."

The object of Schroeder's alarm is a statewide pre-notification law currently under consideration by the New York Senate. The bill already has passed the General Assembly, but some legislators are having second thoughts, he said.

"A lot of people who voted for this didn't realize what they were voting on," Schroeder said, because the bill was tacked on to another measure. "They either want the bill rewritten or

they want to change their vote on the bill."

It is imperative that LCOs join the lobbying efforts, Schroeder said, noting that although people in the industry are "hard-working guys who get up early and work late" and seldom have extra time, they can contribute money to the New York State Pesticide Users Council. "Let us do it for you," he said. "We want to know what you're thinking."

"We can present a united front in a professional manner," said Diana Krantz,

NYSPUC's executive director.

One requirement of the proposed law is that all neighbors have to be notified before any applications are made—even if there is a road separating the properties. In some circumstances an LCO could be forced to notify up to 2,000 people, Schroeder said.

"The economic impact of this could be astronomical," Schroeder said. "It's virtually impossible to comply with the law as it is written."

"They get totally out of

hand," Krantz said of the proposed regulations.

Schroeder said "counter-culture people" are behind the bill, adding that they have lots of support from the state's left-leaning population: "A conservative New Yorker anywhere else is considered a wild liberal."

The large tank trucks used by LCOs make them a prime target, Schroeder said. "We have a high profile. A lot of lawn care people don't understand the general nature of the beast," he said.

There are about 35,000 certified applicators in New York, 2,700 registered businesses and 1,700 members of NYSPUC, he said.

Emotions, rather than facts, are behind the proposed bill, Schroeder said as he expressed his concern. "Unless there's some scientific logic applied here I don't think it will ever be resolved," he said.

"The state is very large and very diversified and that doesn't seem to have been taken into consideration," Schroeder said. **LCI**

Video shows safe mower handling

CALIFORNIA—A new video, "Landscape Maintenance Safety," demonstrates the proper handling of mowers, edgers, and most small power equipment used in landscape management.

Developed by the California Landscape Contractors Association, the video also provides information on the wearing of steel-toed shoes, goggles, and other safety clothing.

The 34-minute video is divided into two sections of equal length, one with English dialogue and the other in Spanish.

According to Nelson Colvin, CLCA vice president, the association developed the training video to help employers reduce on-the-job injuries that result in high premiums for workers' compensation insurance.

"It's a proven fact that workers' compensation claims can be reduced by employer-sponsored safety programs," he said.

The video was recently endorsed by two California insurance companies, State Compensation Insurance Fund and Colonial Western Agency, Inc.

"Landscape Maintenance Safety" costs \$39, including tax and shipping. To obtain more information and an order form, contact CLCA. **LCI**

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SPRING,

from Page 1

Reardon of North Country Landscaping, Inc., South Burlington, VT, along the shores of Lake Champlain.

There are a number of priorities cited by officials of various companies across the country when they discuss their plans of action.

"The first thing we do is go over all the equipment," reported Robert Furman, general manager of Soylent Green Landscape Specialists, Inc., Bohemia, NY, on Long Island.

"During the off-season we do snowplowing, (if there is no plow work for the employees)

they work in the shop getting everything ready for the spring," Furman said. "Hopefully you can start the season without something breaking down the first week."

Preventative maintenance programs are used at many other firms, including the B.D. Wilhelm Co., Denver, CO. "We're on a very strict PM system of maintenance," Operations Manager Bob Conner said. The company has detailed yearly inspections, called annuals, which are targeted for completion March 31. "We go through annuals on all our rolling stock," he said.

"We'll go through and tear down," Conner said. They

keep track of the wear and tear on each item. "It's very important that all our equipment have hour meters or mileage meters."

Two-year-old tools with engines of less than 20 hp are given a "top-end tear-down" if they haven't yet had a major repair. "We'll basically tear the head off to see the condition of the valves," Conner explained. "We want to eliminate field downtime."

Toward that end, the Wilhelm Co. has new or rebuilt engines for 21-inch mowers in stock. For 11 hp and up engines, extras are available on reservation at vendors. "We have two sources, if they

get down to their last engine they'll call us," Conner said.

Upkeep of the 105 pieces of rolling stock is a big issue. "We have a scheduled upgrade," Conner said, adding that in-house mechanics "make sure everything is operating first" for the 100 summer employees.

"Generally we try to do everything in-house," said Amy L. Burman, owner of Burman's Landscape Service, Gap, PA, near Lancaster. She and her husband have three summer employees and one full-timer who does minor repairs and body work. "All our equipment is winterized and stored away."

Equipment that needs

"major surgery" is sent out to a mechanic. "When we get into work that requires more skill it works out well," Burman said, adding that "we have better ways to spend our time."

"We actually start prepping for the spring rush the previous fall," said Reardon of North Country Landscaping in Vermont. "We start getting the equipment ready in the fall." By mid-March, all his one full-time mechanic has to do is charge up batteries, change fuel or add Stable, a product that removes water from gas. "This stuff acts like a sponge and you just need a couple of drops."

At Landscape Resources Corp., Anchorage, AK, "all that (equipment) is winterized when we shut down" in the fall, said General Manager Michael Christensen. "We put them in heated storage."

But Christensen has another concern: Few buildings in Alaska have adequate outdoor faucets. "Water's a real problem here. I have to bring water to the site a lot. You (either) have 57 miles of hose or hopefully you bring the water to the plants."

Come spring Christensen has to drain the antifreeze that fills his 500-gallon tank.

(Water is a crucial factor in Alaska. Deep watering for trees and shrubs is needed in the spring, and long days mean that lawns need more water and more mowing. May days in the Land of the Midnight Sun can last 15 hours, and during a portion of June the sun never sets.)

Material world

Because Reardon's firm has a steady customer base, "we can anticipate a certain amount of demand." He buys his materials in the fall when he has a higher cash flow. "You can get much better deals—it's just smarter money management."

Plant materials are bought in the fall, too. "We have the nursery guys keep them" over the winter. By paying cash in the fall Reardon avoids financing in the spring. "My stuff's paid for—I don't have to have a fire sale. I sleep a lot better at night."

"I like to have all of my plans made by the first of February," said Matthew J. Siano, owner of MJS Lawn Care, Grafton, VT. He starts thinking about chemical buys and equipment repairs in November. He fires up his diesel spray truck once a month to protect it from Vermont's cold.

"Right now what I'm doing is price shopping," John Folker said in January. The president of Landscape Management Services, Kansas City, KS, places his orders locally in mid-February. "I do a lot of forecasting from the previous season—I try to look at the local economy," Folker said.



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At the Wilhelm Co. in Denver, efforts are made to purchase materials in February. "We take advantage of early order discounts for some of our parts," said Operations Director Conner. At the beginning of January estimated purchase quantities are sent to vendors. "We're in place by the end of January with our orders."

Several local merchants are contacted, Conner said. "They know what our needs are, so they know what we need over the season. We try to keep at a minimum two vendors happy."

Customers are offered 3-5 percent off their bills if they pay early. "To help speed up our cash flow we offer a pre-payment discount," Conner said.

"This allows us to pay for what we've ordered early in the season. A pre-payment discount will give you the money to do that."

Taking care of business

A major late winter activity at Ranier Lawn & Landscape, Inc., Tacoma, WA, involves "getting our accounting straightened out," according to Operations Manager Christopher K. Walls. This includes "redoing our cost sheets for projects" and "just having more accurate cost control methods."

The firm has an in-house accountant and a computer. Walls believes that many operations fail because of poor accounting practices. "Most small businesses put emphasis on getting work and small things are allowed to slide by," he said.

The people at Ranier know: The outfit grossed less than \$100,000 in 1985, in 1986 the numbers jumped to \$500,000. "Things just grew too fast without the support system to carry it out," Walls explained. As a result, bills were late in being sent out and "all of a sudden we were running out of cash."

Things eventually worked out OK, but Walls said that situation will not happen this year.

In Kansas City at Landscape Management Services there's a similar attention to detail. Costs of materials, equipment and labor are closely tracked, Folker said. "I keep all that on my computer. I'm not one who uses any guesswork, believe me," he said.

"I used to run a business out of my garage and I'd try to get away with guesswork, and that doesn't work in the least—you've got to know what your costs are!" Folker said. "If people could just know their day-to-day costs they'd be a lot more successful with their businesses."

"This year we're computerizing," said General Manager Furman at Soylen Green on Long Island, NY. "Enough is enough."

A legal matter

The contracts at Soylen Green are written by attorneys, and they often are unclear because of the legal lingo "created by lawyers to make money," Furman said. The solution? "We review our contracts from the previous year over the winter."

In Montana, John M. Bass, Lawn Master, Inc., spends his early springs in front of a judge: He uses small claims court to collect from delinquent accounts. He is suing 7-8 people out of 425 accounts. "It's kind of a time-consuming thing."

Wrap it up

Other springtime activities

across the country include preparing advertising programs, coupons and brochures; updating training manuals and conducting training programs; the painting of trucks and mowers; plus the painting of offices and additional signs.

At the Wilhelm Co. in Denver, "one of the major things is ... we make sure we have safety kits that have undergone an inspection. We update all of our safety equipment," Conner said.

Some firms develop new logos for the coming season, but not Soylen Green.

"With a name like this, you don't need a logo," Furman said.

LCI

John Deere introduces new turf care products

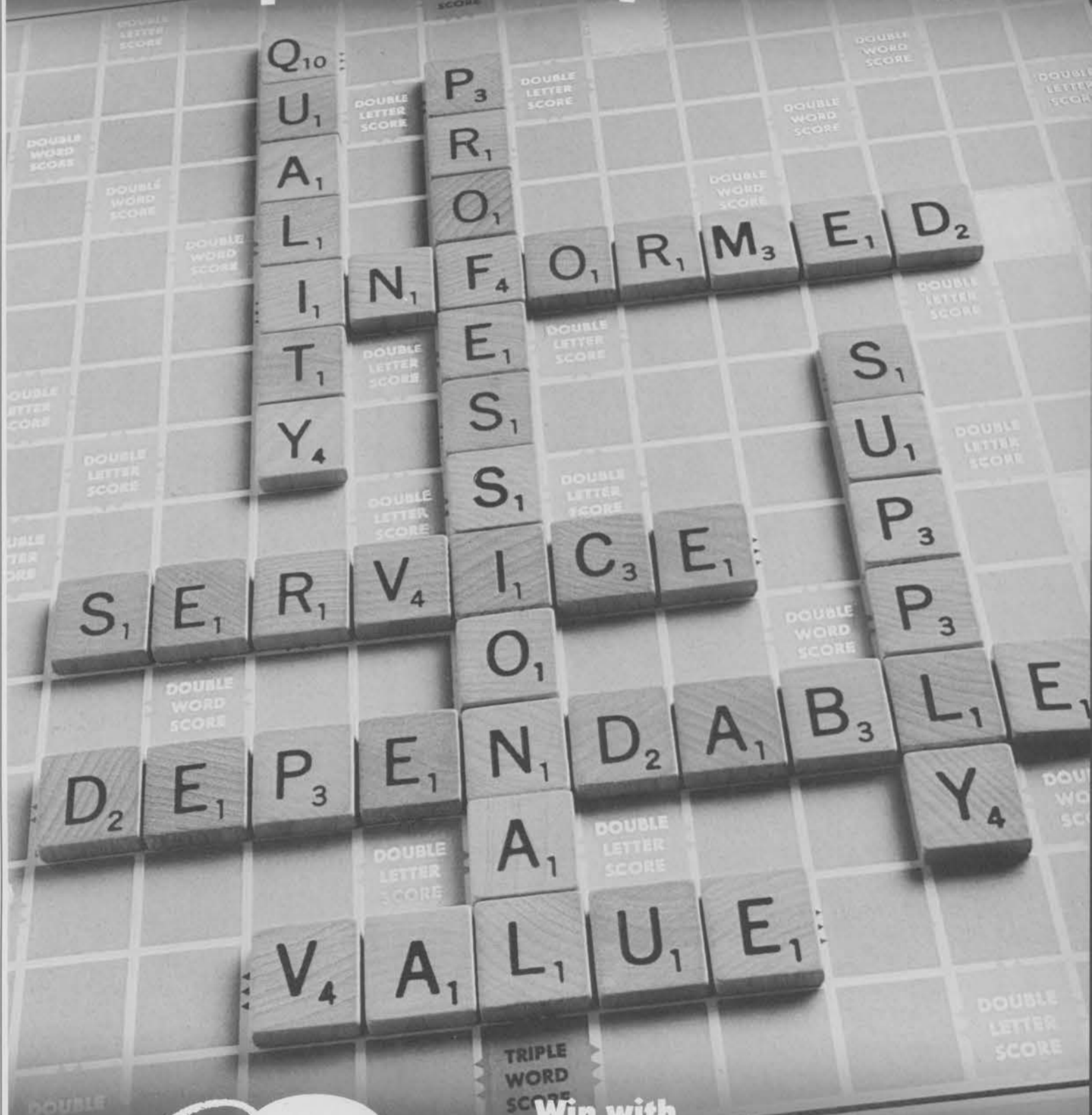
PHOENIX—Tractor manufacturer John Deere is introducing 12 new pieces of equipment to the golf and turf industries this year. Gary Gottschalk, manager of the company's turf and golf products, made the announcement at the Golf Course Superintendents Association of America convention in Phoenix, AZ.

"Because we have such a wide range of equipment, we're able to get into manufacturing the specialty equipment for the golf and turf market," he said. "It's a natural extension of the technology and components already in our system."

Already, 45 of 53 distributors are in place, Gottschalk said. And there's more to come. "If I had to venture a guess, I'd say we'll have 45 to 50 products in this market by five years from now," he said.

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Circle No. 139 on Reader Inquiry Card

Yes, you can motivate workers at \$5 an hour!

ALL IT REQUIRES IS GIVING THEM SINCERE RECOGNITION FOR THEIR EFFORTS

By **ELLIOT MARAS**
Editor

VIRGINIA BEACH—“How can I motivate my employees if I’m only paying them \$5 an hour?” A common complaint in the green industries.

What expressors of the complaint fail to realize is that money is not solely what motivates employees. Recognition and a sense of self worth are actually more important.

Dr. Bruce McAfee, associate professor of management at Old Dominion University, Norfolk, VA, spoke on motivating at the Virginia Turfgrass Conference in Virginia Beach, VA.

He cited surveys in which employees were asked to list what motivated them the most in order of importance. Money was never listed as a most important factor by a significant number of people.

In one study of 44,000 employees, McAfee said pay never ranked higher than five on the list. Among the women, it ranked seventh.

“They want to feel important,” McAfee said. “They want to feel that what they do counts.” Just look at all the people who do volunteer work for charities!

Give praise

Praise your employees as much as possible, McAfee said. People want a standard to live up to, he said, and a sense that they can reach that standard.

Some managers are more comfortable giving praise than others, he noted. The reason some are uncomfortable is that they don’t like to get personal.

McAfee admitted that giving praise involves taking an emotional risk, but said it’s a risk most managers will find worth taking.

And while it won’t have an immediate effect on an employee’s performance, it will have a cumulative effect.

Is it always possible to praise an employee without sounding phony? Yes.

If a manager tries, he can find something the employee does exceptionally well. If the employee doesn’t do anything exceptionally well, the manager can find something about the way the employee does his or her job that is crucial to the company.

For example, if the employee always comes to work on time, the manager can point out how good it would be if everyone in the company did the same.

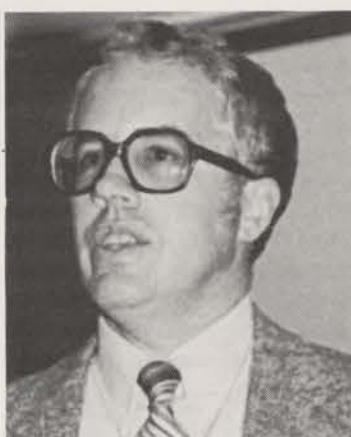
Praise effectively

Praise, to be effective, should never be given conditionally. Don’t say, “You did

a better job today than you did yesterday,” because the intent of the comment is ambiguous.

One key in giving praise effectively is to be as specific as possible, McAfee said. Praise for doing a specific job a specific way will be very convincing, as opposed to a compliment about something vague, such as attitude.

Example: “You did an excellent job digging the holes for the Bradford pear trees.” This indicates the employer was concerned about the spe-



McAfee: Praise your workers.

cific job and happy with how it was done.

Praise is also more effective when given at the end of a task, when the effort is most genuinely appreciated. “That’s the built-in time of praise,” McAfee said.

How often should managers praise? One company manual recommends that somebody get praised at least once every three weeks.

Some managers argue that an employee shouldn’t be praised for a job they are being

paid to do. But remember the premise of this article: money is not the worker’s primary motivator. The employee is working for a sense of worth.

Accepting praise

How should one accept praise? By simply saying thank you. McAfee said it is wrong for employees to discount praise. The manager’s reaction then is to discontinue giving it. But praise should continue, and eventually it will be accepted. **LCI**

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The revolutionary chemical, fenoxaprop-ethyl, gives Acclaim the power to translocate from the site of contact to the heart of weed growth – without the turf injury problems associated with other postemergence herbicides.

Acclaim also eliminates the problem of unsightly patches caused by dead weeds. When applied thoroughly, Acclaim will cause the weeds to turn pale yellow in 4-10 days. In 12-21 days, leaves turn red or purple. Then, the stems turn black as the entire

Individuals' characteristics key to good interaction

NOTED SALES AND COMMUNICATIONS AUTHOR OUTLINES BASIC BEHAVIOR PATTERNS

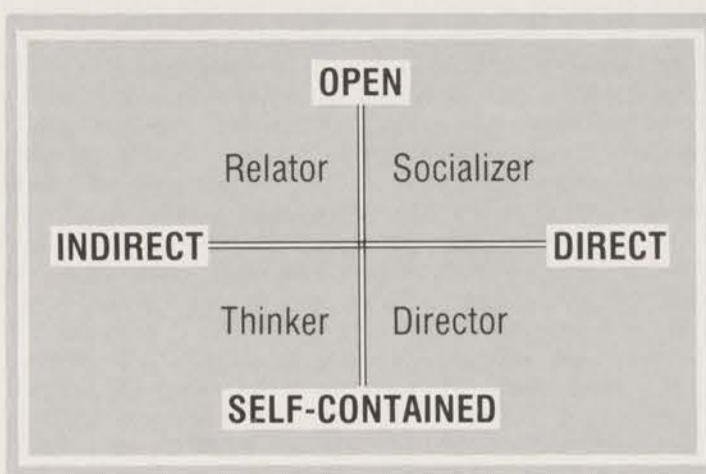
By **ELLIOT MARAS**
Editor

SAN ANTONIO—Do you follow the Golden Rule—"Do unto others as you would have others do unto you"—in your business dealings? You shouldn't, says sales and communications author Tony Alessandra. If you want to establish trust with your customers and employees, you need to recognize their behavioral characteristics in how you relate to them.

"That's a great rule (the Golden Rule) if everybody was the same," said Alessandra, who holds a Ph.D. in marketing, in his keynote address to the annual Associated Landscape Contractors of America convention in San Antonio, TX.

What the manager should try to do instead is treat people the way they want to be treated, and this differs among individuals.

Most managers know the importance of treating people



well. It establishes better productivity among employees and trust among customers.

But knowing how to do it isn't easy. "We step on other people's feelings, opinions and ways of doing things unintentionally" by not recognizing their individual personality traits, Alessandra said.

Alessandra outlined four basic personality types the manager needs to recognize: the Relator, the Director, the Socializer and the Thinker. The Relator is open and indirect; the Director is self-contained and direct; the Socializer is open and direct; and the Thinker is self-contained and indirect.

"There is absolutely no question that the best team you can put together is a blending of all these styles," Alessandra said.

Directors are self-driven and tend to be the highest achievers, but they're not the best managers. They often demand too much of employees and aren't good compliment givers.

Socializers are good at dealing with customers but aren't good with paperwork since they aren't detail-oriented.

Thinkers, withdrawn and headstrong, make good book-keepers because they are detail-oriented, but aren't good at dealing with customers.

Relators are good at following a task through to the end, but they need direction.

Alessandra once made the mistake of giving too much detail work to his marketing person, a Socializer. She made a mess of the books, and he had to give them back to his secretary, a Thinker.

The four personality types react to stress differently. Socializers become emotional, Thinkers withdraw, Relators get more submissive and Directors get critical and dictatorial.

In appearance, Directors and Thinkers are businesslike while Socializers are stimulating. Relators don't follow any definable pattern.

"Being fair and treating people equally are not one in the same," Alessandra said. Managers must be flexible. LCI



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Circle No. 117 on Reader Inquiry Card



Alessandra: Be flexible.

Searching for adequate employees is a full-time job

By JAMES E. GUYETTE
Associate Editor

Finding good help is a major undertaking for most people in the lawn care industry.

There are few workers available in Rhode Island, according to David Ousterhout, owner of Shovels and Rakes in Narragansett. "The construction industry is growing at a phenomenal rate. We're having to compete with similar industries."

"The problem with a good,

strong economy is that the good people are working," said Frank Reardon of North Country Landscaping, Inc., South Burlington, VT.

He said his firm has little turnover because quality foremen are kept on the payroll over the winter. Laborers are attracted by a higher rookie pay rate (\$5 an hour) and "we try to make everybody active in the company," he said.

"It's really hard to find quality people up here," said Michael Christenson, general manager of Landscape Re-

sources Corp., Anchorage, AK.

The completion of the Alaskan Pipeline has resulted in a lot of the labor pool returning to the Lower 48. "The people who live here now are people who are planning to stay here," he said.

Another drawback is the high rates Christenson must pay, \$8 to \$11 an hour. For government contracts (parks, highways and military bases), regulations require that workers be paid a whopping \$30 an hour.

Grafton, Vermont, is near the Magic Mountain ski resort, and Matthew J. Siano of MJS Lawn Care has his four summer employees already lined up—they all work in the ski industry during the winter.

Robert Furman, general manager of Soylen Green Landscape Specialists, Inc., Bohemia, NY, likes to hire inexperienced people because they have fewer bad habits and are more adaptable to training. He'll reward an aggressive job-seeker: "A guy with a little guts in him will go door-to-door."

"Good attitude is more important, I think, than experience," said Amy L. Burman, owner of Burman's Landscaping Service, Gap, PA. "We like to employ people that we know from our church. It's a good contact."

John Folker, president of Landscape Management Services, Kansas City, KS, has had good luck with the Kansas unemployment bureau. He said 60-75 percent of the referrals have worked out, including one man who was hired year-round.

"We've hired people from the Salvation Army who will come out and work for a couple of days and they get tired and quit," said Christopher K. Walls, operations manager of Ranier Lawn & Landscape, Tacoma, WA.

Too many outfits "try to make do with what they've got," said Bob Conner, operations manager at the B.D. Wilhelm Co., Denver, CO.

"We have what we call a 30-day employee review." All rookie workers are hired on a temporary basis at a minimum \$4.50 an hour.

"Thirty days gives us a chance to look at you and you a chance to look at us," Conner said. One in five don't make it. "We'll cut them loose after 30 days if they are not performing up to our standards," he said.

"We try to avoid indifference," Conner said.

A worker who lacks skills, but has a good attitude can be deployed to a task that best fits his or her aptitude.

Employees are sought through university contacts and classified ads in Denver's two daily newspapers. The ads go in about Feb. 1, in the Sunday and Monday issues. "If a guy's unemployed, Monday morning's a good day to start looking," Conner said.

Burman places her ads in the Lancaster, PA, morning and afternoon dailies.

She aims for the middle of the week through the end of the week because "I think people have more time over the weekend to look through the paper."

Ads are run in February in the Tacoma and Seattle dailies for two or three weeks, Walls said.

His company looks for "top-notch" workers with a formal education in horticulture.

Folker advertises in the Sunday *Kansas City Star* near March 15 because "more people are job shopping on Sundays." He likes to use community weeklies, too.

"I've found that some of the local papers do really well."

Ousterhout advertises in his local weekly, plus he runs a two-week ad in the Providence daily in late March and early April.

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Its weeks.



MOWERS,

from page 19

They allow close, easy trimming with either side of the mower, speeding the job when trimming. Grass trimmings flow straight back into the bag on a rear-bagger. The trimmings must "turn a corner" from a side chute into the bag on a side-discharge. Thus, the rear-bagger doesn't clog as easily. The balance is generally better on a rear-bagger, too; as the bag fills on a side-bagger, it can pull the mower to one side.

The rear-baggers best suited for general commercial use are those that can easily be converted to side-discharge or side-bagging or mulching. You can expect to pay a premium of 15-20 percent more for a rear or rear-bagging mower than for a side-bagger, but the option of converting the mower makes it a better buy because you get the benefits of both types in one machine.

Side-discharge mowers do have the benefit of sometimes being easier to handle because they have front-wheel drive systems and because they generally are lighter than rear-baggers. Most rear-baggers have rear-wheel drive, which means you can't just tip the mower back to overcome the self-propelling feature. That is another reason why a good feather clutching system is important for a rear-bagger.

Some rear-bagging mowers convert to side-bagging or side-discharge more easily than others. At Toro we use an instant changeover system with a drop-in chute that converts the mower without tools in about the same amount of time it takes to change the bag.

You also can convert these mowers to mulch again without needing tools. This allows you to adjust to a variety of cutting conditions as required, even in different parts of the same job.

The ability to bag in wet conditions is an important consideration and it's a characteristic that can vary significantly from brand to brand.

Some of the so-called high vacuum decks have a tendency to clog in lush or damp conditions. There are two reasons: The manufacturer may have sacrificed some of the mechanical aspects of grass transport in favor of stronger aerodynamics (slightly lower vacuum machines will actually use the blade to physically slap grass back into the bag while higher vacuum machines do it to a lesser degree); or the higher vacuum machines may have a longer tunnel from the deck to the bag, contributing to clogging in damp conditions.

on consumer models.

On a good quality commercial mower you can expect to wear out several sets of tires before the rest of the machine wears out.

You'll find several tire tread options.

Radial-style tread designs probably are the best choice. They provide longer wear and better traction when mowing.

Tire width is another consideration. Wider tires have less "tracking" on the grass.

Narrow tires may leave tracks of crushed grass that won't immediately bounce back up for an even cut—leaving a ragged appearance.

Where to shop

An independent servicing dealer is the wisest place to shop. Industry figures say these "local independents," who exclusively sell outdoor power equipment, have more product expertise; have better-trained service departments; and provide faster servicing turnaround.

These features can be especially important to commercial cutters. Because these dealers service the brands they sell and are specialists on those models, they have qualified mechanics who can properly diagnose problems and execute repairs the first time—rather than having to

bring the machines back to have a problem resolved. Additionally, a shop that gives preferred service to the commercial trade is important because a mower that goes down means lost productivity.

Many outdoor power equipment dealers give preferred service to landscape management contractors. Finding a good qualified dealer—one who will provide the necessary maintenance quickly and capably, plus will provide professional help in selecting the equipment in the first place—can be one of the most important decisions you make. You might want to shop price from dealer to dealer, but it's much more important in the

long run to find the right dealer from a service standpoint and stick with him. A small amount of money saved up front by price shopping can be lost quickly and many times over if your dealer doesn't provide the support a successful commercial operator needs. **LCI**

If you are interested in obtaining any available or additional editorial research or reference materials published in this or previous issues, direct inquiries to Kathleen Maciuszko at 216-826-2839.

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Wheels and tires

Look for metal, ball bearing wheels instead of the plastic wheels most commonly found

2,4-D,

from Page 1

several epidemiology studies on 2,4-D, many of which disagreed with the National Cancer Institute study.

Pesticide & Toxic Chemical

News in its Jan. 21 issue reported that another epidemiology study has been filed with EPA that questions 2,4-D's link to cancer. The study was done of a 1950-1982 forestry tradesmen's cohort at Ontario (Canada) Hyrdo by

the Health and Safety Division of its Health Service Department. The study concluded that the death rate among exposed males was not higher than that in other populations.

The study will support the

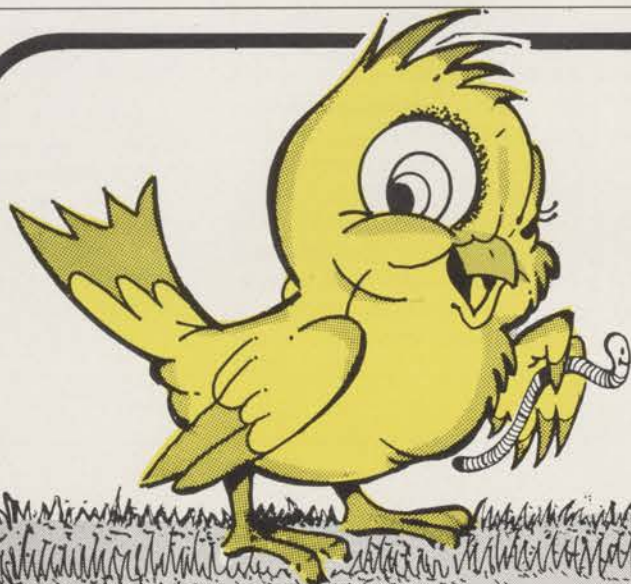
EPA's "probable decision not to initiate a 2,4-D special review," the Jan. 21 issue of the newsletter stated.

Lynn Vlier, senior review specialist for EPA, had no comment on the newsletter's articles. She said a recommendation on 2,4-D will be made to the EPA's Scientific Advisory Panel in the spring based on the various epidemiology studies reviewed.

The *Pesticide & Toxic Chemical News* articles were

written by its editor, Cathy Cooper.

The Canadian study, the newsletter said, showed there was "no evidence of increased mortality risk associated with long-term exposure of 15 years or more ... If phenoxy acid herbicide exposure is proportional to the length of time which is spent in the forestry trade, there is no increase in mortality risk associated with long-term exposure to phenoxy acid herbicides." LCI



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For further information call or write **Growth Products**, P.O. Box 1259, White Plains, New York, (914) 428-1316.

PLCAA to have defense materials for LCOs

MARIETTA, GA.—Anticipating another wave of negative publicity this spring, the Professional Lawn Care Association of America is preparing advertisements and information sheets defending the use of lawn chemicals. The materials are being produced by Marcomm, Inc., of Minneapolis, MN, the PLCAA's public relations agency.

Jim Sample, a Marcomm executive, said the advertisements are an attempt to improve the public's perception of the LCO. "The homeowner doesn't understand what the professional LCO does," Sample said.

Jim Brooks, PLCAA executive vice president, said PLCAA is studying the feasibility of both print and television ads. "We see them as something that will go into several markets," he said, although they will probably focus on key markets and areas where lawn care has received a fair amount of media attention.

Besides defining the LCO as a professional, Sample said ads will address specific issues

such as chemical safety, sign posting and right-to-know. He said PLCAA wants the public to know that LCOs already do honor people's requests to be notified of chemical treatments.

"We have got to communicate this to the non-customer," Sample said.

The informational sheets, known as "Green Sheets," will serve as resource materials for LCOs in addressing safety concerns. Each Green Sheet will be devoted to a specific issue, such as the pesticide registration process, the actual toxicity of pesticides, and handling and storage of pesticides.

"It's their (LCOs') links to industry research," said Doug Moody, PLCAA associate director.

The information will enable the LCO to speak authoritatively to government officials, customers and insurance agents on the various subjects, Sample said.

The ads and the Green Sheets are supported by the PLCAA's recently-begun defense fund. LCI

GROWTH,

from Page 1

Jerome Faulring, president. These represent low risk expansions, Faulring said, since each will be taking some existing customers with them.

A new Hydro Lawn branch will open in York, PA, complementing an existing operation in Harrisburg, PA. Hydro Lawn also acquired the residential customers of a competitor in the Syracuse, NY area.

ChemLawn Services Corp. will expand its California operations with new branches in Long Beach, San Fernando Valley and San Diego.

Davey Tree & Expert Co. will expand its presence in Texas with a branch in San Antonio. It already operates in Dallas and Houston.

The **Erbaugh Corp.**, based in Akron, OH, will open two new branch operations serving Erie, PA, and Utica-Rome, NY area, and Saratoga, NY. LCI



*Sometimes Big Isn't Better
Discover the Mid-Size Walker Mower*

Accepted practice in the lawn maintenance business has been to use the BIG commercial rider mower for open areas and walk-behinds for trimming. Now maintenance operators all across the country are discovering a new, fast efficient way to mow landscaped areas. For many jobs the maneuverable MID-SIZE WALKER MOWER does the whole job saving time, labor, and equipment investment. And Walker offers high productivity without sacrificing a quality cutting job, sure to please the most discriminating customer.

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- Buffers pH to prevent alkaline destruction of pesticides.
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Circle No. 134 on Reader Inquiry Card



Power Prune is a gas, nips branches in the bud
The Power Prune 250 pruning gun, made in New Zealand, is now being imported into the United States by Impex Trad-

ing, West Bend, WI. Dealer inquiries are welcome.

The lightweight pruner has the ability to cut up to 1-inch thick green wood and is suitable for a large variety of cutting tasks.

A weight of about 2 pounds combined with single-handed operation makes it particularly suitable for pruning in high or hard-to-reach areas.

The unit is powered by a lightweight single-stroke, single-cylinder, LPG (propane) fueled internal combustion motor. One 14.1 oz tank of propane will provide thousands of cuts, according to Impex. The unit will cycle almost as fast as

the operator can pull the trigger.

Another plus is that fatigue caused by hand pruning will be eliminated by the Power Prune 250, the company said in the news release. LCI

Circle No. 201 on service card.

Maruyama spray nozzle has driftless pattern

The Maruyama MS045 backpack sprayer can be equipped with a special "driftless" nozzle.

The nozzle was developed to distribute larger chemical droplets in a fan pattern, allowing the operator to hit only the intended target.



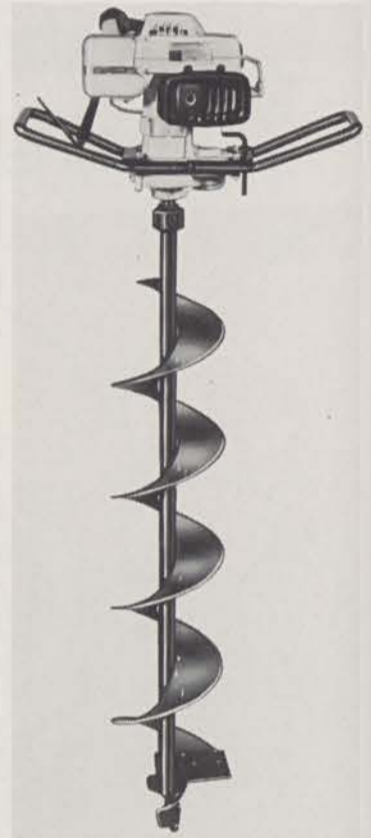
The Kawasaki-driven six gallon sprayer features a cen-

trifical pump capable of up to 200 PSI when using the standard nozzle for insecticide spraying. It also is suitable for herbicide applications. LCI
Circle No. 202 on service card.

Bore holes for posts with lightweight gas drill

Drill holes for fencing, ice fishing, shrub planting and tree fertilization, among other things, with the new portable, gas-powered drill from Feldman Engineering and Manufacturing Co., Inc., Sheboygan Falls, WI.

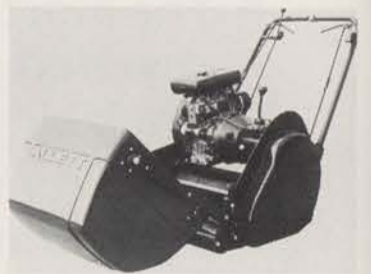
The engines come in 33 cc and 49 cc sizes and feature an automatic rewind starter, solid state ignition, load sensitive governor, centrifugal



clutch, low gear ratio and pre-lube ball bearings.

Prices begin at \$300, and the drills also can be used for boring wood, plastic, steel and concrete, according to the company. LCI

Circle No. 203 on service card.



Quiet English mowers called jolly good show

Low noise levels and high quality are the hallmarks of a selection of "pedestrian controlled" 30-inch and 36-inch British lawnmowers made by the Allet Mower Co., Corby, Northants, England.

According to the British Information Services, an exceptionally quiet model can be used near schools and hospitals. A chain-and-sprocket transmission runs in an oil bath for long life and less-loud operation. LCI

Circle No. 204 on service card.

TRIM \$5 OFF THE PRICE OF LIMIT® AND CUT YOUR GRASSWORK IN HALF

Limit® cuts your mowing and trimming time in half for up to six weeks by dramatically reducing cool season grass* growth. And since it works through the roots instead of the foliage, there's no rain wash-off worries or unsightly yellowing. You can even use Limit as a way to keep personnel busy by applying *during* moderate rain.

Use it anywhere grass grows and you don't want to mow, including hard-to-get-to places like median strips, along fences, around signs or plantings, the list is endless. When you cut your grasswork with Limit, your work force is free for more important and profitable jobs. And that

can really help out in the spring when help is in short supply.

You can tank-mix Limit with other turf fertilizers and pesticides, and apply with any standard spray equipment. It's formulated for consistent and reliable results even where over-application occurs. And it won't stain sidewalks, stones or monuments.

Clip and use this coupon today to start your savings program with Limit.

Call 1-800-332-3111 for more information

* Recommended for ryegrass, Kentucky bluegrass, tall and fine fescues.

ALWAYS READ AND FOLLOW LABEL DIRECTIONS. LIMIT® is a registered trademark of Monsanto Company.

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Save \$5 and prove how Limit cuts grasswork in half.

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Title:

Firm:

Address:

City:

State: Zip: -

Phone: - -

Mail to: Monsanto Redemption Center,
Rebate for LIMIT® P.O. Box 4004, Monticello, MN 55362
Limit is labeled for non-residential use only (not labeled in California).

How to get your \$5 rebate:

1. Purchase one quart of LIMIT® turf regulator between January 1, 1987 and June 30, 1987.
2. Send this rebate certificate along with an original copy of your invoice showing dealer name, date and purchase of one quart of Limit. Your rebate request must be postmarked no later than July 1, 1987.
3. Monsanto will send you a check for \$5.00. Allow 4-6 weeks for your check to arrive. This offer is limited to one \$5.00 rebate check per customer, firm or address.
4. Reproduced certificates will not be accepted. Monsanto is not responsible for lost claims or missed deadlines. This certificate has no cash value and is void where licensed, taxed or prohibited by law.



CUTS YOUR GRASSWORK IN HALF.

Circle No. 127 on Reader Inquiry Card

CLASSIFIED

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

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

FOR SALE

1985 Chevy C20 Pickup with 300 gallon Tuflex tank/Bean pumping system. Approximately 5,000 miles. (negotiable) 201-875-9054. 3/87

1986 chemical lawn care truck for sale. Excellent condition, 600 gallon FMC split 400/200 100 gallon drop tank, aluminum bed and stainless steel reels. 1986 100 gallon high pressure tree and shrub sprayer for sale, skid mount and split 50/50. Call 404-452-8320 for details. 3/87

CHEMICAL LAWN BUSINESS (LONG ISLAND, NY): Established 1975, excellent reputation in growth area. Terms. Call 516-331-6060 or write Owner, Box 275, Port Jefferson, NY 11777. 3/87

1976 Ford 350 one-ton spray truck. 500 gal. poly-tank and spraying accessories - one year old. Excellent condition. \$6,000.00. Call Pat McConnell (502) 968-8100. 3/87

77 GMC 2 ton spray truck, 1000 gallon tank recessed on flatbed. 1984 Hanay Reel, Meyers 2C95 pump, PTO, 100 gallon steel auxiliary tank. 76 Ford 1 ton spray truck, 750 gallon tank Hanay Reel, Meyers 2C95 pump, PTO, 50 gallon poly auxiliary tank. 317-283-1429 or 317-284-0265. 3/87

RYAN AERATOR - RYDE AIRE II 2 years old, excellent condition, runs well, pulls plugs on 3 1/2 centers. Call Darrel at 215-678-5800. 3/87

1200 - 1400 ACCTS: Chemical lawn care business; seeding & aeration, primarily granular. Gross \$380,000. Bridgeport, CT area. After 6:00 p.m. 203-655-8633. 3/87

FREE PARTS CATALOG - If you own a 32-36-48-52-61" walk-behind or riding mower and feel you're paying too much for your parts and equipment call **PRECO DISTRIBUTORS** today. We have **BELTS, BLADES, WHEELS, GRASS CATCHERS**, Replacement parts that fit Bobcat, Bunton, Kees, Exmark, Scag & others. Engines and Parts for Honda, Kawasaki, Briggs + Stratton and more. Order your free catalog 24 hours a day. **TOLL FREE 1-800-428-8004**, US, In Mass 1-800-421-3900. Preco Distributors, 97 Center St., Ludlow, MA 01056. 8/87

FOR SALE: 1- 1980 IH with 1200 high volume spray, 2 78 GMC, 1 ton for low volume spray. Reasonable priced for quick sale. 315-637-8660, Dave. 3/87

TREE SPRAY TRUCK W/SPRAYER: Dodge D-500 flatbed w/Myers 35 GPM spray system; 500 gal. tank. Excellent condition w/2 electric Hanay reels, hose & guns. **JOHN BEAN** 1010 skid mounted tree sprayer w/reel; 200 gal. tank. Call Bill Harrigan at 301-694-6006. 3/87

Spray Trucks: 1980 GMC - series 6,000 350 V8 4 speed and 2 speed axle. Units are equipped with 1,200 gallon Tuflex fiberglass tanks, mechanical agitation, 10 GPM Bean pump, 50 gallon side tank, 8HP Kohler engine drive, Haney electric hose reel and detachable 1,200 lb. capacity granular fertilizer box. \$10,500. Call Jerry Mykietka, 1-312-932-8668. 3/87

SPRAY TRUCKS: 1983 and 1984 Internationals. Both with 1250 gallon tanks, Meyers pumps, Haney reels. Very well maintained. Professionally serviced. Excellent condition. Both have bed rails, spreader brackets, hand sprayer holders, 2 reels, 400 ft. hose. Call 203-372-3511 - Tony or Rob. 3/87

SPRAY GUNS LOW VOLUME - 1 gal. per min. no holes to glue shut. Brass valve, big drops good for lawn care. \$65.00. Clean Lawn, P.O. Box 205, Tire Hill, PA 15959 or call Ron Keafer (814) 255-2189. 4/87

FOR SALE

SPRAY TRUCK, Ford F600 Chassis with 73,000 miles, 350 C.I.D. Engine with 4-sp. transmission, 1250 gal. **STAINLESS STEEL** Tank, Bean 2020 Turf Pump (driven by Chelsea P.T.O.), mechanical agitation, 2 hose reels with 1/2" hose, 2 chem lawn guns. Asking \$8295. If interested in this ready to spray unit, please call Dennis or Rick at 215-368-9333. 3/87

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

CLOSEOUT SPECIAL! Save your back issues of **LAWN CARE INDUSTRY** and save money at the same time. We're closing out our line of permanent binders at the special low price of *two for only \$7.50!* (This is a \$7.00 savings over our regular price plus postage and handling.) Orders will be filled as long as our supply lasts - quantities are limited. Order your binders today from: Book Sales, HBJ PUBLICATIONS, One East First Street, Duluth, MN 55802. TF

FOR SALE

S.E. Michigan Lawn Spray Co. for sale. Revenue \$700,000+/yr. Lawn Care, P.O. Box 7283, Blm Hls, MI 48013. 3/87

USED CHIPPERS, BUCKET TRUCKS, BOOM TRUCKS: Stump grinders, stake bodies, tree trucks and dumps. New Morbark and Woodchuck Chippers. Rayco stump grinders at discount prices. We also buy trucks and equipment. Opdyke, Inc., Hatfield, PA (Phila. area) 215-721-4444. 5/87

SPRAY TRUCK: 1984 Ford, 171 Chassis Cab F606 Two reels, PTO low mileage, excellent condition. Mechanical agitation. Call Don Galligan 1-614-766-0008. 3/87

HANNAY HOSE REELS: New in the box. E1526's and E1530's - **\$339.00**. We will ship and pay freight anywhere in the U.S.A. and Canada. Immediate delivery. Other size reels and parts available at fabulous savings! Call 313-543-2200, in Michigan. Outside Michigan - **1-800-843-LAWN**. TF

FOR SALE

SPRAY TRUCK: 1980 GMC, one ton, 37,000 miles, 500 gallon tank and 200 gallon tank, 2 hoses and reels. Phone 1-701-222-4152. 3/87

Chemical Lawn Care Business for sale, Western North Carolina. 3 spray trucks, 330 contract customers. \$142,000 grossing 1986. \$53,000. 704-891-5125. 3/87

Two Lesco 300-gallon skid mounted poly tanks with jet agitation, 10" fill and basket. One year old. Excellent condition. \$200.00 per tank. Inquiries to: P.O. Box 6844, Buffalo, NY 14240-6844. 3/87

HELP WANTED

LANDSCAPE MAINTENANCE FOREMAN: Firm needs individual able to supervise and motivate own crew. Candidate must know plant materials and standard horticultural practices. Position offers excellent growth potential and salary commensurate with experience. For more information, call American Lawn Care Company, Niles, IL. 312-965-2427. 5/87

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WE'RE KNOWN BY THE COMPANIES WE KEEP.

Quick - who's the fastest growing lawn care company in your area? The biggest? The most profitable? It's easy to remember the top performers, isn't it? The ones who set the standards for excellence that others aim for. What's hard to understand is how they do it.

We can tell you one of their secrets, and it's a valuable business resource that all the top lawn care companies share - membership in the Professional Lawn Care Association of America.

Virtually every one of America's top 100 lawn care service companies are PLCAA members. But you don't have to be big to know a good thing when you see it. Altogether, over 1000 companies are PLCAA members, and they vary in size from giant corporations to small, growing businesses.

PLCAA is their professional edge. PLCAA offers resources unavailable anywhere else. Seminars, publications,

and training programs. Business and legal newsletters targeted to their interests, their profession. Cost-saving group health insurance. Environmental and governmental updates and action reports. And a powerful, single voice to defend them in an increasingly hostile political arena. PLCAA is all of this, and much more.

To find out more about what PLCAA can do for you, fill out and mail the coupon below or call us at 1-404-977-5222. Discover for yourself what successful companies already know - that membership in the Professional Lawn Care Association of America doesn't really cost - it pays.



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Mail to: Professional Lawn Care Association of America
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Marietta, GA 30068

LCI

HELP WANTED

MANAGEMENT: Mid-Atlantic multi-branch established lawn care firm seeks branch manager. Position available 1-1-87 for aggressive, qualified applicant with proven record of success. Experience in operations, administration, field and office a must. Send full resume, salary benefits and incentive requirements to LCI Box 168. 3/87

LANDSCAPE CONSTRUCTION FOREMAN: Excellent opportunity for a hard working individual to work with an expanding commercial landscape contractor in the Boston, MA area. Must be experienced in all phases of landscape construction. Year round full time position. Good salary and full company benefits. Send Resume to G.S.G. Corp., P.O. Box 2071, Framingham, MA 01701. 3/87

SALES PERSON/MANAGER: Expanding irrigation/landscape contractor is seeking a qualified individual for a full time highly diversified sales management position. Experience should include design, sales, estimating, scheduling, and administration. Massachusetts and New Hampshire territory—very desirable area. Send resume to G.S.G. Corp., P.O. Box 2071, Framingham, MA 01701. 3/87

MANAGEMENT POSITION. An opportunity with established computerized lawn care corporation offering adequate compensation. Must have management background. Send resume & salary requirements to: P.O. Box 33111, Minneapolis, MN 55433. 3/87

LAWN SPECIALISTS: needed for rapidly expanding lawn care company. Seeking candidates with management potential, capable of handling sales, production, and service. Experience preferred, but will train. Excellent pay, friendly work environment. Call Treeland Lawn Care, Bridgeport, CT 203-372-3511. 3/87

MANAGEMENT TRAINEE/SUPERVISOR for lawn care, **NORTHERN NEW JERSEY.** We grow superior lawns. Quality oriented, growing company with residential and commercial accounts needs person with good basic knowledge of how plants grow. Minimum of 1 to 2 years related experience. We offer good salary, rapid advancement, plenty of challenge and recognition. Call and write: **GREEN-A-LAWN**, Post Office Box 5010, Bergenfield, NJ 07621. 201-836-5530. 3/87

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

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

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

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

MANAGEMENT: Midwestern Lawn Care Company poised for growth looking for experienced branch managers and tree-care professionals. If your career isn't "growing like a weed", we would like to hear from you. Our employees know about this ad. Please write to LCI Box 169. TF

MANAGEMENT CANDIDATES: Our recent expansion has increased our demand for qualified individuals for marketing and branch management. College degree and/or previous management experience required. Excellent salary benefits and bonus program. If you are aggressive and results-oriented and want to join one of the fastest growing companies in the industry then contact: Sam Lang, Orkin Lawn Care, 550 Interstate North, Suite 100, Atlanta, GA 30339 or call 404-955-8015. 3/87

HELP WANTED

Help Wanted - Landscape Maintenance Foreman. Fast-growing firm looking for bright, dependable person capable of physically working in the field as well as managing people. Must be knowledgeable in all phases of grounds maintenance. Salary commensurate with background. Good company benefits with strong growth potential. Send resume and/or contact J.R. & Associates, 1006 East Higgins, Elk Grove, IL 60007 (312) 437-0048. 3/87

ESTIMATOR/SALES person needed with civil engineering degree of landscape architecture background for entry-level management position. Send resume to LPS Pavement Company, 33W480 Fabbyan Parkway, #101, West Chicago, IL 60185. 3/87

LANDSCAPE MAINTENANCE FOREMAN: Expanding landscape firm, in the Boston MA area is looking for responsible foreman to do quality commercial maintenance. Experience should include complete knowledge of turf, bedcare and ornamentals. Year round full time position. Excellent salary and full company benefits. Send resume to G.S.G. Corp., P.O. Box 2071, Framingham, MA 01701. 3/87

HELP WANTED

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LARGEST LANDSCAPE CONTRACTORS

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Responsible for the coordination of 9 to 12 construction crews. Must be well organized, a self-starter with good communication skills. Salary, profit sharing plus other benefits.

CREW LANDSCAPE FOREMAN:

Experience in all phases of large landscape operations a must. Salary, profit sharing, benefits.

OTHER ENTRY LEVEL POSITIONS available as well as management positions.

Send resume to: J. Farmer & Company, Inc.
219R South Main Street
Middleton, MA 01949
(617) 774-2933

HELP WANTED

MANAGEMENT: Central Illinois Lawn Care Company seeking branch manager. Must have production and sales experience; college degree in related field preferred. Excellent salary, bonus and benefits. Will fill position immediately. Send resume including salary history to LCI Box 179. 3/87

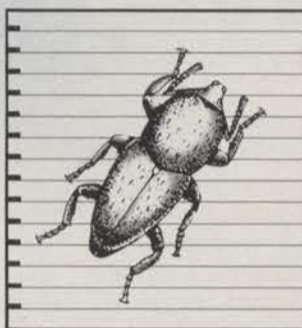
WANTED

LAWN CARE COMPANIES WANTED: well established, family owned lawn care company seeking expansion by purchasing other companies or customer lists. We will completely buy out, or you can stay and grow with us. All inquiries to be strictly confidential. We are searching primarily in the Northern-Central Jersey - Eastern PA area. If interested, send pertinent information to: LCI Box 180. 3/87

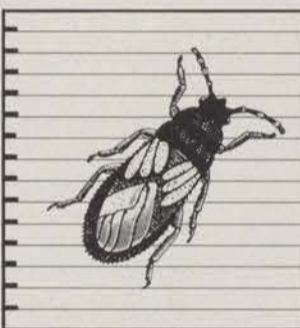
Equipment Wanted: Used Hesston Model #180/230 Toro GMT 200, any condition. Please call Dick Trevathan, 815-469-5238—469-5903. 3/87

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Care Operators and Home Owners.



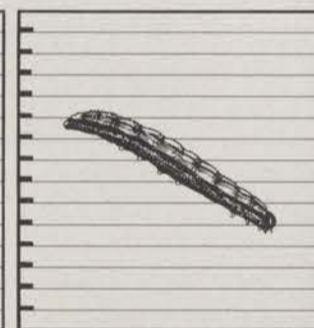
Billbugs



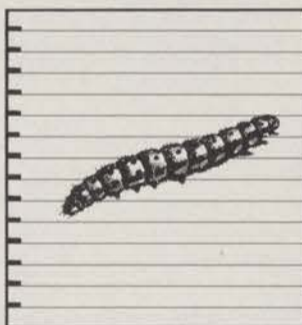
Chinch Bugs



Grubs



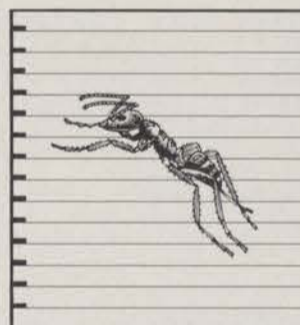
Army-Worms



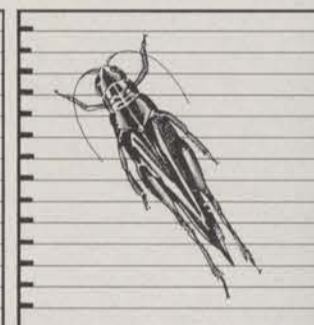
Sod Webworms



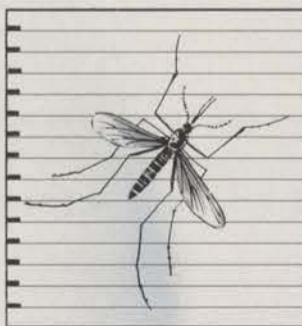
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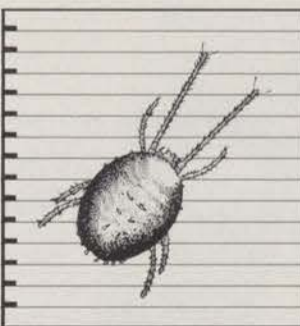
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Grasshoppers



Mosquitoes



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TIONALLY KNOWN
FORCES OF
DESTRUCTION,
CALL
1-800-225-ANDY.

WANTED

Major consumer service company looking to acquire lawn care service companies in the Mid-Atlantic and East Coast states. Minimum of 3,000 customers. Major advantages available to owners and current employees. Please respond, indicating size and location, in confidence to: Box No. 643, Sparks-Glencoe, MD 21152. 3/87

Evergreen Lawns, a division of the Hawley Group Ltd., an international service company doing in excess of a billion dollars in sales, wants to acquire lawn care companies of all sizes. All inquiries strictly confidential. Please contact Steve Hirshmugl, Director of Finance and Acquisitions, Evergreen Lawns Corp., 1390 Charlestown Industrial Drive, St. Charles, MO 63303, 314-946-9700. TF

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CONSULTING SERVICES: Grow your business with someone else's experiences. **PROGRAM DEVELOPMENT, TRAINING NEEDS, OPERATION START UP OR EXPANSION and LEGISLATIVE PROBLEMS.** Over 10 years experience with the industries' leaders. Please contact: Philip E. Catron, M.S., 26548 Haney Avenue, Damascus, MD 20872, 301-253-5652. 3/87

WANTED

LAWN CARE COMPANIES WANTED:

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

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WANTED

WANTED TO ACQUIRE

Lawn care companies in eastern half of U.S. being sought by national corporation. Complete buy out or stay and grow with us. If interested, please call me directly:

Paul Andereg
Vice President/Marketing
TRU GREEN CORPORATION
(404) 442-8700

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MISCELLANEOUS

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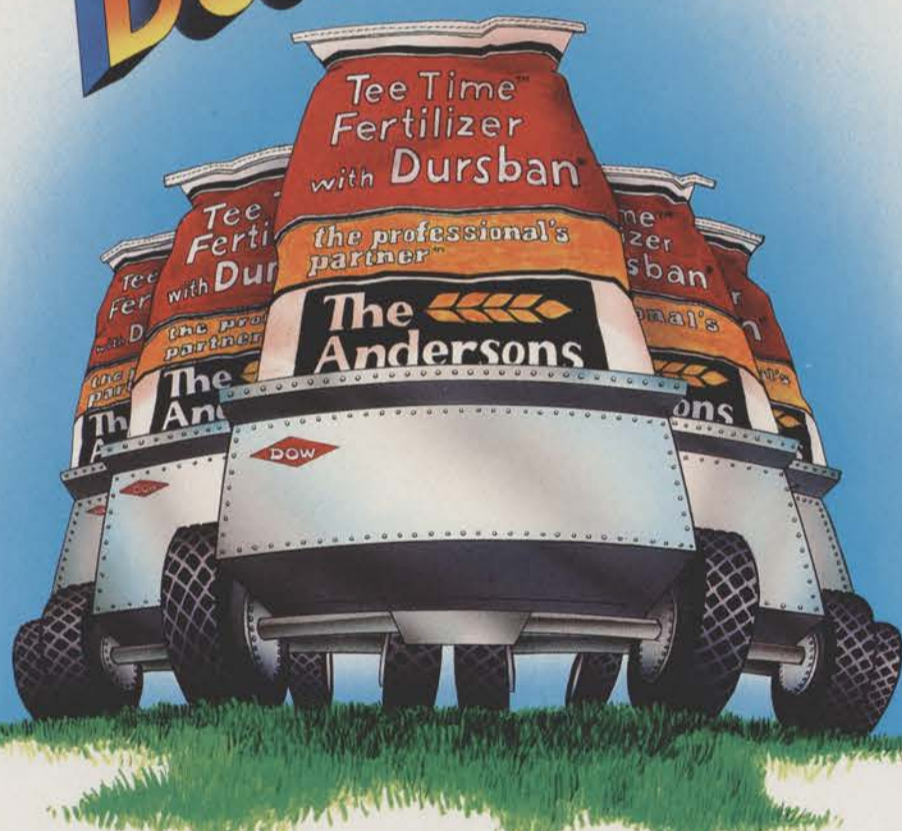
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the DOUBLE-AGENT



Simply fertilizing isn't enough to protect your customer's turf from pesky insects. That takes a fertilizer/insecticide combination like The Double Agent: Tee Time™ and Dursban® from The Andersons.

The Double Agent lets you take on both missions at once. Saving time, labor and equipment.

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The Andersons

Lawn Fertilizer Division
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Maumee, Ohio 43537

1-800-225-ANDY

THE LAST WORD

Phone hang-ups are a bad connection

By JAMES E. O'GUYETTE
Associate Editor

Ah, the wearin' of the green. St. Paddy's Day is here and spring is just around the corner.

And you know what that means: The phone will be ringing off the hook with calls from potential customers wanting service.

My job entails calling a lot of people in the lawn care industry throughout the USA, and I've got to say that you folks rate high marks when it comes to telephone courtesy.

However, permit me to offer a few observations as one who probably calls more lawn care people than just about anyone.

First, how about the telephone itself? Did you buy one of those junk phones to save a few bucks? If so, put this magazine down immediately, if not sooner, and rip the phone out of the wall and throw it in the trash can—because that's where it belongs.

A customer can hardly be impressed when you sound as if you're talking from a deep sewer or outer space. A cheapo phone just doesn't cut the mustard in a service-oriented business.

If you can afford it, a separate business line can come in mighty handy if you work out of your home.

It sounds a lot more professional to answer a call with a crisp "Big Jim's Landscaping," instead of "yo."

(When business calls are answered with a simple "hello" it always makes me think I've dialed the wrong number. "Uh, is this Big Jim's?")

Also, a separate line allows you to avoid business calls if you're feeling antisocial after being up all night drinking beer, or if you're watching the Browns on TV and someone calls to complain about some leaves on their driveway.

When you're not available, an answering machine is just about essential in this day and age. A phone that rings and rings all day means lost business.

Experts recommend that you hire an answering service, and it sure doesn't sound like a bad idea to at least look into the prices in your community.

If you decide that you can't afford an answering service, please keep your taped message bright and cheerful. Some of you sound like you recorded your little speech at the county morgue. A little humor doesn't hurt.

Tom Mann of the Greenskeepers, Eagan, MN, promises to call people back,

adding, "and that's no fertilizer."

A classic has got to be a Maryland firm's recording, done in a deep southern drawl: "Howdy. This is the Lawn Enforcement Landscaping Service. My deputies and I are out of the office at the moment, chasing down those varmints that been givin' our yards so much trouble this year. If you'd be so kind as to leave your name and number we'll get back to you. We thank ya."

A short instruction session

in phone courtesy for your employees can do you no harm. "Who's calling please?" sounds a lot more pleasing to the ear than "who are you?" or "what do you want?"

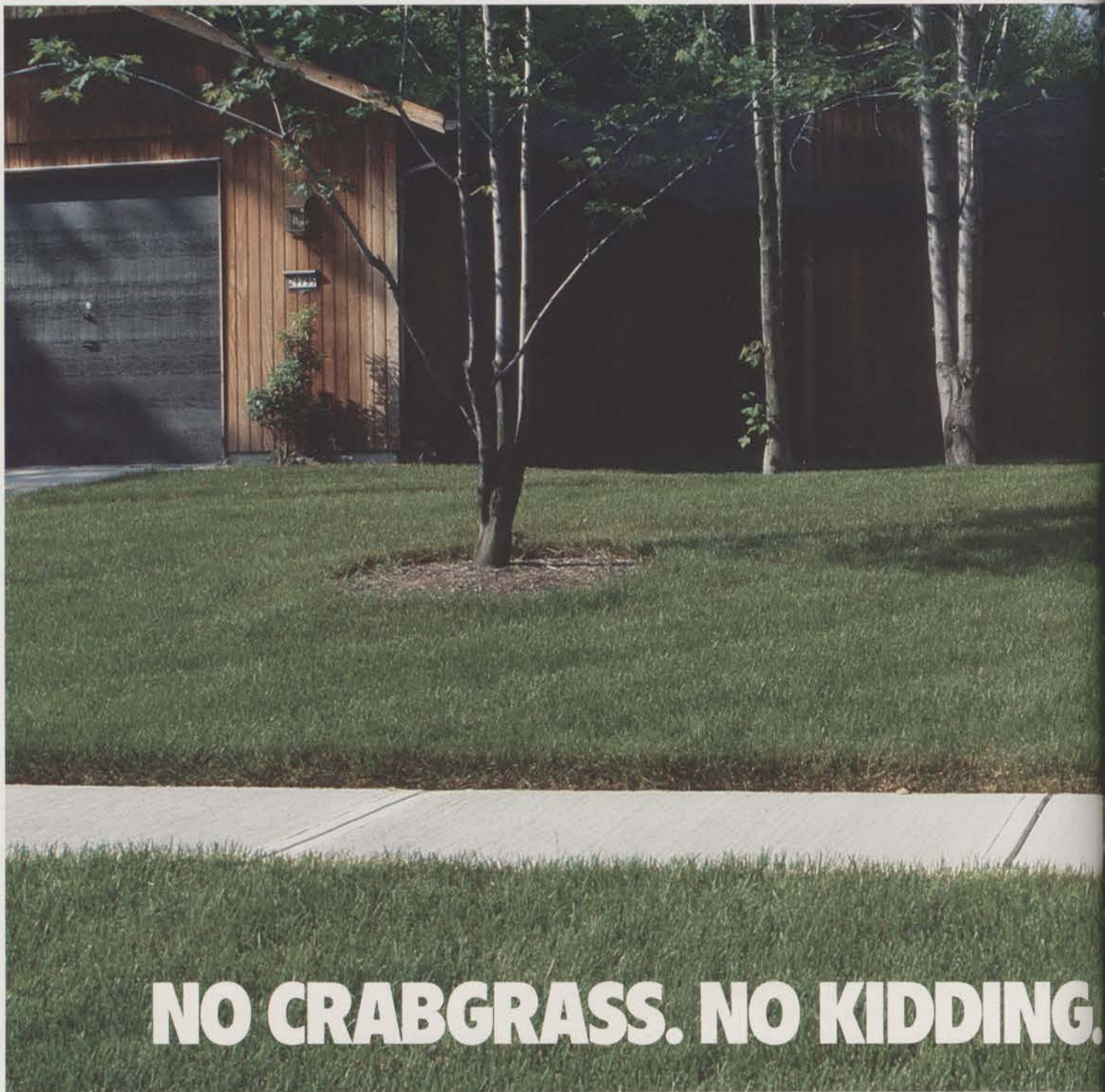
Don't forget, the person who answers the phone is the first person a potential customer talks to.

This brings to mind a true story about an LCO in the Midwest. He runs his business out of his home, and he sometimes rolls out of bed at the crack of 10 a.m.

(Which isn't a bad idea. If I had my way I'd mosey into work at noon and slide on out at 2 p.m., just in time to make it down to the Stadium to watch the Tribe batting practice.)

Anyway, the LCO's employees would gather at his house to drink coffee and wait for the boss to get up. Not surprisingly, customers would start calling at 8 or 9 a.m., and without fail the guy delegated to answer the phone would tell these callers:

See GUYETTE, Page 49



This coming season Fermenta Plant Protection is going to make sure you beat crabgrass.

And here's how. We will guarantee the performance of Dacthal W-75 and Dacthal Flowable Herbicide for full-season preemergence control of crabgrass in turf. This guarantee applies to the geographical areas indicated on the map.

The guarantee: In the event that crabgrass problems do develop, you will be provided Daconate® 6 postemergence herbicide FREE OF CHARGE to control escaped crabgrass.

All you have to do as a lawn care professional is apply Dacthal properly.

If you are located in the brown area on the map, north of I-80 (excluding Nebraska and Iowa), make

one full application of Dacthal at 10.5 lbs. a.i./A in the spring prior to weed seed germination.

South of I-80 and the entire states of Nebraska and Iowa (blue area), Dacthal must be applied on



■ 1 Full Application ■ Split Applications

MEETING DATES

MARCH

■ 19th Annual Professional Turf and Plant Conference,

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

■ Mid-year National Educational Conferences and Table-top Expo,

March 14-17, Sheraton Poste Inn, Cherry Hill, NJ. Contact: Jean Day, Environmental Management Association, 1019 Highland Ave., Largo, FL, 33540; (813) 586-5710.

■ Reinders 8th Turf Conference,

March 18-19, Waukesha Expo Center, Waukesha, WI. Contact: Ed Devinger, Reinders Brothers, Inc., 13400 Watertown Plank Road, Elm Grove, WI, 53122; (414) 786-3301. (LAWN CARE INDUSTRY Editor Elliot Maras will speak, as will Heide Aungst, associate editor of

Weeds, Trees and Turf.)

APRIL

■ South Florida & Caribbean Landscape Show Spectacular,

April 10-11, Miami Expo/Center. Contact: Charley Roberts, Florida Nurserymen & Growers Association, Dade County Chapter, 19160 Krome Ave., Miami, FL 33187; (305) 235-2035.

■ New High Tech Manager/Pesticides and Safety Seminar,

April 29, Holiday Inn, Rolling Meadows, IL. Contact: Jean Day, Environmental Management Association, 1019 Highland Ave., Largo, FL, 33540 (813) 586-5710. (A similar event is in Milwaukee the next day.)

MAY

■ New High Tech Manager/Pesticides and Safety Seminar,

May 19, Ramada Hotel, Minneapolis, MN. Contact: Jean Day, Environmental Management Association,

1019 Highland Ave., Largo, FL, 33540; (813) 586-5710.

■ New High Tech Manager/Pesticides and Safety Seminar,

May 20, Airport Hilton, Des Moines, IA. Contact: Jean Day, Environmental Management Association, 1019 Highland Ave., Largo, FL, 33540; (813) 586-5710.

AUG.

■ ALCA Exterior Landscape Contracting Division Conference (Farwest Show),

Aug. 27-28, Red Lion Inn, Portland, OR. Contact: Rebecca Crocker, Associated Landscape Contractors of America, 405 N. Washington St., Falls Church, VA, 22046; (703) 241-4004.

GUYETTE,

from Page 48

"He can't come to the phone—he's still in bed."

I understand that this went on for years until someone finally told the boss what was going on.

Now I have a theory. I haven't seen many university studies on this topic, but I'd be willing to guess that an irate customer would not be thrilled to discover that the head guy was still sacked out at 10 a.m. But that's just a theory.

However, I hereby give my permission for you to lie if you find yourself in a similar spot. "He's in a conference right now" will do nicely.

Please don't let children or non-English speaking employees go near the phone if they have not yet learned how to use it.

Another true story. (I'm not making these up, trust me.) Here's a call I placed to another Maryland firm:

He: "Hello?"

Me: "Is (the boss) in?"

He: "No."

Me: "Do you know when he'll be in?"

He: "No."

Me: "May I leave a message?"

He: "No. No speaka English."

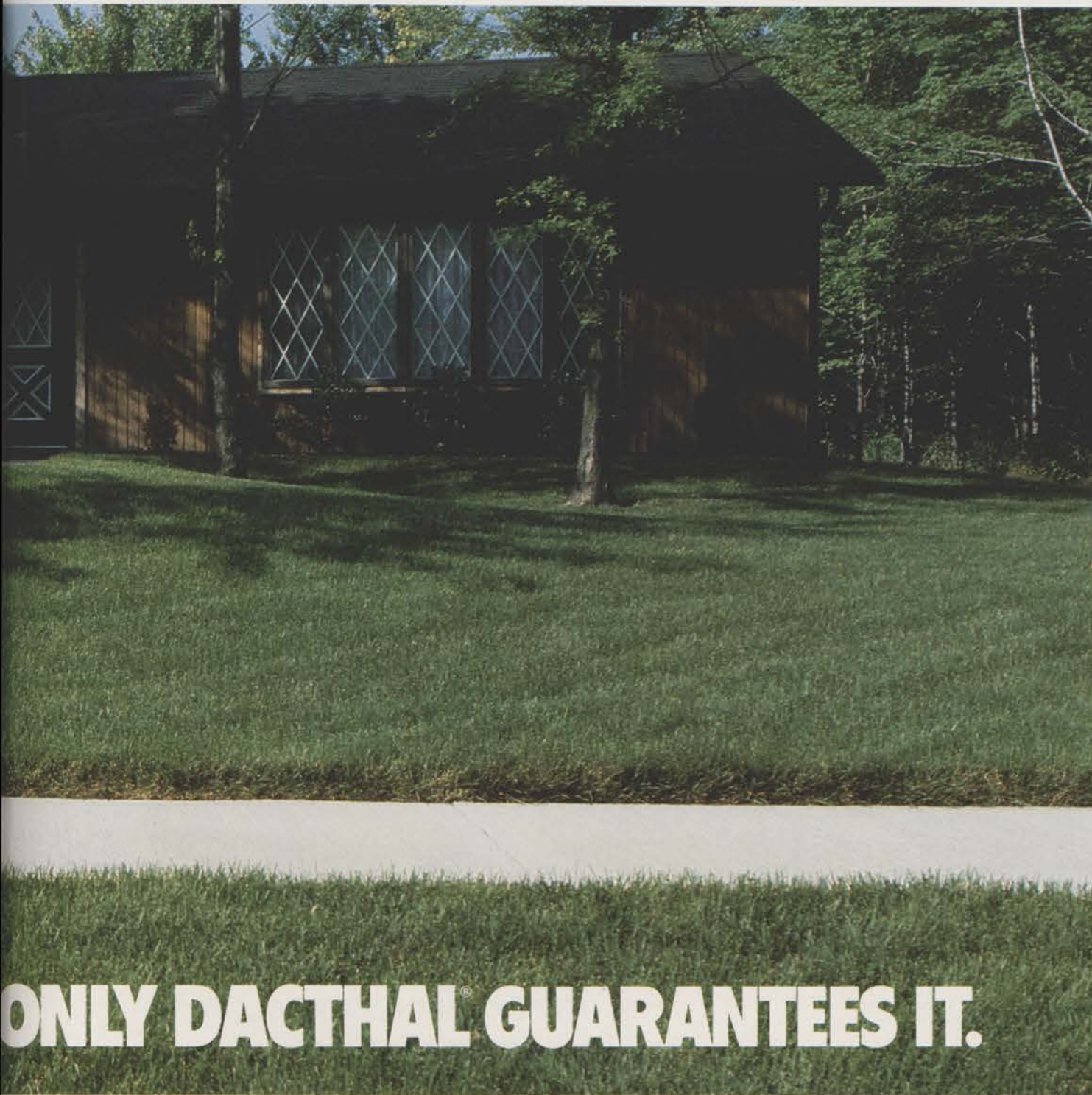
He did manage to explain that if I would hang up and call back (long distance), he would connect the tape recorder.

Then you have a situation where the guys can speak English real good—but they're too busy, so they say to a customer: "Hey, call me back in about two weeks, maybe we can take care of you then."

Returning all calls within 24 hours, even if you can't do the work right away, helps retain those coveted accounts!

LCI

James E. Guyette



ONLY DACTHAL® GUARANTEES IT.

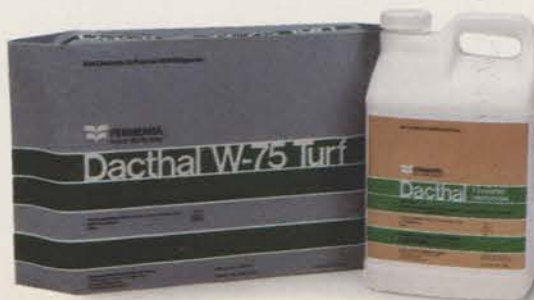
a split application program. Make the first Dacthal application at 10.5 lbs. a.i./A in the spring prior to weed seed germination. Make the second Dacthal application at 5 1/4 lbs. a.i./A, 45 to 60 days later.

Naturally, applications must be made by professional applicators.

So this season, don't kid around with crabgrass. Make your preemergence herbicide Dacthal W-75 or Dacthal Flowable and get guaranteed crabgrass control.

For more information about the Dacthal Crabgrass Guarantee, contact your Dacthal Sales Representative or the Dacthal Distributor nearest you.

Fermenta Plant Protection Company,
7528 Auburn Road, P.O. Box 348, Painesville,
Ohio 44077.



Always follow label directions carefully when using turf chemicals.

NEW PRODUCTS

**Tie down turf, covers with giant yard stapler**

Anchor It works like a large staple gun for sod and landscape sheeting.

You position it in place, press down on the spring loaded handle, and a 6-inch long steel staple is pushed into place, according to Standard Gold Co., Cedar Falls, IA.

The product holds 50 staples and it is easy to refill, the company said.

The staples can be left in the ground or removed later.

They will rust away in time.

Anchor It is made of cast aluminum, and it weighs less than 10 pounds.

Handles are cushioned with foam. **LCI**

Circle No. 205 on service card.

**Anti-vibration design on Buntun trimmers**

Buntun trimmers and brushcutters are designed and built to provide low vibration and low noise for use in commercial applications where the

operator is expected to use the equipment for long periods of time without fatigue.

Three trimmer sizes are available from the Louisville, KY, firm, with a choice of tap string feed or manual string feed.

The larger commercial units feature solid drive shafts and heavy duty gear reduction drives.

These models are available with electronic ignition and a 24 cc or 33 cc Kawasaki 2-cycle engine.

Both star blades and saw blades are available for demanding conditions.

All models include a shoulder strap, engine stand, tool kit and blade guard. **LCI**

Circle No. 206 on service card.

**Walk or ride with new Terracare core aerator**

A new aerator is being added to the Terracare product lineup.

The Walk-R-ide, made in Pardeeville, WI, is equipped with a removable stand on the rear of the machine.

The operator can either ride or walk the aerator, depending on aerating conditions. **LCI**

Circle No. 207 on service card.

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Circle No. 129 on Reader Inquiry Card

Circle No. 114 on Reader Inquiry Card

Scotts
ProTurf

That's an exceptionally strong statement, Ray. But let's start with the product. Is it something new?

"We're talking about pre-emergent turf herbicide products using pendimethalin, and this is the first time they've been widely available to lawn service companies."

And you can back up that statement about Scotts® pendimethalin products being the best? "I sure can... with over six years of extensive formulation and field research."

What makes pendimethalin so good? "Its broad-spectrum action. Look at all of the tough grassy weeds it controls—crabgrass, goosegrass, foxtail, barnyard-grass, fall panicum, and *Poa annua*."

What broadleaf weeds does it control? "Oxalis, prostrate spurge, chickweed, cudweed, hop clover, henbit, and eveningprimrose. And soon we may be able to add to that list."

That sounds good, but how long does it last? "It provides excellent residual activity... four to five months for most weeds when properly applied."

How many species of turfgrasses can I use pendimethalin on? "Right now, it's labeled for use on nine species of established cool and warm season turfgrasses."

What forms does it come in? "Four. In addition to water-dispersable granules, we also offer three exclusive ready-to-use dry-applied products—a fertilizer/pendimethalin combination and two straight pendimethalin products—one for cool-season grasses and one for warm-season grasses."

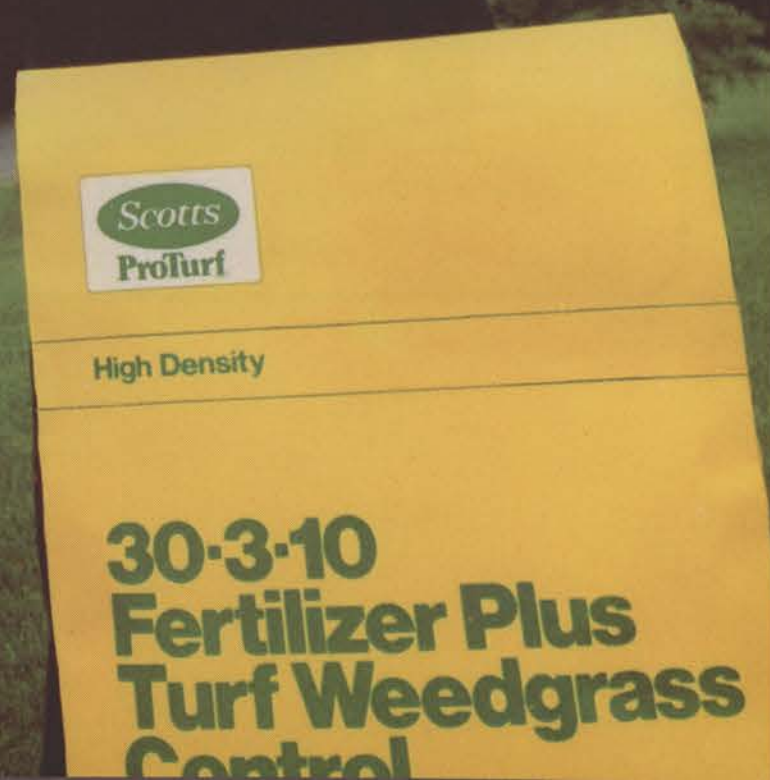
And how much does it cost? "On a square-foot basis, the price is very competitive. Factor in the broad-spectrum action and residual... which should reduce callbacks... and Scotts pendimethalin products become an unbeatable value."

For more information about pendimethalin turfgrass herbicide, call Scotts Lawn Care Service Supply Division at 800-543-0006. In Ohio, call collect 513-644-2900.

"You can't get better pre-emergent control of grassy and broadleaf weeds... or a better value."

Ray Huey, Scotts project leader (Herbicide Research and Development), talks about Scotts pendimethalin-based turf products.

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Now you can hang up your gloves in the fight against broadleaf weeds with LESCO Three-Way Selective Herbicide.

Deliver the knockout punch to more than 30 broadleaf weeds — including such tough champions as ground ivy and spurge — with the combined effectiveness of 2,4-D, MCPP and dicamba. You'll get quick-action, single-application control.

Available in five-gallon, 30-gallon and 55-gallon containers, LESCO Three-Way Selective Herbicide eliminates the inconvenience and inefficiency of tank mixing individual components. Bulk shipment by tanker truck or tote tank is also available in most areas.

Controlling broadleaf weeds doesn't have to be a fight. Order LESCO Three-Way Selective Herbicide today. Call toll free.

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