

Catch as catch can: no consensus on catcher use

By JAMES E. GUYETTE
Associate Editor

NATIONAL REPORT—Should you use a catcher when mowing lawns? The answer is yes. And no.

Asking for advice about catchers is similar to seeking fishing tips—each angler has a different way of



doing things.

"To the best of my knowledge you can make a case either way," points out Joel Rowley, merchandising manager for lawn and garden operations at Deutz-Allis Corp., Milwaukee, Wis. "It's an age-old question that's up to the user."

"Sometimes yes, sometimes no," reports George Schaefer, Sr., chairman of the board and chief executive officer at the F.D. Kees Manufacturing Co., Beatrice, Neb. "I used to mow my lawn twice a week, so I never caught them."

However, Schaefer notes that when growth enhanc-

ing fertilizers are used, catching may be necessary. He says that in certain areas out west "they usually don't use a grass catcher," while on some lawns in the Northeast "it's almost a must to use a grass catcher."

In the Northwest, "I per-
See **CATCH** Page 21

LAWN CARE INDUSTRY

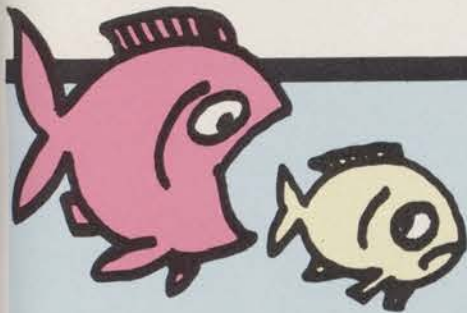
Serving lawn management and chemical lawn care professionals

VOLUME 11 NUMBER 8 \$2.50

AN (HBJ) PUBLICATION

AUGUST 1987

1987 Million Dollar Lawn Care List



Buyouts
On Rise
PAGE 12

WHAT IF IT SPILLS?

A simple, inexpensive emergency response plan can take the panic out of most chemical spills. It basically involves containing the spill, contacting the appropriate authorities, then removing the spill.

Mike Snell of Containment Technology, Inc. demonstrates clean-up procedure at the PLCAA Regional Seminar in Atlanta.

See **SPILL** Page 25

Many factors contribute to grass seed shortage

By JAMES E. GUYETTE
Associate Editor

NEWS ANALYSIS—In his song "Oregon Trail," the late Woody Guthrie described a paradise "where the good rain

INSIDE

INNOVATIONS

Irrigation specialist says water shortages make low volume irrigation important.

20

DIVERSIFYING

Leading lawn care firm adds landscape services.

9

CLASSIFIED

See what's for sale, miscellaneous items.

32

NEXT MONTH

- Water grass at what frequency for best results? A look at the latest research.
- Reports from the regional PLCAA seminars.

falls a-plenty and the crops and orchards grow—I'm gonna hit that Oregon Trail this coming fall."

Guthrie's toe-tappin' dust-bowl ballad was right on the money in portraying the Great Northwest.

Wet winters and springs with mild temperatures and

warm, dry summers make Oregon, Washington and Idaho the leading producers of grass seed.

Oregon itself provides 50 to 60 percent of the world's supply of grass seed. The Willamette Valley in the western portion of the state is particularly fertile, as is the rocky

glacial soil found in Idaho and eastern Washington near Spokane.

The Jacklin Seed Co., Post Falls, Idaho, is one of the largest producers of bluegrass in the world. Last year the firm grossed more than \$20 million from its 70,000 acres in production, according to Doyle

Jacklin.

A harvest of 20 million pounds is expected this year, and 30 million pounds are anticipated for next year.

However, over the past few years there's been a worldwide shortage of grass seed—caused by a number of factors,

See **SEED** Page 26

26 years on spray crew, he's seen lots of change

By JAMES E. GUYETTE
Associate Editor

ORVILLE, OHIO—Sam Berger is one of the old pros in the chemical lawn care business, having been at it for 26 years!

When Berger, 50, first went to work for Spray-A-Lawn, Orville, Ohio, it was then a Sears-owned Lawn-A-Mat

franchise.

A treatment cost \$30, big money in those days. (A Spray-A-Lawn treatment now is \$24.50.) However, that \$30

See **BERGER** Page 11



Sam
Pioneer LCO: Sam Berger.

LATE NEWS

Holding firm buys into Barefoot

WORTHINGTON, OHIO—CDS Holding Co., a division of Clayton Dubilier, New York, N.Y., has acquired controlling interest of Worthington, Ohio-based Barefoot Grass Lawn Service, Inc., for an undisclosed amount. CDS Holding also owns O.M. Scott & Sons.

"The management of CDS Holding was interested in increasing their participation in the lawn care business," said Kimberly J. Rendleman, a spokesperson for CDS.

Barefoot Grass is the fourth largest lawn care firm in the country, with 43 branch and franchise outlets. Revenue for 1986 was \$17.2 million for the branches and \$4.8 million for franchises.

"They (Dubilier) brought more to the table than money," said Pat Norton, president of Barefoot. "I'm very enthusiastic about it."

"They'll open some doors for us as far as the

See **CDS** Page 18

Introducing the art of application for maximum germination.

SEED		POUNDS OF SEED
TYPE	BRAND	
BENTGRASS	PENNEAGLE	.5
	PENNCROSS	.4
KENTUCKY BLUEGRASS	PARADE	.2
	ASPEN	
	RUGBY	
FESCUE	SCALDIS HARD	
	RUBY CREEPING RED	
	GALWAY TALL	
OVERGRASS	PENNEFINE	

The new Ryan® Mataway Overseeder® is simply better.

Better results begin with the basics, like seed calibration. An easy-to-read chart on the Mataway Overseeder tells you the exact setting for pounds of seed needed per 1,000 sq. ft. There's no need for complicated, time-consuming formulas. Just look it up, load it up, select setting, and you're ready to go.

Accurate and Efficient Application.

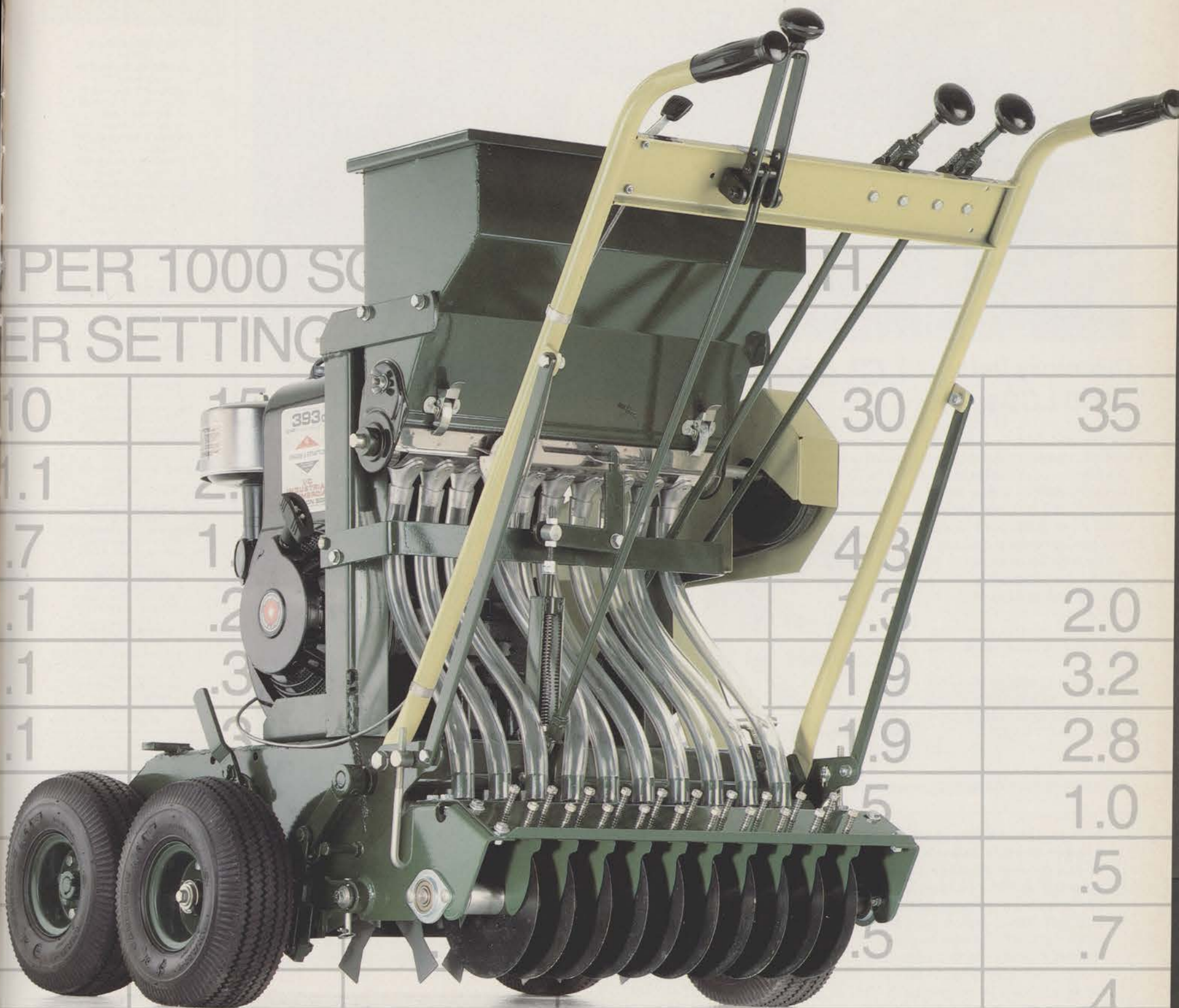
Two-inch spacing between rows gives you a dense pattern for one-pass application. Gandy® precision metering and a disc-type seed delivery system places the seed directly into the slits for uniform seed/ground contact and maximum germination.

The result is a lusher, thicker lawn. And more satisfied customers.

Ease of operation.

The new Ryan Mataway Overseeder is the only overseeder you'll find that gives you the flexibility to power rake, overseed, or to do both at the same time. It's so simple the seed delivery system can be removed with just four pins.

Front-wheel drive means better control and less operator fatigue. Seed flow stops automatically when crossing sidewalks and driveways.



A fingertip micro screw adjustment allows for precise depth adjustment. Clear seed tubes help you monitor flow and supply.

Ask for a convincing demonstration.

The Ryan Mataway Overseeder fits into any lawn care operation. Priced right and built to last longer, it's one of the most cost-efficient ways to stay ahead of your competition. And we'll prove it to you.



Call today or contact your nearest Ryan dealer for more information and a free test drive demonstration. You'll see why the new Ryan Mataway Overseeder is simply better, plus you'll receive a free pair of soft leather gloves.*

Call toll free 1-800-228-4444 for all the details.

RYAN®

BUILT TO LAST

6080 Cushman, OMC-Lincoln, P.O. Box 82409, Lincoln, NE 68501

*Offer expires 11/30/87. © Outboard Marine Corporation, 1987. All rights reserved.

ALCA seeks change in immigration law

WASHINGTON, D.C.—Claiming the new immigration law has wrought a new labor shortage, the Associated Landscape Contractors of America has asked Congress for immediate changes to the law. ALCA recently voiced its views at a hearing before the House Agriculture Committee's Subcommittee on Regulations and Business Opportunities.

David Pinkus, president of North Haven Gardens of Dallas, Tex., testified on behalf

of ALCA. He said his own company has been trying since November to figure out how to comply with the new law.

Pinkus recounted his efforts to comply with the law that took effect June 1. He said the law has made the hiring process 30 minutes to three hours longer than it used to be.

"Many who would qualify for amnesty are returning to Mexico because they don't understand the law," Pinkus said. "Many who qualify for



Pinkus: We need help.

amnesty as agricultural workers don't believe us because the media has not properly

covered the agricultural provisions of the law, and for a while the Immigration and Naturalization Service gave out bad information to the ones who applied."

Pinkus said ALCA would like the INS to postpone the enforcement of the law for at least a year. "The law is helping to create a shortage of workers, and employers are not now equipped to replace those workers who are voluntarily leaving the country," he said.

LCI

Directory lists 1,000 LCOs

MARIETTA, GA.—The updated Professional Lawn Care Association of America membership directory is now available. It lists 1,000 members by state, cross-referenced alphabetically by company name.

The 1987 list is available to PLCAA members.

A special section lists the 100 associate members who represent suppliers, manufacturers and equipment dealers.

For information about membership, contact PLCAA at 1225 Johnson Ferry Road, B-220, Marietta, GA 30068. Phone: 404-977-5222.

LCI Jon Miducki

LCI adds regional sales managers

CLEVELAND—Jon Miducki has been promoted from regional sales manager to national sales manager of LAWN CARE INDUSTRY, publisher Robert Earley announced.

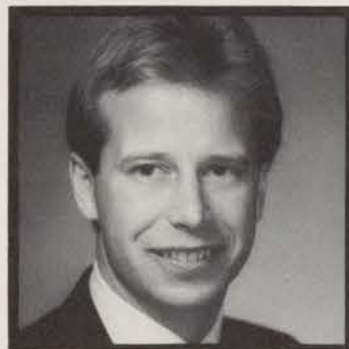
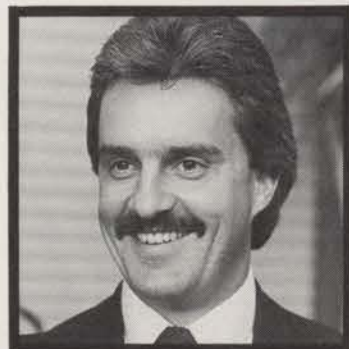
In addition, Ken Kuhajda

and Marsha Dover have joined the magazine as regional sales managers.

"We are upgrading our staffs to better serve the industry," Earley said. "Jon has been a key player in our maga-

zine's success in the two years he's been with us. Ken and Marsha bring good marketing backgrounds."

Miducki, Kuhajda and Dover all work in LAWN CARE INDUSTRY's Cleveland office.



Ken Kuhajda



Marsha Dover

MEMOS

Call-in callers are ringing up Ringer Corp.'s John Bryan.

Bryan, known to television viewers as "The Garden Doctor," has appeared on several radio and television stations to give lawn care advice and to push Ringer's Lawn Restore product.

Programmers reported excellent call-in response to the live shows, according to Ringer, Minneapolis, Minn. Shows featuring Bryan included Cleveland's "Morning Exchange," Columbus' "Midday" and "Noon News," and Pittsburgh's "Pittsburgh 2Day."

Ever consider how much "natural" pesticide residue people are exposed to?

Scientists at the University of California found that cancer hazards from daily consumption of raw mushrooms, basil, peanut butter, wine, sake or beer were much greater than the hazards of synthetic pesticide residue.

Science magazine reported that a large number of green plants create their own "toxic chemicals" to fight off fungi, insects and other animals. Some of these natural substances have been found to be more carcinogenic than banned synthetic chemicals.

Scientist Bruce Ames said

people should be less concerned about the low levels of chemicals they ingest.

Minnesota's quagmire of local pesticide regulations will be legal if an amendments package approved by the legislature is signed by the governor. The bill allows local municipalities to adopt their own lawn care ordinances providing they follow certain guidelines. The guidelines allow for mandatory sign posting.

Speaking of Minnesota, St. Paul has revoked Fertilawn, Inc.'s license to operate in the city, according to the Minnesota Professional Lawn Care Association. Fertilawn, with about 500 customers in the St. Paul area, was cited for not affixing the required warning signs, the association reported.

NOR-AM Chemical Co. will have sole U.S. licensing rights to Flutolanil, a new fungicide. The company recently signed an agreement with the manufacturer, Nihon Nohyaku Co. of Tokyo, Japan.

The compound is used primarily on rice, peanuts, turf and cotton, according to Leo Ekins, NOR-AM president. He

said it is already used in parts of Asia.

NOR-AM will develop data to meet the Environmental Protection Agency standards to secure approval to market the product for use in agriculture, turf and ornamentals, Ekins said.

American grass seed firms are blossoming in the Far East.

Jacklin Seed Co., Post Falls, Idaho, is selling some of its grasses in Japan, Korea, Taiwan and China.

In China, "they're really going for the tourists," says Vice President Doyle Jacklin. One golf course is in, three are under construction and 10 more are planned.

For the Japanese, it's cheaper for golf fans to spend five days on the links in China than it is to play one round in Japan, where greens fees for 18 holes top \$300.

Erosion control grasses are another big seller in the People's Republic. "They want to stabilize that Gobi Desert, which is growing."

LCI



LAWN CARE INDUSTRY

ELLIOT MARAS
Editor

JAMES E. GUYETTE
Associate Editor

ROBERT EARLEY
Group Vice President

RENEE LANG
Production Manager

CAROL LANDSTROM
Production Supervisor

FORREST PLESKO
Graphic Design

JOAN SCHUMACHER
Circulation Supervisor

GAIL KESSLER
Reader Service Manager

LINDA WINICK
Promotion Director

JOHN PRESSELLO
Graphics Manager

MARKETING/SALES

Midwest Office:

JON MIDUCKI

(216) 243-8100 ext 422

National Sales Manager

7500 Old Oak Blvd.

Cleveland, OH 44130

MARSHA DOVER

(216) 243-8100

Regional Sales Manager

7500 Old Oak Blvd.

Cleveland, OH 44130

DICK GORE

(404) 233-1817

455 E. Paces, Ferry Rd.,

Suite 324

Atlanta, GA 30305

KEN KUHAJDA

(216) 243-8100

Regional Sales Manager

7500 Old Oak Blvd.

Cleveland, OH 44130

Northwest Office:

BOB MIEROW

(206) 363-2864

1333 N.W. Norcross,

Seattle, WA 98177

Classified

DAWN NILSEN

(218) 723-9349

1 E. First St., Duluth, MN 55802

Please send advertising

materials to:

LAWN CARE INDUSTRY

120 W. Second St.

Duluth, MN 55802

218-723-9418

HARCOURT BRACE JOVANOVIH PUBLICATIONS

ROBERT L. EDGELL, Chairman
RICHARD MOELLER, President
LARS FLADMARK, Executive V. Pres
ARLAND HIRMAN, Treasurer
THOMAS GRENEY, Senior V. Pres.
EZRA PINCUS, Senior Vice President
JOE BILDERBACH, Vice President
JAMES GHERNA, Vice President
GEORGE GLENN, Vice President
HARRY RAMALEY, Vice President

LCI ADVISORY BOARD



JERRY FAULRING
Hydro-Lawn
Gaithersburg, MD



RON KUJAWA
KEI Enterprises
Cudahy, WI



A. J. POWELL
University of Kentucky
Lexington, KY

LAWN CARE INDUSTRY (ISSN 0160-6042) is published monthly by Harcourt Brace Jovanovich Publications. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising Offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130, 111 East Wacker Drive, Chicago, Illinois 60601 and 3091 Maple Drive, Atlanta, Georgia 30305. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$25 per year in the United States; \$35 per year in Canada. All other countries: \$70 per year. Single copies (pre-paid only): \$2.50 in the U.S.; \$4.50 in Canada; elsewhere \$8.00; add \$3.00 for shipping and handling per order. Second class postage paid at Duluth, Minnesota 55806. Copyright © 1987 by Harcourt Brace Jovanovich, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

POSTMASTER: Send address changes to LAWN CARE INDUSTRY, P.O. Box 6200, Duluth, Minnesota 55806. Date: December 11, 1986

Hydro Lawn adds landscape management services

RESIDENTIAL CUSTOMERS OFTEN WANT ONE COMPANY FOR ALL LAWN SERVICES

By ELLIOT MARAS
Editor

Can lawn care companies offer landscape management services the way many landscape management companies offer lawn care?

Jerry Faulring, president of Hydro Lawn, Inc. thinks they can.

Hydro Lawn recently began offering landscape management services to its Gaithersburg, Md. customers. The response has been encouraging.

About 20 percent of the branch's 5200 customers were sent a flyer offering ornamental planting and renovation, shrub pruning, mulching and edging, yard and shrub bed clean-ups, shrub bed weed control, annual and perennial flower bed planting and annual landscape management. In a two-week period, there were 49 inquiries.

"There's no question that the customer demand is there," Faulring says. "They don't like having multiple companies providing similar services." He says it's a lot easier selling new services to existing customers than soliciting new customers.

The new services are offered by a separate division of the company under a separate name, which Faulring did not wish to disclose until copyright issues are settled. The division was launched by Jim Smith, the Gaithersburg branch manager.

"We get so many inquiries from our customers (for landscape management work)," Smith says. "We decided to try to capitalize on it."

"You could probably make as much money or more as in lawn care," Faulring says.

The investment to date has been small. All landscape management work is handled by John Fink, a Hydro Lawn

technician who has a degree in horticulture and experience in the nursery business.

Some differences

While the startup costs are lower than they are for chemical lawn care, the income is more sporadic. A deposit is required, and the balance is due upon completion.

Smith hopes to eventually have annual programs, which would allow regular billing.

The selling is also more in-

volved than for chemical lawn care, Smith has found. Someone must visit the jobsite before an estimate can be made, and costs must be estimated on a job-by-job basis. Often-times, the customer isn't sure what he wants done.

Smith is considering hiring a full-time salesperson.

Hydro Lawn is also considering offering mowing, which Faulring points out is a more demanding activity. Mowing must be scheduled more care-

fully than the other lawn management services being offered. "We have to look at it as a very separate division, operationally and financially," he says.

Faulring and Smith are uncertain how involved they will get in the commercial lawn management business. Commercial is much more competitive than the residential.

"It's that smaller dollar activity that's going to be the core of his (Smith's landscape

management) business," Faulring says.

Look for other Hydro Lawn branches to start adding the new services, Faulring says. The Allentown and Columbia branches have already started to do so. "They're going to see Jim's success," he says.

"It (the expansion into new services) creates diversion," Faulring adds. "You're not doing the same thing over and over again. It creates some excitement." **LCI**



Smith: Responding to inquiries.

THE ORTHENE[®] MACHINE PROTECTS TURF BOTH WAYS.

IT'S MEAN.

Blasts sod webworms, mole crickets, and fire ants.

Continues to work systemically by remote control.

Sprayable by vehicle or on foot.

Gives effective, broad-spectrum control of armyworms, leafhoppers and greenbugs.

IT'S MILD.

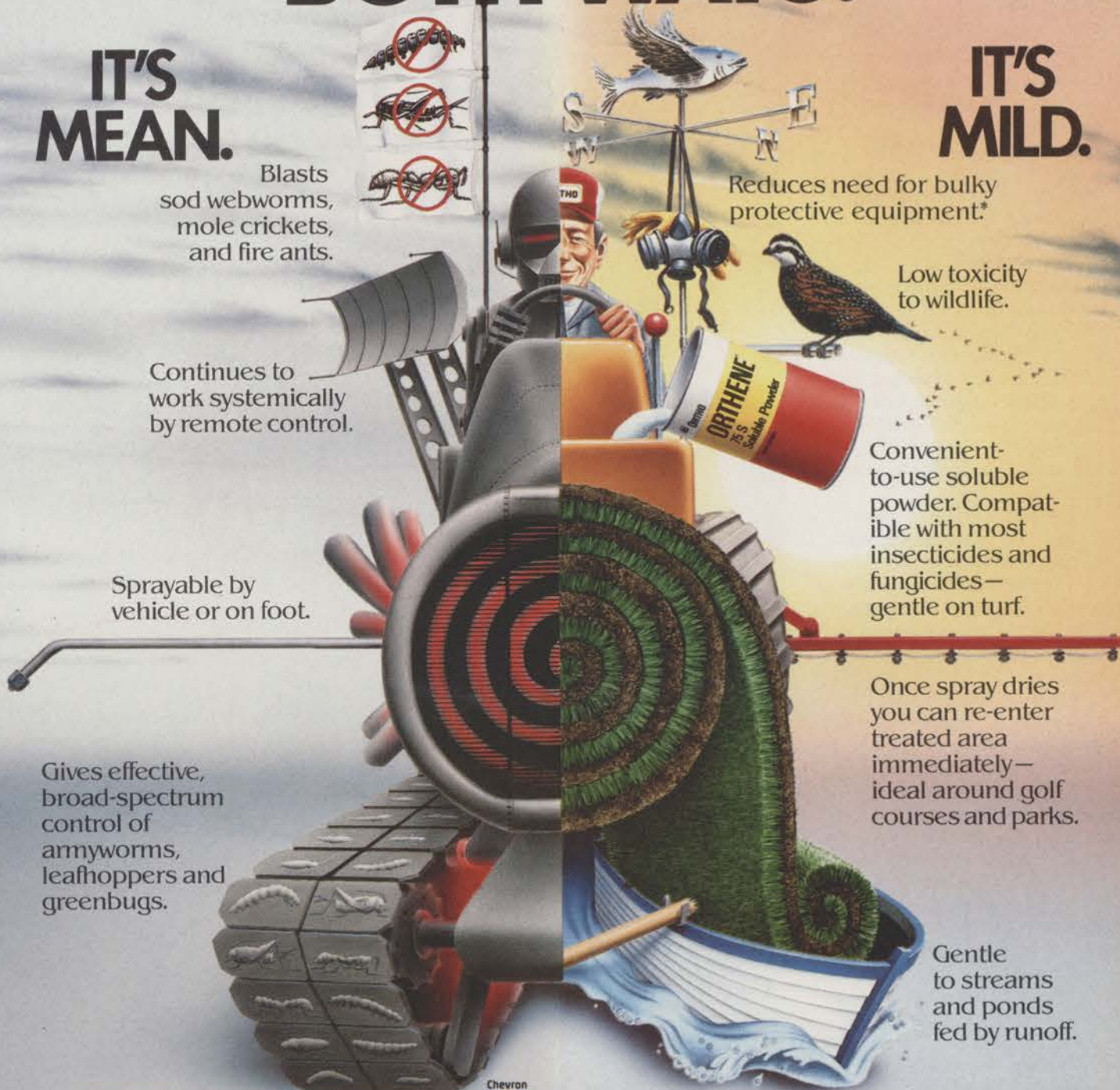
Reduces need for bulky protective equipment.*

Low toxicity to wildlife.

Convenient-to-use soluble powder. Compatible with most insecticides and fungicides—gentle on turf.

Once spray dries you can re-enter treated area immediately—ideal around golf courses and parks.

Gentle to streams and ponds fed by runoff.



ORTHO
Chevron Chemical Company

*Refer to state regulations. Avoid accidents. For safety, read the entire label including precautions. Use all chemicals only as directed. Copyright © 1987 Chevron Chemical Company. All rights reserved.

Few industries can match ours on safety

LAWN CARE HAS GIVEN ITSELF HIGH PROFESSIONAL STANDARDS

By **ELLIOT MARAS**
Editor

Safety: our industry is obsessed with it.

Liquid spill containment...granular spill containment...vehicle accident prevention...safe application technology. Attend any one of the regional Professional Lawn Care Association of America seminars and you'll see how concerned LCOs are about these topics.

Or just visit a lawn care company and observe the amount of time managers spend on training and the personal concern they show employees for following safe operating practices. For the average lawn care manager, attention to safety is a matter of personal pride.

When regulatory officials address LCOs at seminars, they always praise the lawn care industry for its attention to safety.

These officials, in reviewing their complaint records, find that a minute portion of their complaints involve lawn care applications. This despite the enormous amount of scrutiny the consumer media has given to lawn pesticides in recent years.

Most of the PLCAA regional summer seminars have featured a state official summarizing state regulations for pesticide application.

The speakers, in explaining how the regulations are enforced, invariably point out that the lawn care companies are among the most safety-conscious users of pesticides they know. The compliment is given without solicitation.

I wonder, however, if the industry gives itself the credit it deserves.

By taking credit, I mean giving your customers a sense of your commitment to safety by sharing with them information on the products you use. Don't think your customers don't want to hear about it.

I was particularly impressed with some comments by a speaker at the Rochester PLCAA seminar, Sam Miceli of the Hazardous Materials Response Squad for Monroe County. He described emergency response procedures and emphasized the need for businesses to advise their local fire departments what chemicals are housed on-premises.

Miceli said he was very pleased when the company that does his lawn, One Step Lawncare, Inc., Chili, N.Y., sent him information regarding the safety of the products used on his lawn. The company had sent him materials

supplied by the manufacturers pertaining to the contents, safety precautions and directions for use of the different chemicals.

He was impressed with One Step's high regard for his family's safety.

But how representative is Miceli, a teacher and disaster prevention specialist, of the lawn care customer base? I asked him that very question.

He answered that many of his friends and neighbors are

lawn care customers and have expressed an interest in having this sort of information sent to them. All the attention given to lawn chemicals in recent years, Miceli said, has made people curious about the products being applied to their lawns.

People appreciate having the information. They don't expect the pesticides to cause problems, Miceli said, but they do think it's important to have information available

in case they should need it.

It seems to me that One Step uses its safety consciousness as a marketing tool. Good for One Step.

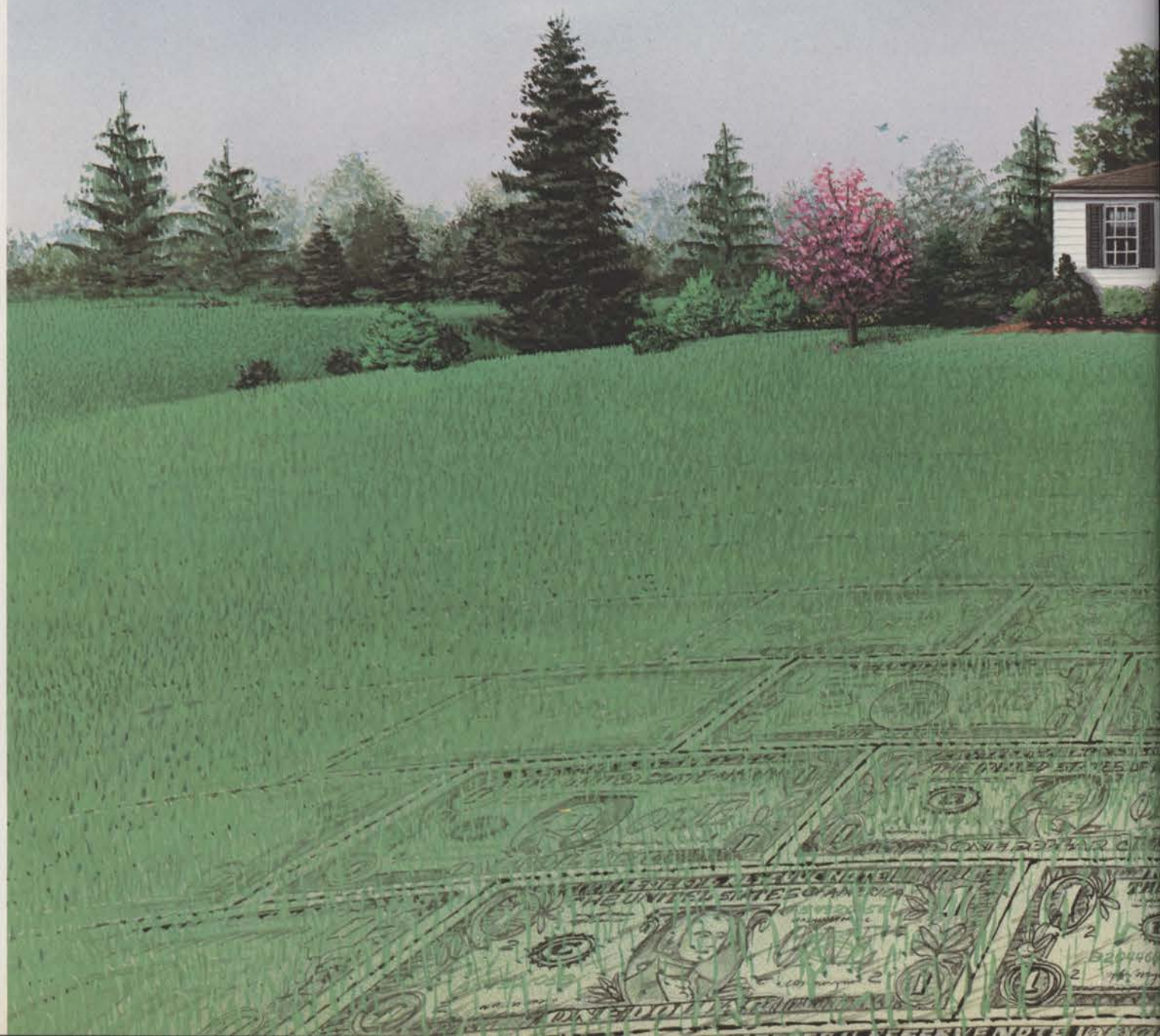
Miceli and other public officials who appreciate what our industry is doing will help others better understand how we operate.

Customers, if we keep them informed, will help us too.

Elliot Maras



**Put more N in the turf,
less in the air and more
green in your pocket.
With N-SURE.™**



Oyler selling franchises

ORLANDO, FLA.—Oyler Brothers Co., the ninth largest landscaping firm in the United States, will sell franchises under the name of U.S. Lawns, Inc. Company president Tom Oyler says it's the first franchising company in the field of landscape management.

Orlando-based Oyler Brothers ranked number four on LAWN CARE INDUSTRY'S Million Dollar Mowers List with \$5 million in lawn management revenue in 1986. That did not include revenue from landscape installation or design.

"U.S. Lawns offers franchisees the training and expert support necessary to succeed in this flourishing industry," Oyler said in a prepared release.

The first franchise operation was opened in Orlando this past January. Clients for that operation include the Altamonte Springs Hilton and the Southland Building in Winter Park.

The second franchise was scheduled to become operational in the Boynton Beach/Delray Beach, Fla. area on Aug. 1. LCI

Label given for Banner

GREENSBORO, N.C.—The U.S. Environmental Protection Agency has approved a label for Banner, a fungicide from Ciba-Geigy Corp., for controlling diseases on cool-season grasses.

Banner is a systemic fungicide for controlling dollar spot, brown patch, powdery mildew, rust, anthracnose, red thread and stripe smut, the company reports. The fungicide can also be used to help control *Helminthosporium* and fusarium blight when used in a regularly-scheduled disease control program where it is applied alone or in combination with other fungicides registered for control of these diseases.

Banner is effective at rates as low as one to two ounces per 1,000 square feet, the company reports.

"I'm convinced it will perform under most conditions, from coast to coast," says Houston B. Couch, Ph.D., professor of plant pathology at Virginia Polytechnic and State University. LCI

BERGER

from Page 1

bought more service.

Customers would have their lawns fertilized, made free of insects, seeded, aerated and weeded with just one pass.

That was made possible by the use of a special multi-purpose lawn care cart pulled by a small tractor. "When we'd go in with this thing we could repair the whole lawn," Berger recalls.

"With these," adds Berger, "you had to watch it on hills because they'd spill over." When that would happen all the materials had to be raked up and often the patch of grass reseeded.

Potential clients were avoided if they had hilly yards. "Now we can take anything you can walk across."

One time Berger and his two crewmates decided to save space by mixing together insect controls and fungicides.

"Boy was that a mistake," Sam laughs, "everybody broke out (in hives) and we had to go to the hospital and get shots."

A big lesson was learned. "It proved that you don't want to mix chemicals together too much unless they are compatible."

Berger used to use several products that are now banned. "We used Silvex back then and it controlled weeds better. We used to use chlordane for grubs."

Was Berger frightened? "I never thought anything about it, really."

The customers weren't too worried, either. "The people just wanted a nice, green lawn." Now they ask, "Is this going to hurt my kids or my dog?"

Berger notes, "Then you didn't get those questions."

Eventually, about a decade ago, the tractor and cart went by the wayside—to be replaced by a spray truck unit.

"I'd say we probably get more complaints now, because back then we'd check between applications. We'd spot spray any weeds and see if there's any problems. They're more picky now than they were back then," Berger notes.

The clients were wealthier in the past. "If you had a lawn service, that was more or less a luxury thing—now everybody wants a nice lawn. There were areas then where we never advertised in; now you hit every area."

Berger still has a customer who was on his original route. "I did her lawn the other day."

Berger used to solicit customers personally. "Then we called everyone ahead and made an appointment. Now a lot of people you don't even see. You just leave an estimate and call them on the phone."

His advice to budding LCOs?

"Don't get in it unless you want to put in a lot of hard work and long hours." LCI

This new and patented nitrogen source has low urea. And that means less nitrogen lost to the atmosphere.

Here, at last, is the one and only triazone nitrogen source with low urea. Which means you no longer have to make excuses for poor fertilizer response due to urea volatilization—or loss to the atmosphere. Or worry about angry call-backs and lost dollars.

That's because new N-SURE from Arcadian is the unique slow-release, non-burning nitrogen source that contains the new technology of triazone nitrogen. With its high concentration of triazone and low

urea, there's not only far less chance of burn, but no plugged nozzles or clogged screens. You get a more consistent green over time because N-SURE provides a nitrogen release pattern that's ideal for custom lawn applications. What's more, you get a product that's stable, storable for the long term, and compatible with most commonly-used herbicides, insecticides and fungicides.

N-SURE is perfectly suited for low-volume applications. So less water and less handling are required. And that translates into greater efficiency, easier application, more lawns per man per day which means lower labor and equipment costs.

Best of all, because N-SURE works like no other fertilizer you've ever used, it means better plant nutrition. Nutrition that stays where you put it rather than losing it to the atmosphere and that's the kind of nutrition that can green up a lot more than lawns. To learn more about N-SURE and the new technology of triazone, write or call Arcadian Corporation, One Gatehall Drive, Parsippany, New Jersey 07054 1-800-524-0135.

ARCADIAN
CORPORATION

Circle No. 101 on Reader Inquiry Card



Million Dollar Companies, Revenue Above \$5 Million:

RANK	FIRM	'86 REVENUE	% GROWTH OVER '85
1	ChemLawn Services Corp. Columbus, OH	\$292.3 M (Excludes franchise revenue)	5
2	Tru Green Corp. Atlanta, GA	\$43 M	13
3	Lawn Doctor, Inc. Matawan, NJ	\$30 M	7
4	*Barefoot Grass Lawn Service, Inc. Worthington, OH	\$22 M (Corporate: \$17.2 M Franchise: \$4.8 M)	33
5	Orkin Lawn Care Inc. Atlanta, GA	\$21.3 M	NA
6	Excelawn Corp. Crestwood, KY	\$14.3 M	-6.5
7	*Superior Lawn Care, Inc. Louisville, KY	\$11 M	NA
8	Spring Green Lawn Care, Inc. Naperville, IL	\$10.28 M	2.8
9	Perf-A-Lawn Corp. New Carlisle, OH	\$10 M (Corporate: \$5.2 M Franchise: \$4.8 M)	1.2
10	Leisure Lawn, Inc. Dayton, OH	\$9.2 M	8.2
11	Old Fox Lawn Care, Inc. E. Providence, RI	\$8.4 M	15
12	Lawnmark Corp. Peninsula, OH	\$5.95 M	45
13	*R.W. Collins, Inc. Satellite Beach, FL	\$5 M	11

Over \$5 Million, Figures Not Released:

Davey Tree & Expert Co.
Kent, OH
Lawn Medic, Inc.
Bergen, NY
Yearound Lawn Care Co.
Ventura, CA

Hydro Lawn, Inc.
Gaithersburg, MD
Ever-Green Lawns Corp.
St. Louis, MO

Million Dollar Companies, Revenue Under \$5 Million:

RANK	FIRM	'86 REVENUE	% GROWTH OVER '85
19	*New England Green, Inc. Springfield, MA	\$4.5 M	0
19	*Turf Pro Industries, Inc. Plymouth, MI	\$4.5 M	55
21	Perma Green, Inc. Boise, ID	\$4 M	0
22	Nitro-Green Corp. Fort Collins, CO	\$3.9 M	11
23	Super Lawns, Inc. Bethesda, MD	\$3.55 M	14.5
24	Thoma Brothers, Inc. (ChemLawn franchise) Erie, PA	\$3.5 M	0
25	Green Keeper, Inc. San Antonio, TX	\$3.1 M	3.3
26	Pro Grass, Inc. Wilsonville, OR	\$2.7 M	16.6
27	*Tempo 21/Lawn Beautiful Wheeling, IL	\$2.6 M	8.3
28	Spenco, Inc. (ChemLawn franchise) Johnson City, NY	\$2.49 M	-4
29	*Monroe Tree & Lawntender, Inc. Rochester, NY	\$2.35 M	23.6
30	Lawn King, Inc. Fairfield, NJ	\$2 M	-5
30	Dobson Turf, Inc. (Lawn Doctor franchise) Stanford, CT	\$2 M	20
30	Royal Lawns, Inc. Pinebrook, NJ	\$2 M	33
33	Central Illinois Lawn Care (ChemLawn franchise) Peoria, IL	\$1.9 M	5.5
34	Pennington Lawn Care Service, Inc. (ChemLawn franchise) Des Moines, IA	\$1.8 M	-7.6
34	The Lawn Co., Inc. S. Dennis, MA	\$1.8 M	NA
34	ServiceMaster Lawn Care Downer's Grove, IL	\$1.8 M	20
34	Middleton Pest Control, Inc. Orlando, FL	\$1.8 M	NA
38	*Shur Lawn Co. Omaha, NE	\$1.7 M	0
39	*Lawn Groomer Normal, IL	\$1.6 M	0
39	Tuckahoe Lawn Care, Inc. Canton, MA	\$1.6 M	6.6

* designates company was sold in 1987.

designates franchising or licensing operation.

RANK	FIRM	'86 REVENUE	% GROWTH OVER '85
41	Hydro-Green Lawn & Leaf Service Warminster, PA	\$1.55 M	19
42	Lawn Care Co. (ChemLawn franchise) Cedar Rapids, IA	\$1.5 M	-11.7
43	Oklahoma Lawn Service, Inc. (ChemLawn franchise) Tulsa, OK	\$1.3 M	-7
43	Greenlon, Inc. Cincinnati, OH	\$1.3 M	0
43	LawnLife Corp. Salt Lake City, UT	\$1.3 M	NA
46	All American Turf Beauty, Inc. Van Meter, IA	\$1.23 M	-5
47	Lawn Clinic, Inc. Mountain View, CA	\$1.2 M	0
47	Green Care Lawn Service, Inc. Birmingham, AL	\$1.2 M	-1.6
47	*Fox Valley Professional Lawn (ChemLawn franchise) Appleton, WI	\$1.2 M	9
50	Keystone Lawn Spray, Inc. Wayne, PA	\$1.1 M	-15
51	*Spray-A-Lawn, Inc. Orville, OH	\$1 M	0

Million Dollar Companies Under \$5 Million, Figures Not Released:

Kapp's Green Lawn, Inc.
Fort Wayne, IN
Lawncare of Southern Florida
Fort Lauderdale, FL
*Lawnrite Corp.
Long Island, NY

J.C. Ehrlich Co., Inc.
Reading, PA
Green-A-Lawn, Inc.
Hillsdale, NH
Liqui Green Lawn Care Corp.
Peoria, IL

New To Million Dollar List:

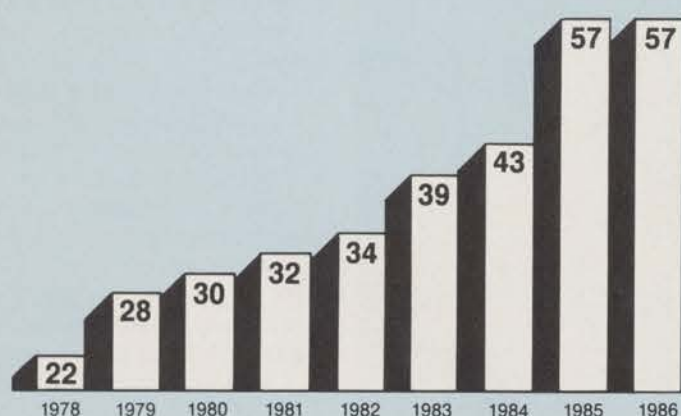
The Lawn Co., Inc.
S. Dennis, MA

Middleton Pest Control, Inc.
Orlando, FL

MILLION DOLLAR LAWN CARE COMPANIES PER REGION



MILLION DOLLAR LAWN CARE COMPANIES PER YEAR



MERGERS AND ACQUISITIONS



1986:

NE Green buys Turf Doctor
NE Green merges with Turf Pro

1987:

NE Green buys Mister Lawn Care
ChemLawn buys Shur Lawn
ChemLawn buys Lawnrite
Barefoot Grass buys Tempo 21
Tru Green buys R.W. Collins
Ecolab buys ChemLawn
Rollins buys NE Green
Ever-Green buys Superior Lawn Care
Tru Green buys Lawn Groomer
Thoma Bros. buys Fox Valley
CDS Holding buys Barefoot Grass
Tru Green merges with Excelawn

1987 MILLION DOLLAR LAWN CARE LIST

By ELLIOT MARAS
Editor

Consolidation has begun. The number of lawn care companies grossing \$1 million or more in chemical lawn care has peaked and will start to fall. The Northeast and Midwest markets are highly saturated, and the big companies are on the acquisition trail.

LAWN CARE INDUSTRY'S Million Dollar Lawn Care List has grown every year since the list was begun in 1978. Every year till now.

The 1987 Million Dollar Lawn Care List, measuring chemical lawn care revenue for 1986, includes 57 companies, the same as the previous year's list.

And look for the list to get smaller in 1988 when the acquisitions that occurred in 1987 will cut at least 10 companies from the list. (See accompanying chart).

The revenue figures themselves give some insight into the flurry of acquisition activity; percentage growth for the million-dollar companies is down. Percentage growth over the previous year dropped for most million-dollar companies. Companies earning \$10 million or more reported an average 7.9 percent growth over 1985, compared to an average 21.3 percent growth from 1984 to 1985.

Of those firms, only Lawn Doctor, Inc. and Barefoot Grass Lawn Service, Inc. had growth comparable to what they reported for 1985.

Lawn Doctor, the number three company, reported 7 percent growth over 1985; last year, it reported 3.7 percent growth over 1984. Barefoot Grass, number four, reported 33 percent growth over 1985; last year, it reported 37.5 percent growth over 1984.

Companies reporting \$1 million to \$5 million in sales were even less impressive. They averaged 3.4 percent growth over 1985 compared to 38.7 percent from 1984 to 1985.

Only three million-dollar firms had reported a drop in sales for 1985 compared to eight for 1986, as well as two firms that dropped from the list.

ChemLawn, Tru Green, Lawn Doctor and Barefoot Grass remain the four leading companies, in that order. Orkin Lawn Care, releasing its sales figure for the first time, becomes the number five company, ahead of Excelawn.

Two companies did join the list for the first time this year: The Lawn Co., S. Dennis, Mass. and Middleton Pest Control, Inc., Orlando, Fla. However, two also dropped from the 1986 list: Fertilawn, Inc., Bloomington, Minn. and

Acquisitions cutting out some firms

Buckeye Landscape Services, Worthington, Ohio. The latter two companies' chemical lawn care revenues were just shy of \$1 million in 1986.

One company, Superior Lawn Care, Inc., Louisville, Ky. was inadvertently omitted last year while another company, Pampered Lawns, Inc., Houston, Tex., was mistakenly included. Pampered Lawns should have been included in LAWN CARE INDUS-

TRY'S Million Dollar Mowers List, which measures lawn management, not chemical lawn care, revenue.

Most of the companies in the survey reported having been approached to sell in the last year.

Rudd McGary, who has served as an arbitrator for lawn care acquisitions, attests that interest in buying and selling took a noticeable jump in 1986. His consulting firm,

Columbus, Ohio-based All-Green Management Associates, fielded 60 to 70 calls from prospective buyers or sellers in 1986, a 30-fold increase in two years.

Most noteworthy, McGary says, is the fact that more people are interested in buying than selling. Large lawn care firms see acquisition as the way to grow in the large markets, he says, while more large, diversified corporations see

lawn care as a good industry to get into.

ChemLawn acquired some major regional competitors, buying Long Island, NY-based Lawnrite, Inc. and Omaha, Neb.-based Shur Lawn, Inc.; Barefoot Grass Lawn Service, Inc. bought Chicago, Ill.-based Tempo 21; and Tru Green Corp. bought Satellite Beach, Fla.-based R.W. Collins, Inc. and Normal, Ill.-based Lawn Groomer.

Such activity will continue, McGary says, since the larger

Insect Problems?



UAP
SPECIAL PRODUCTS

Talk to

THE SOURCE

Omaha, NE
800-228-0096

No. Kansas City, MO
816-842-8211

Yukon, OK
405-354-2001

Madison, WI
608-241-9479

Columbus, OH
614-274-9424

Greely, CO
303-351-7110

Fresno, CA
209-487-1506

Circle No. 120 on Reader Inquiry Card

companies realize they can grow faster in the larger markets by acquiring competitors.

Large, diversified corporations have been involved in the industry for some time. The Hawley Group, Ltd., a British-based multi-national, has owned Ever-Green Lawns Corp. for several years; Atlanta, Ga.-based Rollins, Inc. has owned Orkin Lawn Care, Inc.; and Downers Grove, Ill.-based ServiceMaster Industries, Inc. started ServiceMaster Lawn Care a few years ago.

But large, diversified firms are paying closer attention to the industry after St. Paul, Minn.-based Ecolab, Inc. paid \$370 million for ChemLawn this year.



McGary: More to come.

Since then, Atlanta, Ga.-based Rollins, Inc. bought New England Green, Inc., Canada-based Laidlaw Transportation, Inc. bought Monroe Tree & Lawntender, and CDS Holding Corp. of New York bought Barefoot Grass Lawn Service, Inc.

How much consolidation will there be? Few industry ob-

servors expect small and medium-sized companies to disappear completely.

Russell Frith, president of Matawan, N.J.-based Lawn Doctor, Inc., says: "There'll be certain niches a local or regional organization can fill that a national company won't want to or be able to fill."

One reason, says Frith, is that large companies may choose not to provide full service, for which there is a strong customer demand.

Jerry Faulring, president of Gaithersburg, Md.-based Hydro Lawn, Inc., offers another reason: "I'm not sure there's anybody in our industry that's that sophisticated" that they can control massive portions of the market. LCI

Want to sell? Many LCOs in a quandary

By ELLIOT MARAS
Editor

To sell or not to sell. That is the question confronting many lawn care firms grossing at least



Faulring: Many formulas.

\$300,000 in sales.

Companies, particularly in the Northeast and Midwest, are getting calls from other companies interested in buying them. Since the choice is relatively new for most LCOs, most are unsure how to determine a fair selling price.

"Right now, the buying and selling process is so new," says Jim Wilkinson, president of the Professional Lawn Care Association of America. As a result, there are no standards for assessing a company's market value, as there are in the structural pest control industry.

Lots of formulas

"There's at least a dozen formulas" in lawn care, notes Jerry Faulring, president of Hydro Lawn, Inc., Gaithersburg, Md. He says companies generally ask for 20 to 50 percent of their annual sales, plus or minus any unusual balance sheet items.

"It depends so much on the buyer's needs and the marketplace," Faulring says. "The buyers are starting to get away from a fee for a customer (type of formula)...If the buyer is already in the market, it could be worth more or less to him, depending on whether the market is profitable."

Russell Frith, president of Lawn Doctor, Inc., Matawan, N.J., thinks financial formulas are only a part of the decision-making process. "You are really dealing with an emotional issue as much as a business issue."

Some ambivalent

Many LCOs facing the choice aren't sure they want to sell. Representative of the way many LCOs feel is Dave Cross, president of Spray Green, Inc., a St. Charles, Mo.-based company that grossed \$625,000 in 1986. Cross has had inquiries from potential buyers.

Now in its eighth year, the business isn't new to Cross any more and there doesn't seem to

be a lot of growth in sight. On the other hand, Cross likes owning his own business and doesn't want to leave his loyal employees behind.

If he should decide to sell, Cross feels he has some sense of a fair asking price, based on what other companies have been sold for.

Ruddy McGary, senior partner with All-Green Management Associates, Columbus, Ohio, says he's received many calls from LCOs seeking a better understanding of their companies' market values.

Many, McGary says, have an inflated estimate of their companies' worth. This is a result of Ecolab, Inc.'s purchase of ChemLawn Services Corp. for \$370 million; the purchase price was more than 100 percent the company's 1986 annual revenue of about \$350 million. (This is total revenue, not just lawn care revenue.)

ChemLawn, McGary points out, has tangible assets no other lawn care firm in the country has.

The only other sales figure to be made public was the \$6.5 million that Atlanta, Ga.-based Rollins, Inc. paid for New England Green, Inc., which had annual sales of \$13 million. The formula used here, evidently, was much different than in the ChemLawn purchase.

Some key elements


McGary recommends companies consider the following key elements in assessing their market values:

- The "floor value." The assets minus liabilities, potential bad debts, long-term bad debts and intangible assets.

- Short-term profit potential. The company's profit projection for the next few years.

- Customer base. This is an intangible asset, taking into account the retention rate, penetration of the available market, average revenue per customer and customer payment habits.

- Staff. This is also intangible, taking into consideration employee capabilities, the turnover rate and the average length of service. LCI



LOW BURN UP FERTILIZERS

- Low Volume Safety
- Protects During Summer Stress Periods
- Quality Control
- Economical

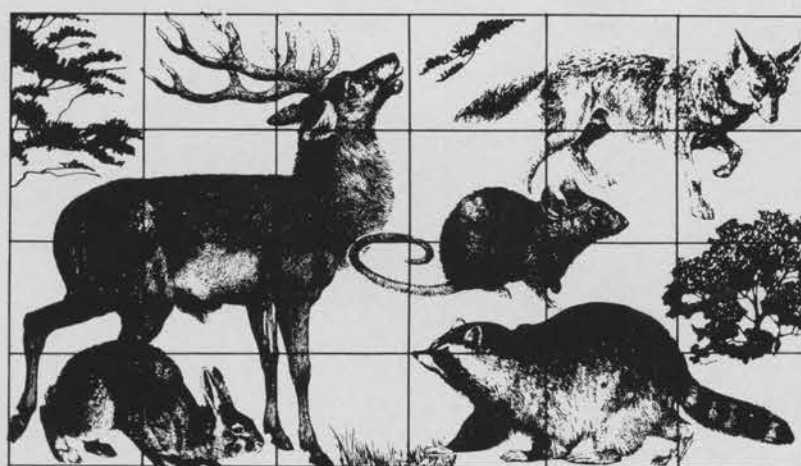
NG 1515 Clear Liquid Solution Contains 15 Units of Nitrogen from Methylol/Methylene Urea	30-0-0	NG 612 Fertilizer Suspension Contains 12-14 Units of Nitrogen from Methylene & Poly Methylene Ureas	18-0-0
--	---------------	---	---------------

1-800-982-1515

Contact your local distributor for all your fertilizer and custom blending needs

CALIFORNIA Fallbrook Fertilizer 619-728-6717 FLORIDA Growers Fertilizer Cooperative 813-956-1101 ILLINOIS Nice 'n Green Plant Foods 312-963-3328 800-982-1515 MASSACHUSETTS AgriTurf 413-247-5687	MICHIGAN Saline Valley Fertilizer 313-429-2300 MISSOURI Lange-Stegmann 314-241-9531 800-241-1881, Ext. 170 NEW JERSEY Plant Food Chemical Company 609-448-0935	VIRGINIA Tidewater AgriCorp, Inc. 804-424-7910 WASHINGTON Wilbur-Ellis Corporation 206-854-8778 CANADA Alberta Greendrop, Ltd. 403-273-5352 800-661-9235 Quebec NPK 514-652-2507 800-361-1226
---	--	--

Circle No. 115 on Reader Inquiry Card



BANISH THEM!

STOPS ANIMAL DAMAGE FOR AN ENTIRE SEASON!
SAFE FOR PETS AND DOMESTIC ANIMALS.
HAS NO OFFENSIVE ODOR.

RO-PEL

ANIMAL, RODENT & BIRD REPELLENT

For additional information contact:

BURLINGTON BIO-MEDICAL & SCIENTIFIC CORP.
91 CAROLYN BLVD., FARMINGDALE, N.Y. 11735-1527 • PHONE 516-694-9000 • TELEX 6852289

Circle No. 102 on Reader Inquiry Card

Editorial
Information
Services

If you are interested in obtaining any available or additional editorial information research or reference materials published in this or previous issues, please direct your inquiries to Kathleen Maciuszko at (216) 826-2839, ext 839.

First of a three-part series

How to get the best price for your company

By GARY L. CONNER

Thinking of selling your lawn care or lawn management company?

This series focuses on helping you get the best price for your company. It deals primarily with the basic elements of value, including the seller's preparation to sell. The seller must make the business look as good as possible—bringing records up to date and repairing and maintaining equipment.

Like detailing a car before selling, everything that makes your business look better makes it sell better. A business that has eye appeal sells easier, faster and at a higher price.

Now is the time to keep a positive attitude and bring the business into the best shape possible. Clean up, brighten up, cheer up. Make yours a business others want.

You need to determine what there is to sell, arrive at the right price for the business, and get that price.

This first installment will cover the basic terminology involved in determining and analyzing what you have to sell.

Next month, we'll address evaluating the assets. The final piece will help you discover sources of cash flow to sell to the buyer, and other creative ways of enhancing value.

Being prepared helps

If you are prepared, even a failing business can bring a surprisingly high price—from the right buyer.

A client recently called me in great distress because his company was going bankrupt due to a dramatic shift in the market. Although he had an annual gross of over \$20,000,000, the business was losing several hundred thousand dollars per month. His balance sheet showed a net worth of \$6,000,000.

However, by properly re-evaluating his assets and discounting his debts, we were able to show him how, to a buyer in a related business wanting to enter his marketplace, the business had a positive value of \$2,000,000.

This is an extreme example, and is only made to point out that you have to know how to look at what you have. If you can be flexible in your approach and not too rigid on what structure the sale must have, you truly can realize profit on all those years of blood, sweat and tears even if you never have shown a profit.

You must first decide what you are going to sell. You may want to only sell part of the business, say the just the management part or just the lawn care part, or each could be sold to separate buyers.

If the business owns the real estate it uses, you need to consider selling the real estate with the business.

Let's consider exactly what there is to sell.

Some terminology

You will first need to understand some terminology that may come up when talking to professional advisors and prospective buyers. You need to understand these terms for your own benefit and because you may have to educate your

buyer.

Whether you sell stock, partnership interests or business assets, you are basically selling the assets of the business.

"Assets" are the things of value in the business and generally include:

Receivables are invoiced goods or services sold but not yet paid for. They are carried on the books at the price you invoiced. Sometimes a reserve is kept for bad debts.

Tangible Personal

Property, sometimes called fixed assets, are the things you can touch and they include inventory, supplies, equipment, racks, vehicles, fixtures, furniture, computers, etc.

They are on the books at whatever you paid for them less the depreciation that has been taken. Fully depreciated property is no longer on the books, although it may still have much value.

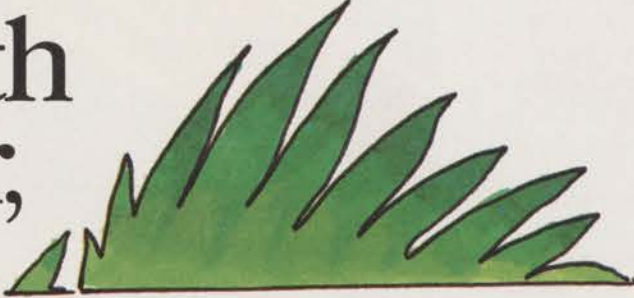
Inventory and supplies are often separately stated on the books because they are not de-





About the Author


Gary L. Conner is a partner in the San Francisco law firm of Shartsis, Friese & Ginsburg. He specializes in business and real estate transactions.


You want:

A grass with good color, 

That shrugs off disease and insects, 

That shows off in the sun, 

And even grows where there isn't that much sun. 

We've got it! 

Even in low fertility tests, Eclipse gave impressive performances in the USDA national test at 37 different locations.

Garfield Williamson, Inc., 9 Stewart Place, Fairfield, NJ 07006 • 800/435-LAWN • 201/882-7755
George W. Hill & Company, P.O. Box 787, Florence, KY 41042 • 606/371-8423
Jacklin Seed Company, W. 5300 Jacklin Avenue, Post Falls, ID 83854-9499 • 800/635-8726 • 208/773-7581
Peterson Seed Co., Inc., P.O. Box 346, Savage, MN 55378 • 800/328-5898 • 612/445-2606
Rothwell Seeds (in Canada), P.O. Box 511, Lindsay, Ontario, Canada K9V 4S5 • 705/324-9591

Eclipse: U.S. variety protection Cert. #8000154 and Canadian License #2391.

Circle No. 107 on Reader Inquiry Card

SPECIAL REPORT

preciable.

Real Estate owned by the business is also on the books for what you paid less the depreciation taken. None of the appreciated value is reflected on your books.

Intangible Assets include such items as contract rights, customer lists, trademarks, tradenames and goodwill. These items usually only show up on the books if you paid for them when you bought the business from someone else.

If it is your name or you created the goodwill or favorable contacts, these intangible assets will not show up on your books.

The intangible assets are often more difficult to define and value, but may contain the greatest value. It is important to create a very detailed list.

Goodwill is a catchall term for many kinds of intangibles. It is not technically defined and may refer generally to the intangible value of a business, beyond its book value or beyond the fair market value of the assets net of liabilities. Sometimes it refers to the earning power.

It won't be shown on a typical balance sheet, so some unsophisticated buyers may feel that it does not exist as a measurement of value.

It only appears on the balance sheet if the current owner bought the assets of the ongoing business from somebody else and part of the price was allocated to goodwill.

Goodwill is generally reflected in profitability. It may include such intangible assets as general reputation, brand name recognition, technical know-how, location, unique concept and historic ability to retain customers. Its value is subject to negotiation and can strongly influence the final selling price.

Liabilities generally include money owed to others, including trade creditors, term loans, lines of credit, accrued employee benefits, etc. They are listed at their full face value on the books.

The fact that they may be long-term liabilities at low interest rates (and therefore worth less), owed to the owner, or that they may be able to be compromised for much less is not reflected on the books.

To the extent you expect a prospective buyer to assume any liabilities, or take any assets subject to a secured liability, the purchase price will be reduced accordingly.

If any liabilities are secured by the assets, it may be impossible to transfer assets without paying off the creditor or at least getting the creditor's consent to the transfer.

Book Value is an accounting term and may have almost nothing to do with the fair market value of your business. It is the net worth reflected on the balance sheet of your business. It may sometimes be

called net worth or balance sheet value.

Book value is just an historic record of your business. The balance sheet lists assets at their original cost less any depreciation taken and virtually all liabilities.

After you subtract the full face value of all liabilities from the book value of those assets actually carried on the books, the result is the book value of the business. Many assets do not show up on the balance sheet and therefore are not reflected in book value.

Such important items as a favorable (or unfavorable) lease, the earning potential or

cash flow value of the business, trade names, copyrights, fully depreciated or expensed property still used in the business, and computer software created by the business often are not included on the balance sheet.

The appreciated value of property will not be reflected. Also, the book value may include the cost of items that really add no value or may even reduce value. For instance, expensive leasehold improvements may have been made for their aesthetic value to the current owners or to satisfy particular business needs at that time.

Such costs will be carried on the books, but may be of no value to a prospective purchaser.

You may also have simply paid too much for some things which a knowledgeable buyer may not be willing to absorb. Be prepared to be realistic. Book value does not reflect fair market value.

You want to sell at fair market value.

Fair Market Value means the price a willing buyer is willing to pay and a willing seller is willing to accept when neither is under a compulsion to buy or sell.

Duplication Value refers

to what it would cost to replace your business assets at current market prices. A buyer always faces the option of starting a business similar to yours from scratch. Duplication value represents a foundation for comparing your asking price.

What can I get these assets for elsewhere, he asks. What he may not take into consideration, however, is the amount of money it would take to bring a new business up to your earning capacity—that's where goodwill comes in.

It also doesn't take into account that you have the assembled package—the whole



may be worth more than the sum of the parts. This latter concept is sometimes referred to as "going concern" value and is sometimes distinguished from liquidation value (the amount received in a forced sale.)

Cash Flow— the money the business generates above operational costs. It is generally more relevant to a buyer than profits. Just as the balance sheet book value does not reflect fair market value, the income statement does not necessarily reflect profitability, whether the books are kept on an accrual basis or a cash basis.

This earning capacity may

be the most valuable asset you are selling. It does not show up in book value at all. It is usually hidden in the income statement.

It is the money the buyer will use to pay any debt acquired in the purchase, pay his or her salary, improve the business and see a return on investment.

Profit, on the other hand, is the bottom line on the income (or profit and loss) statement. It is taxable income.

Most alert small business owners tend to minimize profits and maximize spendable cash flow.

However, the buyer may rightfully beware of cash flow

projections that include the depreciation of your equipment fixtures.

Depreciation does reduce taxable profit without reducing cash.

However, these assets really are being used up and may have to be replaced eventually.

A prudent businessperson keeps a reserve for such depreciation, and so should your buyer.

Nonetheless, the full cash flow is an important selling point.

Next month, part two in our three-part series, we'll look at evaluating a company's assets. **LCI**

Tru Green, Thoma Bros. buy other companies

ATLANTA—Tru Green Corp. has acquired Lawn Groomer, one of its major competitors in Central Illinois. Normal, Ill.-based Lawn Groomer had \$1.6 million in sales in 1986 and was number 38 on LAWN CARE INDUSTRY'S 1987 Million Dollar Lawn Care List.

Erie, Pa.-based Thoma Brothers, Inc., bought Fox Valley Professional Lawn, Appleton, Wis. Thoma Brothers had \$3.5 million in sales in 1986 while Fox Valley had \$1.2 million.

Howard Evers, president of Atlanta, Ga.-based Tru Green, said the acquisition of Lawn Groomer will give Tru Green a competitive edge in Central Illinois, where the two companies vied with ChemLawn for market share.

Lawn Groomer had branches in Peoria, Bloomington, Normal, Champaign and Decatur. Tru Green has branches in all but Decatur.

The Lawn Groomer name will be kept in some markets, Evers said. "They really have a good name. We need to take advantage of that," he said.

At least two and possibly three of the Lawn Groomer branches will be kept, Evers said. He said all the company's 50 employees will be kept, including Keith Woodruff. Woodruff, who was president of Lawn Groomer, will be a manager.

Tru Green is the nation's second largest lawn care firm, grossing \$43 million in sales in 1986.

Thoma Brothers has seven branches in the Midwest. Company president Dick Thoma said Fox Valley's former president, Burt Braman, will be retiring.

Both Thoma Brothers and Fox Valley are ChemLawn franchises. **LCI**

THE SIGN OF A GROWING BUSINESS.

WHEN YOU RENOVATE WITH ROUNDUP®
YOU CAN GET BETTER RESULTS,
MORE SATISFIED CUSTOMERS, MORE BUSINESS.

Look at it this way; if you can deliver a service that will make a lawn go from spotty to spectacular every time out, you can't help but add to your business. Your work will speak for itself.

With a renovation using Roundup® herbicide, you *can* deliver that quality of service. Because nothing prepares the ground better. Roundup gets rid of old turf, weeds and all, roots and all—so it won't grow back. That helps the new lawn get off to the cleanest, best start possible. The result: a lush, dense, weed-free lawn.

What's more, Roundup is environmentally sound. It's biodegradable and essentially non-toxic to people, pets and wildlife. It won't wash or leach in the soil. So you can spray over root zones of desirable vegetation.

FIRST-CLASS RESULTS
ARE AS EASY AS ONE-TWO-THREE.

One: Spray unwanted areas with a 2% solution of Roundup. Wait 7 days for old turf and weeds to die.

Two: Prepare for reseeding. Dethatch, if necessary, then core, vertical mow or spike to assure good seed-to-soil contact. Level and rake.

Three: Re-seed and water.

When that weed-free, healthy new turf comes up, your customers and all their neighbors will see the difference Roundup can make. You can see a difference, too—on your bottom line. Because higher quality renovations can command higher fees.

Better lawns, more satisfied customers, more referrals, bigger profits; any way you look at it, renovating with Roundup is the sure sign of a smart businessman.

FOR YOUR FREE LAWN RENOVATION GUIDE
WITH ROUNDUP, CALL TOLL-FREE
1-800-332-3111

ALWAYS READ AND FOLLOW THE LABEL FOR ROUNDUP HERBICIDE.
Roundup® is a registered trademark of Monsanto Company.
© Monsanto Company 1987.
RIP71041



VERSATILE



EFFECTIVE

Monsanto

Circle No. 113 on Reader Inquiry Card

Snapper buys Kees, to add mowers, jobs

MCDONOUGH, GA.—Snapper Power Equipment has bought the F.D. Kees Manufacturing Co.

Kees, founded in 1874, is a commercial mower maker based in Beatrice, Neb.

The acquisition—for an undisclosed sum—will enable Snapper, based in McDonough, Ga., to expand its line of commercial mowers, according to A.A. "Tony" Malizia, chairman of the board at Snapper.

"They wanted large commercial mowers, which they didn't have," reports George Schaefer, Sr., Kees' chairman of the board and chief executive officer.

Schaefer will remain at the firm. "We'll just operate as usual," he says, adding that 30 to 50 new factory employees will be hired. The expansion will be a boon to Beatrice's economy, he says.

Kees currently employs 90 people. Schaefer says he is pleased with the turn of events. "It was good. Everyone is happy with it."

It took just three weeks to arrange the sale, according to Schaefer. Snapper is a division of Fuqua, Inc. **LCI**

Low volume irrigation to make big splash in future

WATER SHORTAGE IN PORTIONS OF U.S. SEEN AS BOON TO DRIP IRRIGATION MARKET

By JAMES E. GUYETTE
Associate Editor

SPECIAL REPORT—Business opportunities in the low volume, or "drip," irrigation industry should increase as Americans become more concerned over the country's declining water supply, according to an authority on water management and irrigation.

"The irrigation business is going to do very well for the next 10 to 12 years," says Efraim Donitz of EFCO, Inc., North Hollywood, Calif., an irrigation consulting firm. He also is involved with water management analysis.

"I think the future lies in low volume irrigation," he says. "We'll have to go to low volume irrigation because that's the only way to save water."

Donitz's concerns over dwindling water reserves are real. He predicts that it will be a big national issue: "It's not going to be oil. It's not going to be energy. It's going to be water."

He is not alone. "I think we're going to see a lot of emphasis on saving water," reports Mel Palmer, an agricultural engineer specializing in water management at Ohio State University.

While there's plenty of water in many regions of the United States, "in the Southwest it's a different story," Palmer notes. "Water supplies are very critical and the cost of water is going to rise and it will restrict development in some of these arid areas."

Let's get small

Santa Barbara, Calif., has placed a moratorium on new development because of concerns over water. "They just don't have enough water, so they are trying to find solutions to cut back. One of those solutions is to stop growing," says Donitz.

All this bodes well for the low volume irrigation industry. Also, makers and installers of water filtration systems should see increased economic opportunities.

"The filtration business is going to grow," Donitz points out. More water must be recycled "because we can't afford to dump anymore."

In California last year the various water districts had to submit water supply plans that reach out over the next 100 years.

Donitz is calling on irrigation specialists to start designing more efficient products. "The irrigation business has to decide where it is going."

His own company, EFCO, is working on a built-in sprinkler head that uses one-half

gallon a minute and throws a stream 57 feet in diameter. A typical impact sprinkler gulps 4 1/2 gallons a minute.

(Each flush of a toilet uses about 6 gallons, and a 5-minute shower sends about 30 gallons down the drain, according to OSU's Palmer.)

An average oscillating yard sprinkler spreads 4 to 5 gallons a minute, while most drip irrigation emitters use only 1/2 to 4 gallons per hour, according to Robert Kourik, writing in

Harrowsmith magazine.

Proponents say that because drip irrigation uses less pressure and less water, there also is less waste and people passing by a property will not be slipping in puddles. Low volume irrigating can continue near areas needed for other uses, such as at a school, condominium or golf course.

Plus there are no sprinkler heads to trip up athletes or attract vandals and thieves. Two of Donitz's colleagues suggest

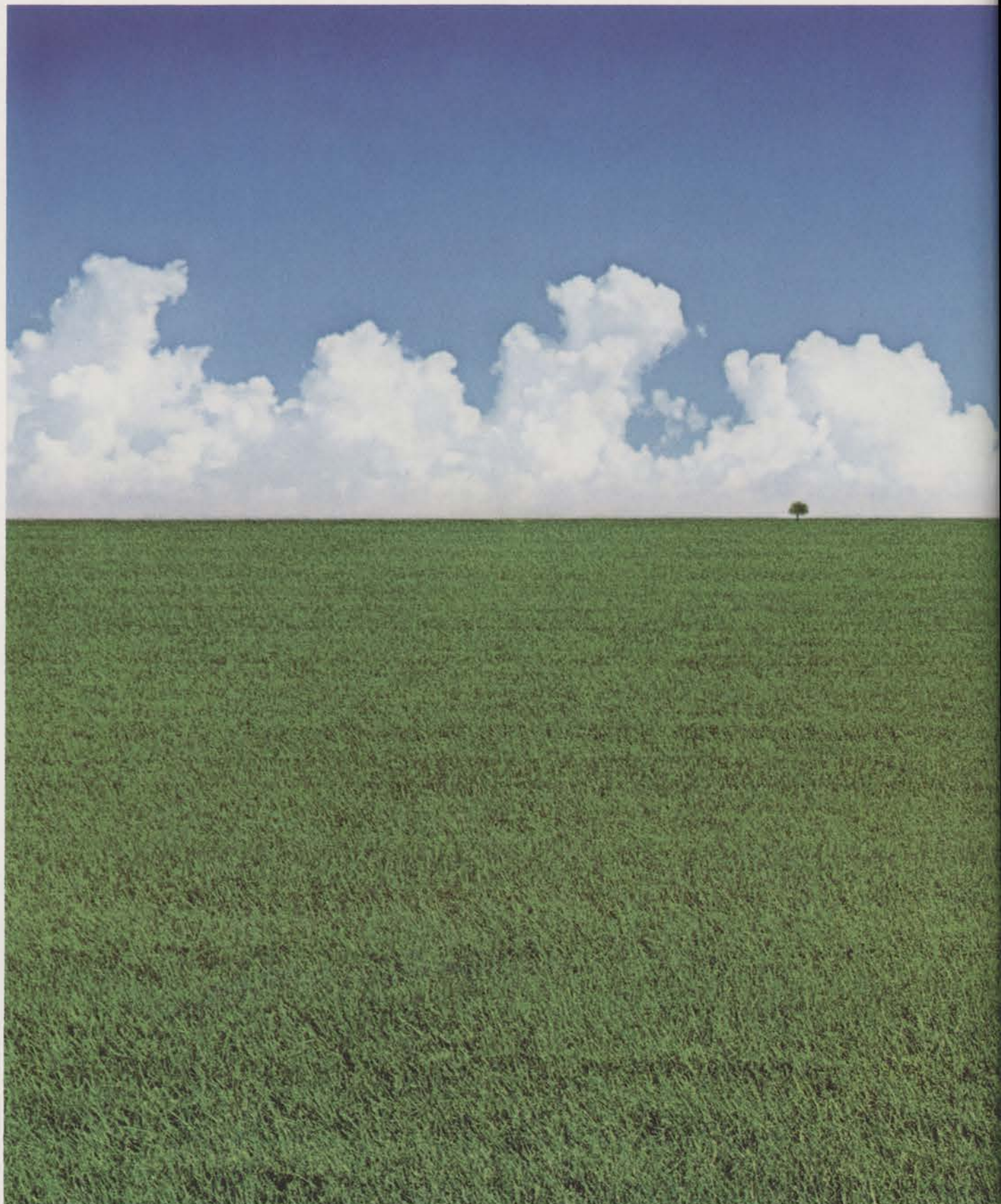
that the theft of brass heads coincides with the price of used brass.

Grapes of wrath

The concept of drip irrigation dates back to the 4th century B.C., when people called Nabateans lived in Edom, near the Dead Sea. At night they would pile pebbles around their grape vines, and the cool desert dew would collect on the pebbles and drip onto the crops.

"It is believed that the main reason for the deportation of the ten tribes of Israel to Mesopotamia, and later Judea, was to supply skilled farm labor for the vitalization of farming in the Euphrates valley," says Donitz. "They were sent to tend the irrigation canals." (To this day Israel leads the world in the development of drip irrigation systems.)

Donitz's study of history boosts his concern over irrigation. "People don't realize



Control you can depend on.

that irrigation is the cornerstone of civilization," he says. "There seems to be a close correlation between the state of irrigation and soil management and the rise and fall of civilizations."

Societies met their doom their irrigation systems were allowed to run dry. The area around Bagdad is now barren because of conquests years ago by non-farming nomads. "Every time a new empire was formed the farm population was killed off or (they) ran away—the irrigation systems were neglected."

That hits home in Southern California: "If you stopped irrigation nothing would be here."



Donitz: There's dollars in drip.

Donitz is pleased with the increased popularity of Xeriscaping, which is the prudent selection of plants, soils, ground covers, mulches and watering and maintenance techniques. "Xeriscape did a lot for saving water in the outdoor environment," he points out. LCI

If you are interested in obtaining any available or additional editorial research or reference materials published in this or previous issues, direct your inquiries to Kathleen Maciuszko at (216) 826-2839, ext 839.

CATCH

from Page 1

sonally don't collect them," says Bill Meyer, Ph.D., a researcher at Pure Seed Testing, Inc., Hubbard, Ore.

Meyer does have mixed feelings. On the plus side of catching is the ability to remove flowering plants, create a cleaner grass surface, avoid diseases being harbored in the cut blades and vacuum up leaves in the fall.

On the other hand, leaving the clippings down adds needed nitrogen and "the labor savings are tremendous by not doing it (catching)," says Meyer.

"We don't do it," states Mike Guthrie, manager of the maintenance division at Ground Control Landscaping, Inc., Orlando, Fla. "We've found it's very time consuming."

Guthrie says that catchers clog and glass clumps fall on the lawns because the mower operators are sometimes inattentive.

The St. Augustine lawns may grow three to eight inches in a week, and excess grass buildup is eliminated by mowing in a pattern that puts the grass in a "round-up" area so it can be picked up by a separate raking crew.

"We rake," reports Mattie J. Sowers of Lancaster Landscapes, Inc., Arlington, Va. "I think it's less time consuming to rake rather than empty catchers," she says, adding that the clippings are placed on squares of burlap and hauled away.

"We do not pick up clippings as a general rule," says Rick Hearn, maintenance division manager at Reinhold Landscape, Flay Rock, Mich. They try not to cut more than one-third of the leaf blade.

When the grass is wet or rainouts have made it longer, the crews use hand rakes, blowers or large Hustler vacuum mowers made by Excel Industries, Inc., Hesston, Kan.

Hearn adds that he feels it's important that clippings not be allowed to pile up. "We get into disease problems when we get a build-up."

"If someone mows frequently enough, it's good to leave them down so they can decompose and add organic matter and nutrients back to the lawn," says Neel Brown, western zone coordinator at Lawn Doctor, Inc.

Catcher in the rye

Collecting clippings is more a matter of appearance to the customer, according to Brown. "People are conditioned—they want them picked up. You can poll the average homeowner: If he wasn't the one to pick them up he would want them picked up."

Brown, who lives in Texas, does not believe that leaving the clippings down contributes to thatch: "I just don't subscribe to that theory. We just don't have a thatch problem in this part of the country whether the customer catches clippings or not."

"Grass clippings don't cause thatch," declares Art Wick of Lesco, Inc., Rocky River, Ohio. "Grass clippings are mostly water."

It's in the bag

When applying fertilizers and insecticides it is often best to not catch the clippings. "Our recommendation is to leave them on there," says George W. Gossett of Dow Chemical. "Dursban is thrown right into the bag" if a catcher



Oftanol.

It gets to grubs fast. And doesn't give up before the job is done. With less odor. OFTANOL for grub control. Count on it. Mobay Corporation, Specialty Products Group, Box 4913, Kansas City, Mo. 64120

OFTANOL is a Reg. TM of Bayer AG, Leverkusen 6-2250A



is used soon after application.

"I would recommend leaving them on my lawn," agrees Joe Paul Downs, supervisor for commercial products at Monsanto. His company markets a growth regulator called Limit. "You should not use these clippings for a mulch," he says. It could have an adverse impact on fruit trees, flowers and vegetables.

Caught in the act

Some lawn management contractors may be facing pressure from their local governments to leave the catchers off the mowers as landfills are filled to the brim. "A lot of places back east won't let you dump the clippings," says John Harrison, marketing



Wick: No thatch from clippings.

manager at Hustler's Excel Industries.

It's a similar situation in parts of Texas, reports Lawn Doctor's Brown. He adds that operators should avoid handling clippings after herbicide applications.

Now what do you do about a customer who wants to see that catcher on the mower? "It depends on the size of the account," notes Ron Kujawa of KEI Enterprises, Cudahy, Wis. "We try to talk them out of it" by citing the extra cost of removal.

The clippings are picked up in "pedestrian areas" where they can be tracked inside, but if a customer insists that the entire lawn be caught, KEI will use catchers "if he's willing to pay for it." LCI

CDS

from Page 1

ability to fund growth," he said. "We'll look at more opportunities as they present themselves."

Norton said there will be little change in the company's present operations. One stipulation of Clayton Dubilier's buyouts is that management stays and continues to have a stake in the operation.

CDS Holding's Rendleman agreed, saying there will be no management changes for Barefoot as a result of the investment.

"O.M. Scott has the best name in do-it-yourself lawn care," Norton said. "There are some interesting though yet undefined opportunities as far as that goes." LCI

Courts rule against local pesticide laws

NATIONAL REPORT— Commercial pesticide users won a pair of victories against local pesticide regulations recently when two courts issued rulings against such regulations.

The Illinois Supreme Court ruled that the Town of Wauconda, Ill. was pre-empted by state law from regulating pesticides. The ruling was in response to the town's appeal of a similar ruling by the U.S. District Court.

In addition, the Fourth Circuit Court of Appeals upheld a federal district court ruling that local pesticide ordinances

adopted by two Maryland counties were pre-empted by federal law.

The local ordinances required pre-notification for pesticide applications on lawns by commercial applicators. Both appeals court rulings were made in June.

"It was a pretty powerful, one-two punch," said Bob Kirshner, assistant program director for the Pesticide Public Policy Foundation, which brought suit against Wauconda in 1985.

The rulings will make it harder for any local jurisdiction

to enact its own pesticide regulations. He said he knows of at least one jurisdiction in New York that has tabled a pesticide ordinance because of the Illinois ruling.

The Illinois Supreme Court wrote: "Wauconda's exercise of its power to enact this ordinance is pre-empted by the Illinois Pesticide Act of 1979 and the Structural Pest Control Act." The ruling was made in response to a request from the U.S. Circuit Court of Appeals for the Seventh District.

U.S. District Court Judge Ilana Rovner initially ruled

against Wauconda in 1985 after 3PF filed suit.

Pre-emption in Maryland was initially ruled in late 1986 after the Maryland Pest Control Association and the Maryland Alliance for the Responsible Regulation of Pesticides challenged laws enacted by Montgomery and Prince Georges counties.

U.S. District Court Judge J. Frederick Motz ruled the Federal Insecticide, Fungicide and Rodenticide Act gives states the right to regulate pesticides, but does not extend that power to local bodies. LCI



Inventory control should be ongoing

PROGRAMS COULD BE MANDATORY FOR LAWN CARE, PEST CONTROL

The need to develop an inventory control system has often been overlooked or considered unessential by LCOs. Today, with the possibility of new regulations regarding the use of pesticides, it is imperative that LCOs consider inventory control systems.

Implementing an inventory control system when there is no pressure to do so is much easier than doing so under regulatory compliance pressures;

regulations require compliance within a short period of time.

The key to developing and implementing an effective inventory control system is to define what the system is to control. In our opinion, the goals of a system should be as follows:

- 1) To account for the usage of all materials applied to a customer's property.
- 2) To determine that all materials applied to a cus-

tomers property are applied in accordance with label guidelines.

- 3) To account for the use of all materials purchased by the company.

The objectives of an inventory control system should be considered in developing and implementing an effective system for your company. One key to keep in mind is that an inventory control system does not need to be elaborate or compli-

cated to be effective.

We have seen clients maintain a manual inventory control system that is as good or better than any currently available in the market for firms on a computer book-keeping system.

Material applied

The use of a computer to account for the operation of your company will provide you some of the initial data needed for a comprehensive inventory control system. If you are operating on a manual billing system, the effort to collect the data will be more cumbersome, but it can be done efficiently.

In meeting the first need of an inventory control system, the following data need to be gathered daily and summarized monthly or more often if variances occur:

- 1) Area treated by the technician for each customer.
- 2) Agronomic program being applied on that day including any supplemental treatments.
- 3) Volume of chemicals applied to each property.
- 4) Service call area treated per customer.
- 5) Chemical(s) applied to service call property.
- 5) Volume of chemicals applied to service call property.

These data should be information you are currently maintaining, by technician, in order to evaluate performance. As you monitor information on individual performance concerning the use of chemicals, you will gain an insight into the effectiveness of the technician and the training you have given him.

In accordance with label

The data that needs to be collected to determine inventory use in accordance with the label requirements are:

- 1) Labels for products being used.
- 2) Exact acreage where products were applied.
- 3) If liquid, rate of application.

Account for material

The data needed to determine the inventory usage versus the product on hand are as follows:

- 1) Material by product in inventory and purchased during the month.
- 2) Physical inventory of material in inventory at the end of the month.
- 3) Material sold, thrown away, or returned to the supplier during the month.

These data can be collected both from the accounting records and as the result of taking a physical inventory at the end of the month.

LCI



McGary Wandtke

About the Authors

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



Reduce customer turnover and increase profit potential with long-lasting disease prevention.

It costs a lot to replace a lost customer. So you put together a complete lawncare program. Not just to keep customers' lawns looking good all season. But to keep your customers loyal.

A complete program includes preventative disease control. And only one lawn care fungicide — the market leader — keeps your customers satisfied, fits into your schedule, and improves your profitability.

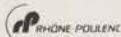
That product is CHIPCO® 26019 fungicide. Because it does *its* job without complicating *your* job.

CHIPCO 26019 is a low-toxicity product that controls all the major lawn diseases: Helminthosporium Leaf Spot and Melting Out, Fusarium Blight, Brown Patch, Dollar Spot, and Red Thread.

It's the only fungicide that provides this control long enough to get you from one scheduled round to the next, reducing costly callbacks.

Protect your turf and build your profits. Make CHIPCO 26019 a part of your lawncare program.

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



CHIPCO® is a registered trademark of Rhône-Poulenc Inc.

Chipco 26019 now available in a convenient flowable formulation.

Symposium focuses on bio-controls

BROOKLYN—The need to manage and control pests—rather than seek their elimination—was the theme of a recent symposium attended by about 150 lawn care, landscaping, gardening and pest control professionals.

Titled "Preserving the Balance, Pest Control and the Environment," the symposium was held at the Brooklyn, N.Y. Botanic Gardens and was co-sponsored by the Gardens and Safer, Inc., a supplier of insecticidal soaps.

"The wave of the future in pest control is good manage-

ment," said entomologist Michael Atkins, Ph.D., chairman of Safer. "Because pests are survivors, we need to develop sensible techniques, and integrate these techniques to keep pest problems under control."

Brian Croft, Ph.D., an entomologist at Oregon State University, said trying to eliminate a particular pest is self-defeating. "The survivor breeds a new population of resistant insects and eventually you have superbugs that are very difficult to control."

Symposium participants



Atkins: Integrate techniques.

spoke in support of integrated pest management, a system that considers the whole ecosystem in determining the best means of managing pests.

Ethan Signer, Ph.D., a professor at the Massachusetts Institute of Technology, said

advances are being made in biotechnology that will bring major changes to the pesticide industry within 10 years.

"Soon you will be able to buy seeds which are toxic to specific insects," Signer said. "We are isolating and manipulating genes from bacteria that code for killing pests. These genes can be introduced into plants, and act as toxins to kill insects directly, or the bacteria can be engineered to habituate on specific areas of a plant—in its roots, leaves, vascular system—where pests feed," he said. LCI

LCOs told about RCRA

ATLANTA—Are the chemicals you're applying and disposing of regulated by the Resource Conservation and Recovery Act? If you don't know, contact your state Environmental Protection Agency.

Terrell Rooks, environmental specialist for the Environmental Protection Division of The Georgia Department of Natural Resources, discussed RCRA regulations with LCOs in Atlanta recently. He spoke



Rooks: Check your wastes.

at the Atlanta regional seminar of the Professional Lawn Care Association of America.

"You can expect some increased emphasis by the Georgia EPD on small quantity generators" to see if they're in compliance with RCRA, Rooks said. But this enforcement will primarily be in response to complaints.

RCRA, which took effect last year, is administered by the states.

The EPA has listed those materials that are considered hazardous, Rooks said. However, a chemical does not have to be considered hazardous to be regulated under RCRA. It is regulated if it has a *hazardous waste characteristic*, meaning that it is ignitable, corrosive, reactive or toxic.

But remember, Rooks said: any substance that is reused is not a waste. If you have unused chemical, find someone who can use it.

If the waste you dispose of is hazardous or has a hazardous waste characteristic, Rooks said RCRA regulates how you handle that waste, providing you generate at least 25 pounds per month or accumulate more than 1,000 kilograms per month.

Keep in mind that pesticide containers can fit the definition of hazardous waste, he added. To be exempt, they must be rinsed three times. LCI

Attending only one professional landscape show this year?

Make it Pro Show.

With so many trade shows to attend these days, it's tough to decide which is the best. This year, the decision is easy.

Pro Show. The One Show.

At Pro Show, you'll see products on an exhibit floor three times larger than any other commercial show. You can test products on a one-million-square-foot outdoor demo area. And talk directly to national sales managers and product designers from the top commercial manufacturers and suppliers.

Discover the latest landscaping techniques and business management skills from industry leaders in more than thirty seminars.

And save 75% on regular coach fares with Delta Airlines and American Express Travel Service. It's easy . . . call 1-800-626-2248 and ask to make a Pro Show reservation.

When you get right down to it, the decision is easy. Choose the one show that brings you more. Pro Show.

November 18-20, 1987
Dallas Convention Center
Dallas, Texas



Pro Show 87

The Professional Landscape Contracting, Turf and Grounds Maintenance Expo

YES! I want to know more about Pro Show 87. <input type="checkbox"/> Exhibitor prospectus <input type="checkbox"/> Attendee information (or call 1-800-654-0349) Return to: Pro Show 87 101 N. Seventh Street Louisville, KY 40202 1-800-654-0349 or 502/582-1672	Name _____
	Title _____
	Employer _____
	Address _____
	City/State/Zip _____
	Telephone _____

Sponsored by the Outdoor Power Equipment Institute, Inc.

Circle No. 116 on Reader Inquiry Card

SPILL

from page 1

Spills often occur when a truck carrying pesticides is involved in an accident. Most spills are caused by hose breaks.

When an accident does occur, the driver and passengers should give immediate attention to anyone needing medical assistance. This is more important than stopping the flow of a pesticide.

Now, for containing the spill. Each truck should carry an emergency response kit, consisting of rubber gloves, traffic warning triangles and clean-up materials.

Various materials are available for containing and cleaning up a pesticide spill.

The Oops Kit, marketed by Containment Technology, Inc., Alpharetta, Ga., was demonstrated at the Professional Lawn Care Association of America's Atlanta regional seminar recently. It includes rubber gloves, six sorbent pads and three chemically absorbent coils.

Mike Snell, president of Containment Technology, demonstrated containment and clean-up of a one- to two-gallon pesticide spill, which he said is the most common kind.

First, stop the flow by placing the coils around the spill. The coils, known as cobra coils, are three inches in diameter and 40 inches long. They are made of fossilized earth and can retain two and a half times their own weight.

Once the spill is contained, the sorbent pads can be used to absorb the pesticide. The coils and pads are then placed in a container and are eventually disposed of.

Other containment materials available include kitty litter (absorbent clay) and Hazorb pillows. The latter are available from the Textile Chemical Co., Reading, Pa.; Precision Laboratories, Inc., Northbrook, Ill.; and LESCO, Inc., Rocky River, Ohio.

Tips on containing larger spills were given by Phil Catron, training consultant with MAVC Services Corp., Damascus, Md., at the Washington, D.C. PLCAA regional seminar.

Digging tools are needed to contain a major spill, Catron said. Shovels, rakes, axes and other hand tools can be used to dig up turf and soil to divert the spill to a containment area.

In one case, Catron said a backhoe from a nearby road crew was used to dike a spill and prevent it from flowing into a drainage ditch.

Once the spill is contained, a portable gasoline sump pump can transfer the spill into a tank on the truck. The pesticide can then be used for its original purpose. Soil and other material used to dike the spill should be disposed of.

Catron pointed out that activated charcoal will minimize

a spill involving organic (2,4-D, dicamba, oxidiazon and MCPP) pesticides. Activated charcoal must be applied at a rate of 100 pounds per pound of active ingredient spilled. Inorganic pesticides like lead, DSMA, MSMA and sulfur are not effectively controlled using charcoal.

The activated charcoal should be slurried and poured through a screen before attempting to apply it through a sprayer, Catron said. Large orifice nozzles and centrifugal or piston pumps with ceramic cylinders are the best ways of spraying activated charcoal.

An invaluable resource in handling chemical spills is the



Catron: Have tools ready.

Chemtrec emergency response line. By calling Chemtrec at 1-800-424-9300, a driver will be given step-by-step guidance in handling a chemical accident. The service is provided by the Chemical Manufacturers Association.

Chemtrec will contact the

manufacturer of the specific chemical to help assess how serious the accident is, and will send assistance if warranted.

Notify authorities

Once the spill is contained, the driver should notify his or her employer, who can render further assistance and contact the necessary authorities. Who are the "necessary authorities"?

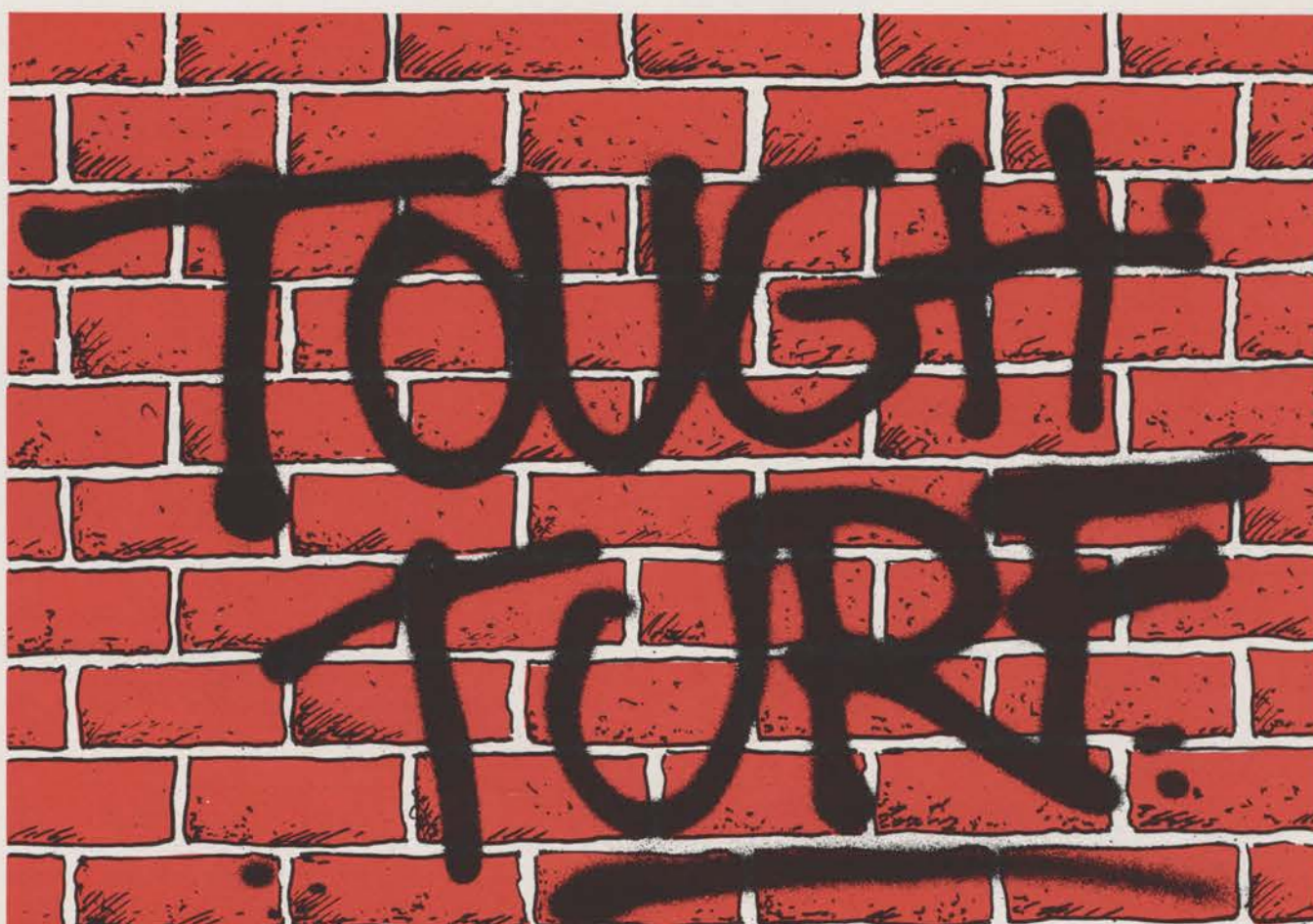
All spills should be reported to the local lawn enforcement officials and the regional Environmental Protection Agency.

Any spill that has the potential to enter a body of water should be reported to the Na-

tional Coast Guard Response Center (800-424-8802).

Other useful numbers are: EPA Pesticide Emergencies (312-353-2318); Railroad Emergency Center Explosives (202-293-4048); the local Poison Control Center; and the state Department of Agriculture or Department of Natural Resources.

The company should keep thorough records of any spill in case local authorities have questions. These include the date and time of the spill, the cause, the amount and dilution of pesticide spilled, and names of all persons on the scene or contacted during the spill. LCI



IS YOUR CUSTOMER'S TURF LIKE A BRICK YARD?

Hard? Non-porous? It's hard to grow grass on a brick. Almost impossible.

Hahn professional aerifiers are the answer to your "brick yard" problems.

Choose from self-propelled, walk behind, tractor drawn or riding aerifiers. Hahn aerifiers are designed and manufactured especially for tough, professional use.

The JR-4 Aerifier 24-inch swath. Self propelled when transporting and aerifying. Easy to use controls. Aerifier reel holds 40 tines.

The EA-3 Aerifier 22-inch swath. Simple to operate, maneuverable and small enough to get into tight spots. Fingertip throttle. Powered reel "walks" EA-3. Aerifier reel holds 16 tines.

The TB-60 32-inch swath tow-behind.

Hydraulic cylinder for raising and lowering. Aerifier reel holds 60 tines.

The TM-60 Same as above. Utilizes category 0 or 1 tractors 3 point hitch.

The TMV 30-inch swath. Optimum professional machine. Riding aerifier with 34-inch overall width. Aerify more than 1 acre/hour. Electric start. Hydrostatic drive. 8 hp Kohler Magnum engine. Aerifier reel holds 40 tines. The ultimate!

For more information or free product brochure call 1-800/457-HAHN.

In Indiana, call 1-812/428-2027 (collect).



Hahn

1625 N. Garvin St.
Evansville, IN 47711-4596
Telex: 27-8429

SEED

from Page 1

particularly increased demand.

Economics, interest rates, housing startups, government conservation programs, the cattle market, international relationships, temperatures, rainfall, apple and grape sales, contract negotiations, diseases, human errors, faulty predictions of the future and just plain ol' bad luck have resulted in the seed shortages experienced by lawn management contractors.

What on earth do cattle, apples and grapes have to do with the availability of grass seed?

Plenty. If Americans are eating a lot of beef and drinking a lot of milk, the resulting strong cattle market requires forage grass to keep the cows well-fed. If the price for forage grass is high, growers will plant that instead of turfgrass.

"The farmer doesn't care if he's growing turf or forage grass," says Harry Stalford, product manager at International Seeds, Inc., Halsey, Ore. The economics of the two grass types are indeed related: "If the turf market's good, the forage market's lousy—and vice versa."

It's a similar story with ap-

ples and grapes. When they are in demand, so is the orchardgrass that provides groundcover to keep out the weeds.

Pastures of plenty

The demand, and the prices, for forage and orchard grasses is increased also by something called the CRP, or the Conservation Reserve



Dade: A numbers game.

Program. The CRP is a government program administered by the Agricultural Stabilization and Conservation Service.

The CRPs purpose is to stop erosion of farm land and ensure that certain edible crops are not over-produced. If a farmer signs up with the CRP he or she is paid a sum of money to plant nothing on that land except grass for 10 years, thus taking that acreage

out of food crop production.

And that puts a squeeze on the grass seed supply because the fields lie fallow. "It's definitely an influence," reports Don Myers, Ph.D, an agronomist at Ohio State University. The nationwide program is particularly popular in the Midwest, and farmers use up lots of seed under the CRP. "It's not being seeded on lawns or in Oregon—it's in Central Ohio or Illinois," he says.

Bluegrasses, fescues and ryegrasses are influenced in other ways, too.

"These things tend to swing from feast to famine," says John Rutkai, president of the Turfgrass Breeders Association, Inc., Woodburn, Ore.

With ryegrass, production companies cut back on planting because of a "soft market" in 1981, '82 and '83. In 1986 "the market heated up," says Rutkai, as interest rates fell and housing starts went up, resulting in increased demands on the ryegrass supply.

"Why didn't they increase production faster?" asks Rutkai. "Because they were burned in those earlier years," he answers. "They had big inventories and those big inventories hurt."

One plus, though, with ryegrass is that producers can follow the market quickly because if a crop is planted in the fall it can produce a full yield by the next summer, according to Rutkai.

It's a different story with bluegrass. "It takes longer to establish bluegrass plantings," says Rutkai, noting that it too is a "boom or bust" venture.

"We had very depressed prices for bluegrass," Rutkai recalls from previous years. "There was just too much for the market" because of "over production and lack of demand."

Seed merchants and growers tend to make long-range plans when signing contracts. "You're in it five years minimum unless the field goes bad," says Stalford at International Seeds.

That makes for tough predicting: "If you know what the market will do in five years, let me know, will you?" Stalford pleads.

Unlike some other industries, you can't just add a third shift when demand goes up. "We can't turn it off and on," Stalford explains. "There's nothing you can do about it, you've just got to roll with the punches. You don't know what's coming down the pipe until it happens."

Greenback dollar

Economics combines with weather conditions to determine the availability of seed.

A seed farmer will plant whatever makes the most money. A grower's profit on an acre of common grass is somewhere between \$100 to \$200.

"It's hard to pin these things down because every



Pepin: Seeking rust-free grass among the plots.

field is different," says Eugene Dade, Ph.D, manager of seed research and production at the O.M. Scott & Sons Co., Gervais, Ore. Did the farmer buy the land when prices were high? Or was it inherited from relatives?



Stalford: Hard to predict.

Growers can also save money by planting specially bred grasses that resist a fungus called stem rust. Stem rust often won't be a problem for home lawns, but it can decrease seed yields during the production phase, according to Jerry Pepin, Ph.D, of Pickseed West, Inc., Tangent, Ore. "It's a production problem," Pepin explains. The most popular cure for stem rust appears to be a chemical called Tilt, made by Ciba Geigy.

A grower can save five to seven cents per pound of seed if rust control is not needed. And if the crop's going for 50 cents a pound, the farmer can save about 10 to 14 percent by using special breeds. "If we get rust-resistant plants we don't have to use those chemicals," Pepin says.

Weed control in the fields is most often done by using Roundup, made by Monsanto. It is applied by direct application, or else a device called a "weedwiper" is used. A weedwiper is a long roller covered with carpeting. Because the weeds are usually taller than the grass, the roller, coated with Roundup, is skimmed along the tops—sending each weed to the promised land while leaving the crop undisturbed.

At Scotts they use Roundup and other herbicides, says Dade, but, "there's nothing like that product from U.S. Steel called H-O-E."

Surprisingly, the growing of

grass seed is not very labor intensive. The growers are experiencing none of the troubles faced by strawberry farmers, who have crops rotting in the fields because the new immigration law has frightened away the migrant pickers.

The seed breeding itself has an impact on the market, too. The different grasses must look nice and hold up well in people's yards, but they also have to have a high seed yield to make them economical to produce.

Dade says it is a Murphy's Law in the seed business that a good turf product will have a poor seed production value, and a grass with good seed production will be a poor turf product.

"Breeding is a numbers game, and if you have one out of 1,000 you're doing well," Dade reports.

Another reason cited for the shortages of some grasses is a "shift in the marketplace away from common varieties into improved proprietaries," according to Bill Meyer, Ph.D, of Pure Seed Testing, Inc., Hubbard, Ore. The brand-name varieties tend to be more profitable and are desired more by seed purchasers.

Prices will rise if all the varieties happen to be ready for harvest at the same time. The seed processors can't handle all the crop at once. "You can't clean more than one thing at a time," says Meyer.

Pepin at Pickseed notes that even trucks are in short supply if the grasses are harvested at the same time.

The weather, of course, also has a big impact on the grass crop. It needs rain in the spring, and in 1986 a hot spell had an adverse reaction. Spring temperatures should be around 65 degrees, yet last year saw the mercury climb to 85-plus degrees for several days in a row.

"They matured quite rapidly because it got real hot," says Meyer.

This year's crop is 10 days ahead of schedule at this writing, Meyer reports.

It's too early to make a complete prediction, but Pepin is confident: "There'll be seed for this fall."

LCI

SELF CONTAINED INJECTION MODUAL FOR TURF



complete with
Tank & plumbing, pump & agitator, twin hose & reel,
gun & support from the Injection Gun Leaders at

Perma-Green Supreme

800-346-2001

219-769-1630

Circle No. 117 on Reader Inquiry Card

TURF-PLUGGER CORE AERATOR



- Self Propelled
- Quiet Running
- Easy Maneuvering
- Straight Up-and-Down Motion for Better Penetration
- All Roller Bearings – Case-Hardened Shafts
- Low Maintenance

3 MODELS AVAILABLE

400 - 24,000 Sq. Ft./Hr.

500 - 26,000 Sq. Ft./Hr.

600 - 36,000 Sq. Ft./Hr.

Ask about major lawn care companies who use it exclusively!



Classen Mfg. Co.

1403 Roach St. • Norfolk, NE 68701 • (402) 371-2294

Circle No. 104 on Reader Inquiry Card



Tine width on new rake has adjustable feature

The tine width of the A-Just-O-Rake adjusts from 7 inches to 24 inches by turning a thumb screw.

It can be used as a lawn rake, cultivator or shrub rake.

Distributed by Heartland Products International, Inc., Valley City, North Dakota, the rake comes with a 5-year guarantee. According to the company, this is the last rake that you will need in your lifetime.

Made in the United States, the angled, tubular handle will not rust and the tines are made of galvanized spring steel. LCI Circle No. 201 on service card.

ters.

Each kit contains a dual-grip handlebar, throttle cable assembly, attachment bracket and collar, and an eight-inch, 30-tooth brushblade.

Both grass trimmers come standard with shoulder straps and they will readily accept blades without installing handlebars. But the manufacturer emphasizes that safety con-

siderations necessitate using handlebars when operating a brushcutter.

Brushcutter blades spin at about 8,000 rpm and are dangerous if the operator does not have full control of the machine.

Dual handlebars allow the operator to use his or her thigh as a brace, similar to a tripod.

The hands can then remain in front of the torso for a more stable center of gravity, according to the company.

Also, clearing is made easier with a steady swinging action from the hip, Shindaiwa reports. LCI

Circle No. 203 on service card.



New Twin Tap doubles amount of water outlets

Dual watering chores can be accomplished by using the new Twin Tap, which allows two hoses to be connected to one tap.

Made by Rian Industries, Lake Zurich, Ill., the product comes with a four-foot hose and connector. It can be pushed into the ground for stability.

According to the company, Twin Tap's four-foot hose also is useful for connecting to an inconvenient water source.

Twin Tap retails for \$29.50, plus \$3 postage. LCI

Circle No. 204 on service card.



Even the most mulish are getting the message.

Even in this enlightened era, there were some who were hard to convince that Glade is a must in every mix.

But even the most determined are getting the message. **Glade is widely accepted as the improved sun and shade bluegrass variety!**

Glade is available from your local wholesale seed distributor. Insist on it for **every** mix.

Glade

Glade

Kentucky bluegrass

U.S. Plant Patent 3151
Canadian license No. 2133

Another fine, quality-controlled product of

Jacklin Seed Company



Convert to brushcutter with kit from Shindaiwa
Shindaiwa, Inc., Tualatin, Ore., is introducing kits for converting its F-21 and T-20 grass trimmers into brushcut-

Circle No. 108 on Reader Inquiry Card



New Kees aerator has stainless steel tines

The new Powerplug aerator by the F.D. Kees Manufacturing Co., Beatrice, Neb., has replaceable stainless steel tines.

The compact unit is easy to transport and operate, accord-

ing to the company.

The Powerplug is self-propelled when aerating and can cover more than one-third of an acre per hour.

The tines produce a 16-inch aeration pattern. A lever adjusts the depth of penetration from one-half inch to two inches.

Other features include a built-in 6:1 gear reducer, handle mounted throttle, fold-over handle and 3-quart fuel tank.

It has a 5-hp Briggs and Stratton industrial/commercial engine and a crankshaft-style aerating mechanism. LCI

Circle No. 205 on service card.



Move up in the world with battery SuperCart

You can move anything weighing up to 200 pounds with the new SuperCart.

The 24-volt battery powered cart is easy to operate

and maintain, according to its maker, Spectrum Manufacturing, Wichita, Kan.

The SuperCart steers with its rear wheels, and it has independent forward and reverse. The machine works inside or outside. LCI

Circle No. 206 on service card.

Tools keep covered with new four-in-one trailer

The Kari-Bak Utility Trailer from Jantz-Femco, McPherson, Kan., is four trailers in one.

It can be used as a tiltable flatbed trailer with fold-down sides and ramps or as an en-



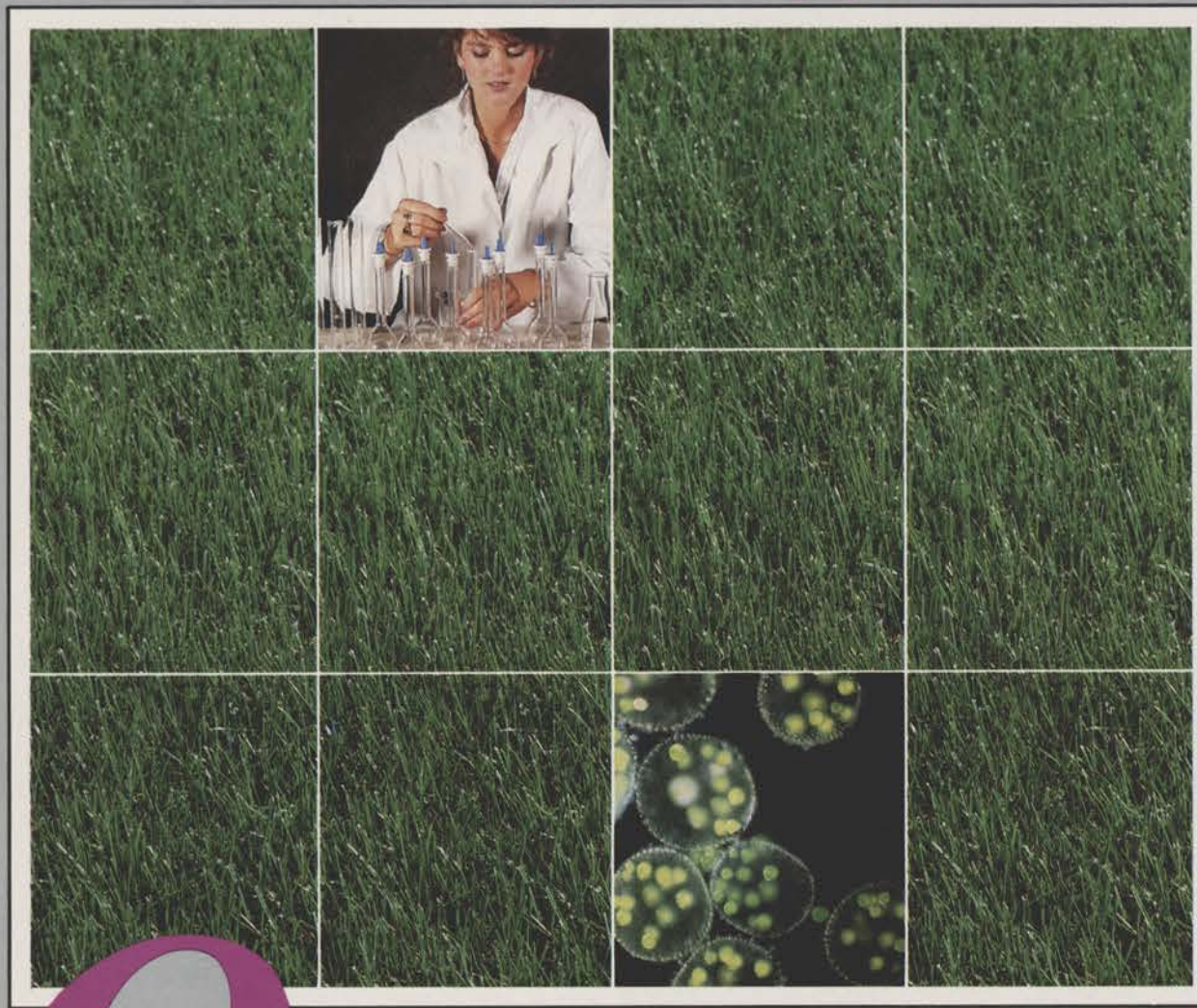
closed 30- or 72-inch van-type trailer.

Kari-Bak tilts to the desired angle to load or unload without ramps. The front and rear panels serve as loading ramps for low-clearance equipment.

The unit's reversible tongue allows for 8- and 13-inch hitch heights and it telescopes 18 or 36 inches for longer loads. LCI

Circle No. 207 on service card.

Genetic excellence yields top performance.



OMEGA II

PERENNIAL RYEGRASS

* PVP 8400141

The researchers have done their job. The turf trial results are in. Omega II is number one. It received the highest quality rating in the 1984-85 National Overseeding Test directed by the USDA. Omega II was tested in ten different locations and won out over 53 other ryegrasses! And that's not all. Omega II has also been rated number one for cool season turf use in residential lawns, sports turf, tees and fairways. Because of its broad genetic heritage Omega II performs over widely varying conditions of light, temperature, moisture, soil types and maintenance. Its insect and disease resistance is outstanding!

For information and the distributor nearest you contact: Garfield Williamson, Inc.
Fairfield, NJ 07006
201-882-7755

Circle No. 105 on Reader Inquiry Card



Think snow in August with Cushman products

Several accessories for snow removal chores are now available for the Cushman Front Line tractor, manufactured by OMC Lincoln, Lincoln, Neb.

The newest addition is a Ber-Vac 2-stage commercial snow blower, which features hydraulic lift, hydraulic chute rotation up to 200 degrees, and a replaceable cutting edge and skid shoes. The snow blower clears a path 51 inches wide, with an auger cutting height of 23 inches.

Also available for the Front Line tractor is a 48-inch single stage snowthrower, a 60-inch angled sweeper brush for clearing light snow and a 54-inch snow blade that can be angled 30 degrees in either direction.

An all-weather cab also is offered, and models with water-cooled engines can be equipped with a hot water heater. LCI

Circle No. 208 on service card.

Editorial Information Services

If you are interested in obtaining any available or additional editorial information research or reference materials published in this or previous issues, please direct your inquiries to Kathleen Maciuszko at (216) 826-2839, ext 839.

MEETING DATES

AUG.

■ **Professional Lawn Care Association of America Regional Seminar,**
Aug. 11, St. Louis, Mo.
Contact: David Cross, Spray Green, Inc., 3045 N. Highway 94, St. Charles, Mo. 63301; (314) 946-2805.

■ **Professional Lawn Care Association of America Regional Seminar,**
Aug. 13, Kansas City, Mo.
Contact: Don Keller, Kellers Turf and Shrub Care, 17608 Crackerneck Road, Independence, Mo. 64055; (816) 373-2135.

■ **Professional Lawn Care Association of America Regional Seminar,**
Aug. 18, Dakota Valley Vocational Tech School, Minneapolis, Minn. Contact: Rick Welper, Barefoot Grass Lawn Care Service, Inc., 11547 K-Tel Drive, Minnetonka, Minn. 55343; (612) 933-3667.

■ **Professional Lawn Care Association of America Regional Seminar,**
Aug. 20, Boulder Colo.
Contact: John Eden, Ever-Green Lawns, 6803 Joyce St., Golden, Colo. 80403; (303) 422-7608.

■ **ALCA Exterior Landscape Contracting Division Conference (Farwest Show),**
Aug. 27-28, Red Lion Inn, Portland, Ore. Contact: Rebecca Crocker, Associated Landscape Contractors of America, 405 N. Washington St., Falls Church, Va. 22046; (703) 241-4004.

OCT.

■ **30th Annual National Educational Conferences and Exposition,**
Oct. 10-15, Clarion Hotel, St. Louis, Mo. Contact: Jean Day, Environmental Management Association, 1019 Highland Ave., Largo, Fla. 33540; (813) 586-5710.

■ **ASIC National Convention,**
Oct. 15-18, Concord Hilton, Concord, Calif. Contact: American Society of Irrigation Consultants, Jim Eddy, 1666 Oakland Blvd., Walnut Creek, Calif. 94596; (415) 939-3985.

■ **ALCA Interior Plantscape Division Conference (and trade show),**
Oct. 24-29, Hyatt Regency Crystal City Hotel, Arlington,

Va. Contact: Rebecca Crocker, Associated Landscape Contractors of America, 405 N. Washington St., Falls Church, Va. 22046; (703) 241-4004.

■ **1987 International Irrigation Exposition & Technical Conference,**
Oct. 25-28, Orlando, Fla.
Contact: Mark Williams, Irrigation Association, 1911 N. Fort Myer Dr., Suite 1009, Arlington, Va. 22209; (703) 524-1200.

■ **Southwest Turfgrass Conference,**
Oct. 28-30, Holiday Inn

Pyramid, Albuquerque, N. Mex. Contact: Charles L. Glover, Southwest Turfgrass Association, New Mexico State University, PO Box 3-Q, Las Cruces, N. Mex. 88003.

NOV.

■ **ALCA Landscape Management Division Conference,**
Nov. 7-11, Hyatt Regency Crystal City Hotel, Arlington, Va. Contact: Rebecca Crocker, Associated Landscape Contractors of

America, 405 N. Washington St., Falls Church, Va. 22046; (703) 241-4004.

■ **National Institute on Park and Grounds Management Educational Conference,**
Nov. 8-12, Excelsior Hotel, Tulsa, Okla. Contact: National Institute, Box 1936, Appleton, Wisc. 54913; (414) 733-2301.

■ **Missouri Lawn and Turf Conference,**
Nov. 9-11, Chase-Park Plaza Hotel, St. Louis, Mo.
Contact: Greg Martin, UMC

Conference and Specialized Services, 344 Hearnese Building, University of Missouri, Columbia, Mo. 65211; (314) 882-4087.

■ **PLCAA 8th Annual Conference and Show,**
Nov. 12-15, San Antonio Convention Center, San Antonio, Texas. Contact: PLCAA, 1225 Johnson Ferry Road, NE, Marietta, Ga. 30068; (404) 977-5222.



BOOKSTORE

Instructional and technical material designed to aid you in your work.

- | | |
|---|---|
| 010 - ADVANCES IN TURFGRASS PATHOLOGY \$27.95 | 365 - LANDSCAPE PLANTS IN DESIGN \$55.00 |
| 665 - ARBORICULTURE: THE CARE OF TREES, SHRUBS AND VINES IN THE LANDSCAPE \$47.95 | 645 - MANAGEMENT OF TURFGRASS DISEASES \$26.70 |
| 220 - CONTROLLING TURFGRASS PESTS \$27.95 | 375 - RESIDENTIAL LANDSCAPES \$36.95 |
| 345 - COST DATA FOR LANDSCAPE CONSTRUCTION 1987 \$32.00 | 125 - SCIENTIFIC GUIDE TO PEST CONTROL OPERATIONS \$35.00 |
| 410 - DISEASES & PESTS OF ORNAMENTAL PLANTS \$34.95 | 720 - SHRUB IDENTIFICATION \$12.95 |
| 800 - THE GOLF COURSE \$35.00 | 750 - TREE IDENTIFICATION \$14.95 |
| 350 - HANDBOOK OF LANDSCAPE ARCHITECTURAL CONSTRUCTION \$45.00 | 760 - TREE MAINTENANCE \$49.95 |
| 510 - HORTUS THIRD \$125.00 | 225 - TURFGRASS MANAGEMENT \$32.95 |
| 690 - INSECTS THAT FEED ON TREES AND SHRUBS \$49.50 | 630 - TURFGRASS: SCIENCE & CULTURE \$34.95 |
| 635 - IRRIGATION PRINCIPLES AND PRACTICES \$57.00 | 640 - TURF IRRIGATION MANUAL \$23.95 |
| 300 - LANDSCAPE DESIGN: A PRACTICAL APPROACH \$33.95 | 615 - TURF MANAGEMENT FOR GOLF COURSES \$52.75 |
| 370 - LANDSCAPE OPERATIONS: MANAGEMENT, METHODS & MATERIALS \$31.95 | 620 - TURF MANAGEMENT HANDBOOK \$19.00 |
| | 110 - TURF MANAGERS' HANDBOOK \$32.95 |
| | 565 - WEEDS \$39.95 |
| | 570 - WESTCOTT'S PLANT DISEASE HANDBOOK \$41.95 |
| | 405 - WOODY ORNAMENTALS \$32.50 |

Use
this
coupon
to place
your
order.

Mail this coupon to: Book Sales
Harcourt Brace Jovanovich Publications
One East First Street, Duluth, MN 55802

Name _____
Street Address _____
P.O. Box Number _____
City/State/Zip _____
Phone Number () _____
Purchase Order Number _____
Signature _____ Date _____

Please send me the following books. I have enclosed payment* for the total amount.
Please charge to my Visa, Master Card or American Express (circle one)
Account Number _____ Expiration Date _____

BOOK NUMBER AND TITLE	QUANTITY	PRICE	TOTAL PRICE

*Please add \$3.00 per order plus \$1.00 per additional copy for postage and handling

Please allow 6-8 weeks for delivery.
Prices subject to change.
Quantity rates available on request.

postage & handling

Total Enclosed _____

LCI

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

STAINLESS STEEL TANK BODIES Available. 4 pots each, 800 gallon and 1,000 gallon with dry storage to mount on your chassis. \$2,000-\$3,000 or offer. Call Jim Doll (301)840-5500. 8/87

SPRAY TRUCK - 3 Chev. 1981 C-60D Chassis, auto trans, stainless steel tank body, 1200 gallon (4 pot) with 4 reels, 2-12 hp Kohler pony engines, 1-9200 Hypro, 1-D10 Hydro Cell with dry storage capability and 2 Chev. 1983 C-70D, auto trans. with body and equipment stated above. As is \$14,500 or offer. Call Jim Doll (301)840-5500. 8/87

STAINLESS STEEL TANK BODY - 1200 gallon (4 pot), 4 reels, 2-12 hp Kohler pony engines, 1-9200 Hypro, 1-D10 Hydro Cell with dry storage ready to mount on your truck. As is \$8,500 or offer. Call Jim Doll (301)840-5500. 8/87

SPRAY TRUCK: 1984 International. With 1000/250 gal. tanks, Meyers pump, 2 Hannay reels, each with 400 ft. hose, very well maintained, professionally serviced, excellent condition. Has bedrails, spreader brackets, hand-sprayer holders, new paint. Call 203-372-3511, Tony or Bob. 8/87

SPRAY UNITS, 50 gallon to 1200 gallon. New, used and factory reconditioned. Raven and Tufflex tanks, Hypro and Bean pumps. Kohler, Briggs and Stratton and PTO power. GRAHAM LAWN EQUIPMENT, INC., Douglasville, GA 30134. 404-942-1617. 8/87

Spray truck - 1978 Ford F600, excellent condition only 26,000 miles. 2 year old Meyers pump powered by 8 h.p. Briggs and Stratton Engine, all new tires. (319)355-0153. 8/87

(5) SKID MOUNT SPRAYERS - (3) LESCO VAN-MOUNT 200 GAL.; (1) PERMA-GREEN SUPREME LV2000, (1) FMC 50 GAL.; GOOD CONDITION, BEST OFFER. CALL TONY (317) 289-5200. 8/87

(2) 1984 GMC 6,500 series - 22 K miles, 35 GPM hydro pump, 23 h.p. Kohler engine, 750 gallon tank, reel, hose, etc. Truck - \$9,995, truck with sprayer - \$14,995. (1) 1982 factory built (D0601000) Bean, 60 GPM, 1,000 gallon tank, 65 h.p., Wisconsin engine, reel, hose, etc. Replacement costs new. \$22,070. Steal it at \$9,995. Ask for Paul, 516-582-8000. 8/87

For Sale: Ryan Lawn Air III, \$500. Lesco Aerator, \$500. both, \$900. Toro Fairway Unit, \$1,000. Clean Lawn - 814-255-2189. 8/87

1200 GALLON SPRAY TRUCK - 1984 Ford Diesel. Excellent condition - 47,000 miles - must sell. Jerry Amstutz 216-682-8866. 9/87

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. 11/87

LAWN SERVICE CO. FOR SALE

Central N.J. Well managed, long established, profitable. 3,000 plus customers Gross - \$500,000 plus. Retirement minded.

Write to LCI Box 182.

COMPUTER SOFTWARE AND COMPUTERS: Call to find out why we are the choice of people who compare computer systems for lawn and tree care. Real Green Computer, 2775 Haggerty Rd., Walled Lake, MI 48088, 313-669-1118; 800-247-3128 (outside Michigan). TF

FOR SALE

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

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. TF

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

HELP WANTED

TURF AND ORNAMENTAL APPLICATOR MANAGER - Located in the beautiful, horse country of Lexington, KY. The nation's 2nd oldest landscape nursery is looking to expand its pesticide/lawn care department. Applicants must have experience in all phases of chemical application, record keeping, sales, personnel, customer relations, and department management. We are looking for a self-motivated person to fill this career position. Compensation includes a full set of benefits plus top pay. If qualified, please send resume and salary history to: Hillenmeyer Nurseries, Inc., 2370 Sandersville Road, Lexington, KY 40511, ATTN: Lee Gifford or call 606-255-1091. 8/87

LANDSCAPE MAINTENANCE SUPERVISOR: Expanding landscape management firm seeking individual with supervisory ability and a minimum of two years experience in maintenance and/or installation. An agricultural related background or degree would be beneficial. Send resume with salary requirements to: Maintain Inc., 16008 Boss Gaston, Richmond, TX 77469, Attn: Branch Manager. 8/87

MANAGEMENT: Eastern PA lawn care company seeking management person. Must have production and sales experience, college degree in related field preferred. Excellent salary, bonus and benefits. Position available immediately. Send resume including salary history to: Moyer & Son, Inc., 113 E. Reliance Rd., Souderton, PA 18964, Attn: Ken. 215-723-6001. 8/87

NEED MANAGERS? Need qualified managers to run new or existing operations? Locate key personnel quickly. Call Beecher Smith Green Industry Resources Corporation, (301)253-5787. 8/87

SEND YOUR RESUME IMMEDIATELY! We have open positions for Lawn Care Branch Managers, Nursery Managers, Horticultural, and Landscape/Const. Managers. We computer file your resume and contact you when jobs open in your field or area you desire. Confidential placement from Green Industry Resources Corporation, 25230 Conrad Ct., Damascus, MD 20872, (301)253-5787. 8/87

LANDSCAPE MAINTENANCE SUPERINTENDENTS AND FOREMEN: Excellent opportunities for hard working, experienced individuals to work with an expanding Southern California commercial maintenance firm. Ability to plan, organize and supervise essential. Positions available in Los Angeles, Orange and San Diego Counties. Excellent salary and benefits. Send resume to or call: PACIFIC GREEN CARE, 1065 No. Batavia, Orange, CA 92667, 714-633-2404. 9/87

Landscape Maintenance Salesperson position available with Yardmaster, Inc. in Cleveland, Ohio. Excellent compensation plan and benefits. Join Ohio's largest design/build and maintenance firm. Send resume or call YARDMASTER, INC., 1447 N. RIDGE RD., PAINESVILLE, OH 44077, 216-357-8400. 10/87

CAREER OPPORTUNITIES: ChemLawn is now accepting applications for the positions of Lawn Specialist in our expanding Florida markets. Join the Nation's Leader in Lawn Care. Send resume to LCI Box 181. TF

MANAGEMENT

Ever-Green Lawn 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:

Corporate Recruiting Manager
Ever-Green Lawns Corporation
1390 Charlestown Industrial Drive
St. Charles, MO 63303

WANTED

Thinking of Selling Your Business? Let's talk about your future opportunities. Contact Douglas Baker, President, Leisure Lawn Inc., P.O. Box 73, Dayton, OH 45449. 10/87

Ever-Green 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 Hirshmugul
Director of Finance and Acquisitions
Ever-Green Lawns Corp.
1390 Charlestown Industrial Drive
St. Charles, MO 63303
314-946-9700

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:

John Hayes
Executive Vice-President
TRU GREEN CORPORATION
(404) 442-8700

STRICT CONFIDENTIALITY
MAINTAINED



REPS WANTED

SALES REP: Denver's most innovative tree, shrub & lawn care firm seeks an aggressive inspired horticultural/arborist. Experience and related degree necessary. If you enjoy building client relationships, believe in a team concept and are self-managed, this position may be for you. Please send resume or call: (303) 755-7432; Steve Day, B.D. Wilhelm Co., 8200 E. Harvard Ave., Denver, CO 80231. 9/87

Manufacturers Representative: Westheffer Company, Inc., a major supplier of lawn spray truck, skid systems, components, parts and accessories for the lawn and tree care industry, is seeking qualified representatives to represent our high quality products in multi-state territories. If interested, send resume to: Turf Division/Personnel, P.O. Box 363, Lawrence, Kansas 66044. 9/87

BUSINESS OPPORTUNITIES

Outstanding business opportunity available! Very, very fast growing tree, shrub and lawn care company on Long Island for sale by one of New York's leaders in the greens industry. Serving prestigious areas of Suffolk Counties North and South shore. Fully automated working environment. Three truck fleet completely equipped. Terms negotiable. Monday through Friday 9:00 - 5:00. 516-360-3361. 8/87

Tired of working 12 hours a day for someone else's bottom line? Be your own boss! Earn your own profits! For as little as \$6800 down you can join the Lawn Care professionals at Service Master. Call (312)964-1300 ext. 2242 to receive information on how to get started. 12/87

SERVICES

CONSULTING AND TRAINING SERVICES: Employee development, business start-ups or expansion. For brochure and more information, please contact MAVC SERVICES CORP., 26548 Haney Ave., Damascus, MD 20872, 301-253-5652. 8/87

ADVERTISERS INDEX

NO.	ADVERTISER	PAGE
101	Arcadian Corp	10-11
102	Burlington Bio Med	16
103	Chevron Chemical	9
104	Classen Mfg	26
105	Garfield Williamson	30
106	Hahn Equipment	25
107	Jacklin Seed-eclipse	17
108	Jacklin Seed-glade	29
350	John Deere	34-35
109	Jonathan Green (regional)	33
110	LESCO	36
111	Lofts Seed Company	5-8
112	Mobay Chemical (northern)	20-21
113	Monsanto	18-19
114	Moyer and Son	31
115	Nice N Green	16
116	Outdoor Power Equipment	24
117	Perma Green Supreme	26
330	O M C RYAN	2-3
118	Rhone Poulenc	22-23
119	Tyler Enterprises (regional)	31
120	U A P Special Products	15
201	A Just A Rake	29
202	Snapper-Pac N Sac	29
203	Schindaiwa, Inc.	29
204	Rian Industries-Twin Tap	29
205	F D Kees Mfg-Powerplug	30
206	Spectrum Mfg-Supercart	30
207	Jantz Femco-Kari-Bak	30
208	O M C Lincoln	30

Tru Green, Excelawn merge

ATLANTA—Tru Green Corp. and Excelawn Corp., the nation's second and sixth largest lawn care companies, respectively, have merged. The two companies will continue to operate independently, retaining separate identities, but will share operating costs.

Howard Evers, president of Atlanta, Ga.-based Tru Green, said Tru Green's net revenue as a result of the merger and a few recent acquisitions will total \$73 million.

Tru Green and Crestwood, Ky.-based Excelawn both have branches in Chicago, Indianapolis, Washington, D.C. and Philadelphia. No branches will close, Evers said, since there is little overlap in customer base in these cities.

Evers did not rule out branch consolidation in the future. "In the long term, we'll have to figure all that out and see what makes the most sense."

Both companies will reap savings by sharing costs for insurance, chemicals, trucks and employee benefit packages. "We will benefit from all the economies of scale," Evers said.

Excelawn had sales of \$14.3 million in 1986 with branches in Louisville, Ky. in addition to the cities listed above.

Tru Green had \$43 million in sales with branches in several major cities in the Midwest, Northeast and Southeast.

Ernest Sampson, president of Excelawn, was unavailable for comment.

"This is really going to give us an awesome concentration," particularly in Michigan and Illinois, Evers said.

LCI

Time to heat up efforts for plowing jobs

By JAMES E. GUYETTE
Associate Editor

Are your customers thinking about getting plowed? (*Snowplowed*, that is.)

They should be. Now? In the summer? Here we are in the dog days of August, sweating like prizefighters and feeling real ornery, and I'm talking about *snow plowing*?

While snow may be the last thing on your mind, it is time for those with winter climates to start planning for the plowing season.

If your customers are pleased with your work, now is a great time to say, "Well, we offer winter snow removal, too. Would you like to sign up?"

A simple and cordial summer contact can put both you and your customer at ease through the comfort of knowing that the yard is tended to all year.

And best of all, you can keep your competitors off your properties.

name has a Y in it, yet in the finished product it looked like a U, effectively spelling his name incorrectly. The author is an extremely polite young man with 20 clients. He says he added none through the flyer. Oh, really?)

It seems that many contractors neglect to put their names on flyers and other advertising materials. I would think that this would scare away clients simply because it's difficult to trust someone whose name you don't know.

You might want to note that it is against federal law to place non-mailed material in mail boxes, so if you have a picky mail carrier or a tough competitor you could wind up in legal hot water if you distribute advertisements via mail boxes.

Even though it's beastly hot outside, it's not too soon to get those plowing accounts signed up on the dotted line.

One landscape contractor once told a previous customer to sit back and wait when she had called to register in late

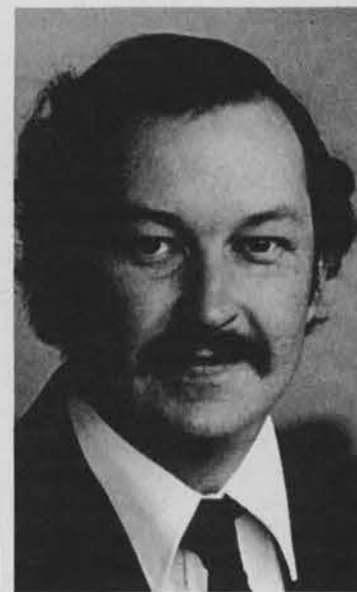
summer. "It's too early, call me back sometime in November," she was told.

Do you think that customer really waited until November to line up a plower?

You may wish to start checking into the plowing requirements of your local communities. Do you need to take out a permit or pay a bond?

If you wait til snow flies you may be left in the cold.

James E. Guyette



This Is What PGMS Is Doing For The Grounds Manager



If you haven't checked out the Professional Grounds Management Society recently, then you're in for a surprise. We're offering a bundle of new benefits that make joining PGMS more rewarding than ever! Here's what we've been up to and how you can benefit:

ANNUAL CONFERENCE AND TRADE SHOW - The yearly forum bringing together grounds managers, top speakers, and suppliers for the sharing of knowledge and ideas.

NEWSLETTERS - A newsletter is mailed monthly to keep members current on the affairs of the Society and the latest developments critical to successful grounds management.

CERTIFICATION - Voluntary peer review of acceptable competence to enable you to become a Certified Grounds Manager.

RETURN OF DUES PROGRAM - All renewal dues will be credited to your return of dues account. Upon retirement all renewal dues paid by you will be refunded.

INSURANCE - Included in your membership fee is \$5000.00 accident and dismemberment insurance.

AWARDS - Members are recognized for outstanding achievement in grounds management. Annual Grounds Maintenance Awards Contest.

GROUND MAINTENANCE ESTIMATING GUIDE - To assist you in **total cost** job estimating.

GROUND MAINTENANCE MANAGEMENT GUIDELINES - Now available to assist you in management.

GROUND MANAGEMENT FORMS & JOB DESCRIPTIONS GUIDE - To help you with your routine daily tasks!

WORKSHOP TRAINING - Management skills covering all aspects of grounds management. Available to all sections of the country.

EMPLOYMENT SERVICE - Personnel and position vacancy notices are listed in the monthly newsletter.

DISCOUNTS - Members receive discounts on Hertz, Avis and Alamo Rental Cars as well as discounts on a complete line of horticultural publications.

No matter how large or small your operation, **PGMS** is your source for the best, most meaningful grounds management information and help. Your membership investment goes to work for you immediately — that's the PGMS promise. Join now and grow with us!

Clip and mail to:
**PROFESSIONAL GROUND
MANAGEMENT SOCIETY**
3701 Old Court Road
Pikesville, Maryland 21208

(301) 653-2742

Send me more information on what PGMS can do for me.

Name

Company

Street

City & State

Zip Phone

LARRY'S LANDSCAPING

COMPLETE EXPERT YARD CARE
TREES Shrubs - Hedges Planted & Trimmed
Sod - Lawns Seeded - Fertilization

LARRY

Professional Landscaping
Without the Professional Price
Call: 229-

Also, if you haven't done it already, how about sending a letter to each of your clients, offering them the low-cost luxury of year-long yard care?

Now is the time to start preparing that letter.

Waiting until the first blizzard hits is too late—unless you are the only plower in your town.

The letter, or flyer if you prefer, should be short, to the point and dignified.

It doesn't need fancy printing, but it should look nice and *professional*; and it should contain your name.

It should be mechanically printed, either at a print shop or with presstype. It should not be handwritten. Spell the words right.

And please, don't have it look like the flyer reproduced on this page. I'm beggin' you.

This masterpiece, offering "expert" yard care, was placed in my father's mailbox this spring.

Would you let this person near your home with sharp tools?

(I have removed his last name and phone number. And get this: The guy's last



LANDSCAPING WITH

The new John Deere AMT™ 600 "All Materials Transport" treads so lightly, it'll barely bend your bent grass.

That's because even with a 600 pound payload and a 200 pound operator on

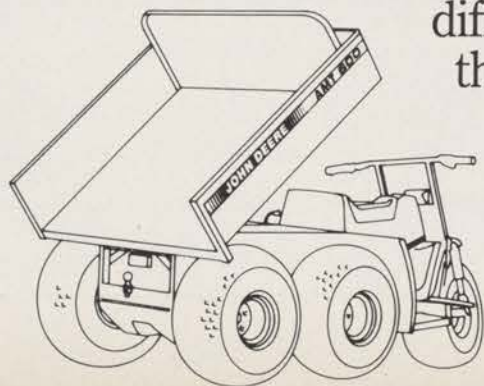
board, the AMT only puts down an average of 17 psi of ground pressure.

And its automotive-type differential allows the inside wheels to

turn slower than the outside wheels. So the AMT won't tear up your turf turning either.

But for all the features that won't leave a bad impression on your turf, there are even more that'll leave a good impression on you.

Like the way the AMT's



The 48¼ x 43-in. box manually raises to a 45 degree angle.



OUT LANDSCUFFING

powerful 8.5-hp drive system provides a 62-to-1 torque ratio for tremendous pulling power.

Or the way its box holds 12.5 cubic yards of material—and manually tilts too.

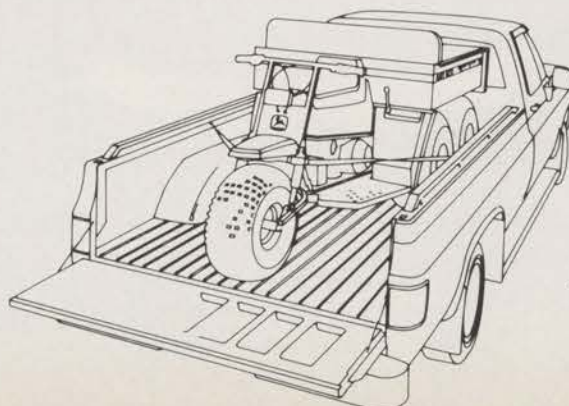
So if you're looking for a utility machine that won't sink into your landscape or

your budget, see your John Deere dealer. Or write John Deere, Dept. 84, Moline, IL 61265.

Nothing Runs Like a Deere®



1837-1987
150



AMT 600 transports easily in a standard size pickup.

SAFETY
live with it

Be Choosy

Only LESCO offers four distinctly different sulfur-coated urea fertilizers. Each available in a variety of analyses.

Choose from our standard formulation, a new intermediate mini-size, the popular ELITE micro-particle products or the new ELITE with iron and manganese bonded to every particle.

All top quality. All designed to provide steady, gradual greening for up to three months.

Order today. Contact your LESCO Sales Representative, visit your local LESCO Service Center or call us toll free.

(800) 321-5325
NATIONWIDE

(800) 362-7413
IN OHIO

Standard-Particle
Sulfur-Coated
Urea Fertilizer

ELITE Micro-Particle
Sulfur-Coated
Urea Fertilizer

ELITE Fertilizer
with Iron
and Manganese

Mini-Particle
Sulfur-Coated
Urea Fertilizer



LESCO, Inc.
20005 Lake Road
Rocky River, Ohio 44116
(216) 333-9250

Circle No. 110 on Reader Inquiry Card