

# LCOs showing interest in IPM practices

By **JAMES E. GUYETTE**  
Managing Editor

**DETROIT, MICH.**—In response to public concern over pesticide use, more and more LCOs are taking a closer look at integrated pest management (IPM).

An overview of IPM by George Bird, Ph. D., of the

Michigan State University Dept. of Entomology, received a positive reaction during a Detroit regional seminar sponsored by the Professional Lawn Care Association of America.

"I think they've embraced the concept," says Douglas K. Moody, PLCAA's assistant executive director. "I

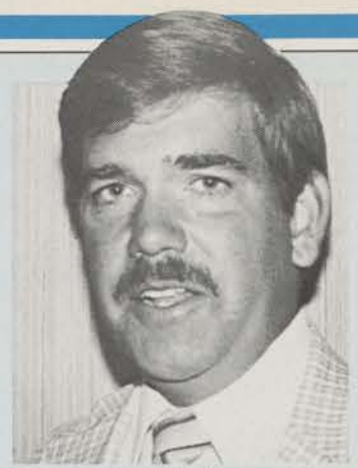
think most guys (and women in the industry) feel that's the way they'll have to go."

IPM basically involves the judicious use of pesticides and the implementation of lawn management techniques, such as proper watering, mowing and aeration, that result in stronger stands of grass—

thus reducing weeds, bugs and diseases.

"Lawn care professionals are trying to adjust to a change in consumer demand," says IPM specialist and consultant Sheila Daar, executive director of the Bio-Integral Resource Center, Berkeley, Calif.

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**Moody:** More IPM expected.

# LAWN CARE INDUSTRY

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## Focus on 2,4-D

### ChemLawn hosts risk exposure study

By **ELLIOT MARAS**  
Editor

**SPECIAL REPORT**—Health records of ChemLawn Services Corp. employees who handled pesticides from 1969 to 1980 are being studied to identify possible risks from

2,4-D exposure. ChemLawn sanctioned the study after the National Cancer Institute released a report last year suggesting a link between 2,4-D and lymphatic cancer in farmers.

The NCI is conducting the study, which will include an estimated 5,000 ChemLawn employees and former employees that handled pesticides. It is the first such examination of health records of lawn care employees.

"We fully expect to find there is no problem with 2,4-D," said ChemLawn spokesman Steve Hardyman. "This was at our request after their (NCI's) original study came out. We've got much better information than they've got on the Kansas farmers."

The NCI study on Kansas farmers concluded that long-

See **STUDY** Page 14

## FIRST OF A SERIES



### Trying tree care? Better be prepared

By **JAMES E. GUYETTE**  
Managing Editor

**L**COs and lawn management contractors see green when they think of branching out into treework.

However, they could find themselves out on a limb if they try it without proper preparation.

Close to half of the lawn management contractors and a third of the LCOs in the United States are

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Researcher: Shelia Zahm, Ph.D.

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## NEXT MONTH

- Special section on snow removal, including guide to available equipment.
- More reports from the PLCAA regional seminars.

### Lawyer to keynote Green Team conference

**FALLS CHURCH, VA.**—Jeffrey O'Connell, a law professor whose work helped established no-fault auto insurance, will give the keynote talk at the second annual Green Team and Trade Show in Arlington, Va.

The show, co-sponsored by the Associated Landscape Contractors of America's

Landscape Management Division and the Professional Grounds Management Society, will be held Nov. 8-11 at the Hyatt Regency Crystal City.

O'Connell, a professor of law at the University of Virginia, will give the opening session 8 a.m. Monday, Nov. 9. He has practiced law in Boston and is a graduate of Dartmouth College and Harvard Law School.

The conference will feature several educational sessions for lawn management con-

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## LATE NEWS

### Triumph insecticide available

**GREENSBORO, N.C.**—Triumph insecticide, for control of grubs and other turf insects, is now available from Ciba-Geigy Corp.

The product is effective on grubs and a broad spectrum of insects living in grass, thatch and soil, according to the company.

"Ciba-Geigy has been working on the Triumph compound for more than 10 years," says product manager Joe Prochaska. "We are continuing to develop more uses and better control."

Janet Moore, Ph.D., a Ciba-Geigy entomologist, says research shows that the product is faster-acting than its competitors.

Timing is important to Triumph's effectiveness, Moore points out. The most opportune time to apply the chemical for grubs is when they have finished laying eggs.

Noting seven schools have done research, she

See **TRIUMPH** Page 17





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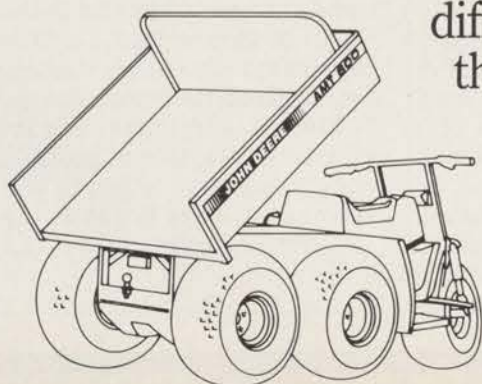
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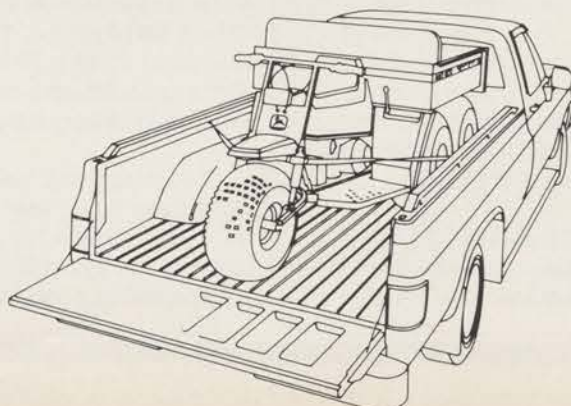
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## Yamaha has new tractor, mower

CYPRESS, CA.—Yamaha Motor Corp. USA has entered the outdoor power equipment market with a front engine lawn tractor and walk-behind power lawnmower.

"Extremely positive dealer response to advanced notice of our expansion into the growing lawn and garden market prompted us to form this new division," said B. (Ben) Watanbe, company president.

Heading the new Yamaha Power Equipment Division is Joseph J. Stahl.

"We will continue to add other needed new products during the coming months and years that will further enhance the ability of our dealers to grow with our company," Watanbe said.

LCI

## EPA asked for more tests for 2,4-D

WASHINGTON, D.C.—The U.S. Environmental Protection Agency has been asked to do more testing of the herbicide 2,4-D to determine a classification with regards to any possible cancer causing properties.

The agency's Scientific Advisory Panel recommended an interim Category D classification, meaning the compound

is not classifiable with regard to carcinogenicity, or cancer causing capacity.

The agency gave the compound an interim Category C classification in June after examining available literature. Category C means the compound is a possible human carcinogen with limited, inconclusive evidence of animal carcinogenicity.

The Scientific Advisory Panel, in reviewing the EPA's work, called for an additional long-term carcinogenicity study in rats exposed to 2,4-D. The agency is considering the recommendation.

Meanwhile, EPA is awaiting the results of another study by the National Cancer Institute, said Steve Johnson, advisory panel spokesman. LCI

## Pa. Turf Council awards grants

BELLEFONTE, PA.—The Pennsylvania Turfgrass Council has awarded grants to the departments of agronomy, entomology and plant pathology of Pennsylvania State University totalling \$65,000. The money will be used for turf research and extension activities for 1987.

The council generates most of the funds for the grants through tournaments, memberships and conferences. LCI

## Lofts hosts field day



Research update: Visitors to Lofts' Field Day tour in Round Brook, N.J. listen to Richard Hurley, Ph.D., Lofts' research director. LCI

## MEMOS

**Dave Dietz is on the road to recovery!** The program director for the Pesticide Public Policy Foundation has left the hospital after suffering months in a coma. Dietz, who almost single-handedly defended the lawn care industry against its critics last year, was hospitalized following an auto accident on Memorial Day.

He has moved to a private facility and will undergo physical therapy for the next several months. Get-well cards can be sent to 3PF at 1270 Chemeketa St. NE, Salem, OR 97301.

**DuPont is moving to dry, flowable fungicide formulations.** New releases include Manzate 200 DF, for algae, leaf spots, brown spots and rust, and Tersan 1991 DF, for anthracnose, brown patch, dollar spot, fusarium blight and fusarium patch. (The latter still needs EPA approval).

Spokesman Joe Gallehugh says customers feel the dry, flowable formulations are easier to work with since they don't require mixing or shaking.

DuPont is also working on non-phenoxy herbicides for general broadleaf weed control, Gallehugh says. The company presently markets only one turf herbicide, Tupersan, for annual weeds.

**Faces change on the Professional Lawn Care Association's board of directors.** Rob Peterson, a product manager for Dow Chemical Co., will serve as

associate director for the remainder of the year. He replaces Tom Arnold, a product manager for Union Carbide, Inc.

**Another scientific study loosely links pesticides to cancer, this time in kids.** Researchers at the University of Southern California studying 123 kids with leukemia and 123 without concluded those using pesticides inside the home regularly (at least once a week) were 3.8 times more likely to develop the disease.

Those using pesticides in the garden had an even higher chance, the researchers said.

The study, published in the July *Journal of the National Cancer Institute* was publicized in *USA Today*.

**But another journal, Science, attempts to place chemical risks in perspective.** Ordinary consumers face virtually no risk of cancer from pesticides, food additives, drinking water contaminants or nuclear power, three Berkeley researchers, led by biochemist Bruce Ames, wrote in the April 17th issue of the journal.

The article was summarized in an editorial commentary in the May 25 issue of *Barron's* by Walter Olson, vice president of the Manhattan Institute for Policy Research. Olson quotes various science writers to argue that most claims about chemicals causing cancer are bunk.

**Imperial Chemical Industries has agreed to buy Stauffer Chemical Co. from**

Unilever for \$1.69 billion. Unilever acquired Stauffer last year when it bought Chesebrough-Ponds.

ICI's main interest is in Stauffer's agrichemical operations, which accounted for half of the company's \$1.3 billion in sales and \$113 million in pre-tax profit in 1986.

**Don't expect Lt. George Prior's ghost to die!** Prior's widow, Liza, appeared on NBC-TV's "Today Show" on July 16 and explained how her husband died after playing golf on a course sprayed by the fungicide, Daconil.

The show, hosted by Jane Pauley, included interviews with Sen. Patrick Leahy, D-Va., and Jack Early, Ph.D., president of the National Agricultural Chemicals Association. Early said Lt. Prior's death was an isolated case.

Leahy, chairman of the Senate Agriculture Committee, said the new Federal Insecticide, Fungicide and Rodenticide bill will be tougher than the one that was proposed last year.

**Two hundred ChemLawn employees have been laid off in the last few months because of slow business, says spokesman Steve Hardymon.** That's in addition to the 100 or so that were laid off as a result of the company's acquisition by Ecolab, Inc.

The company has done better this year than last, Hardymon says, but has a long way to go to match the growth it was experiencing two years ago. LCI

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**TABLE 1. MEAN TURFGRASS QUALITY RATINGS OF KENTUCKY BLUEGRASS CULTIVARS AT 27 LOCATIONS IN THE UNITED STATES, 1986 DATA**

TURFGRASS QUALITY RATINGS 1-9; 9= IDEAL TURF

NAME	MEAN	NAME	MEAN
MIDNIGHT	6.1	P-104 (PRINCETON 104)	5.6
BLACKSBURG	6.1	CYNTHIA	5.6
BA 72-500	6.0	ECLIPSE	5.6
RUGBY	6.0	ASPEN	5.6
ASSET	6.0	MERIT	5.6
BA 72-492	5.9	BA 73-626	5.6
F-1872	5.9	CONNI	5.6
TENDOS	5.9	WW AG 495	5.6
CLASSIC	5.9	A-34	5.6
TRENTON	5.9	BA 72-441	5.6
KE-178	5.9	BAR VB 534	5.6
BA 70-139	5.8	BAR VB 577	5.6
AMERICA	5.8	DAWN	5.5
CHALLENGER	5.8	WW AG 491	5.5
GEORGETOWN	5.8	MONOPOLY	5.5
K1-152	5.8	GNOME	5.5
BA 73-540	5.8	HV 97	5.5
SYDSPORT	5.8	NE 80-88	5.4
VICTA	5.8	SOMERSET	5.4
LOFTS 1757	5.8	AQUILA	5.4
CHERI	5.8	COMPACT	5.4
HAGA	5.8	AMAZON	5.4
BARON	5.8	MYSTIC	5.4
239	5.8	MERION	5.4
RAM-1	5.7	HARMONY	5.4
IKONE	5.7	WELCOME	5.3
BA 69-82	5.7	BA 70-242	5.3
PST-CB1	5.7	HUNTSVILLE	5.2
WABASH	5.7	DESTINY	5.2
WW AG 496	5.7	WW AG 468	5.1
BRISTOL	5.7	ANNIKA	5.1
JULIA	5.7	BARZAN	5.0
ABLE I	5.7	KENBLUE	5.0
PARADE	5.7	JOY	4.8
GLADE	5.7	S.D. CERTIFIED	4.7
LIBERTY	5.7		
NASSAU	5.6		

**TABLE 2. MEAN TURFGRASS QUALITY RATINGS OF KENTUCKY BLUEGRASS CULTIVARS FOR EACH YEAR GROWN IN THE UNITED STATES AND CANADA 1981-85 DATA**

TURFGRASS QUALITY RATINGS 1-9; 9= IDEAL TURF

NAME	MEAN	NAME	MEAN
1528T (MIDNIGHT)	5.7	PARADE	5.3
ENMUNDI	5.6	K3-179	5.3
BRISTOL	5.6	A20-6	5.3
I-13	5.6	HOLIDAY	5.3
225 (CLASSIC)	5.5	SHASTA	5.3
ECLIPSE	5.5	MER PP 300	5.3
PSU-150	5.5	TOUCHDOWN	5.2
ASPEN	5.5	GERONIMO	5.2
TRENTON	5.5	BONO	5.2
PSU-173	5.5	SH-2 (SOMERSET)	5.2
GLADE	5.5	KIMONO	5.2
MONA	5.5	243 (NASSAU)	5.2
CEB VB 3965	5.5	BIRKA	5.2
MAJESTIC	5.4	ADMIRAL	5.2
WW AG 463 (HAGA)	5.4	MYSTIC	5.2
VICTA	5.4	ENOBLE	5.2
PLUSH	5.4	A-34	5.2
CHERI	5.4	BAYSIDE	5.1
RUGBY	5.4	A20	5.1
SYDSPORT	5.4	MERION	5.1
COLUMBIA	5.4	CELLO	5.1
ADELPHI	5.4	H-7	5.1
MOSA	5.4	BARBLUE	5.1
PSU-190	5.4	WELCOME	5.1
MLM-18011	5.4	FYLKING	5.1
BARON	5.4	NJ 735	5.0
WW AG 480	5.4	CHARLOTTE	5.0
239	5.4	SV-01617	5.0
MERIT	5.4	K3-162	5.0
BANFF	5.4	NUGGET	5.0
K3-178	5.4	HARMONY	4.9
RAM-1	5.4	PIEDMONT	4.9
N535 (CHALLENGER)	5.4	VANTAGE	4.8
BONNIEBLUE	5.3	ARGYLE	4.8
BA-61-91 (GNOME)	5.3	LOVEGREEN	4.7
K1-152	5.3	S-21	4.7
VANESSA	5.3	DORMIE	4.6
WABASH	5.3	S. D. COMMON	4.6
WW AG 478 (NALLO)	5.3	MER PP 43	4.6
AZO-6A	5.3	KENBLUE	4.6
MONOPOLY	5.3	APART	4.6
ESCORT	5.3		

**TABLE 3. MEAN TURFGRASS QUALITY RATINGS OF TALL FESCUE CULTIVARS AT 31 LOCATIONS IN THE UNITED STATES 1986 DATA**

TURFGRASS QUALITY RATINGS 1-9; 9= IDEAL TURF

NAME	MEAN	NAME	MEAN
ARID	6.2	FINELAWN I	5.5
OLYMPIC	6.0	MAVERICK	5.5
JAGUAR	6.0	TEMPO	5.4
5L4 (BONANZA)	6.0	WILLAMETTE	5.3
5GL	6.0	BROOKSTON	5.2
APACHE	5.9	CLEMFINE	5.0
REBEL	5.9	KS 78-4 (CHESAPEAKE)	5.0
SYN-GA-1	5.8	MER FA 83-1	4.9
ADVENTURE	5.8	KY-31	4.8
UNKNOWN	5.8	NK 82508	4.8
MUSTANG	5.7	FESTORINA	4.6
FALCON	5.6	BARCEL	4.6
TF 813 (TRIDENT)	5.6	JOHNSTONE	4.6
ISI.CJ (PACER)	5.6	NK 81425	4.5
HOUNDOG	5.6	KENHY	4.1

**TABLE 4. MEAN TURFGRASS QUALITY RATINGS OF PERENNIAL RYEGRASS CULTIVARS FOR EACH MONTH GROWN AT 17 LOCATIONS IN THE U.S. 1986 DATA**

TURFGRASS QUALITY RATINGS 1-9; 9= IDEAL TURF

NAME	MEAN	NAME	MEAN
PALMER	6.4	MOM LP 736 (OVATION)	5.7
SWRC-1	6.2	ACCLAIM	5.7
M-382	6.2	CROWN	5.7
282 (CITATION II)	6.1	DIPLOMAT	5.7
MANHATTAN II	6.1	2EE (COWBOY)	5.6
GATOR	6.1	ELKA	5.6
BLAZER	6.1	MOM LP 792	5.5
PRELUDE	6.1	NK 80389	5.5
GT-II (REPELL)	6.1	REGAL	5.5
BT-1(TARA)	6.0	BARRY	5.5
IA 728 (ALL-STAR)	6.0	MANHATTAN	5.4
HR-1	6.0	OMEGA	5.4
PENNANT	6.0	MOM LP 210	5.4
RANGER	5.9	DELRAY	5.3
PREMIER	5.9	NK 79307	5.3
MOM LP 702	5.9	WWE 19	5.3
DERBY	5.8	CIGIL	5.2
HE 178	5.8	CITATION	5.2
PENNFINE	5.8	COCKADE	5.2
YORKTOWN II	5.8	NK 79309	5.1
FIESTA	5.8	CUPIDO	5.0
HE 168	5.8	PIPPIN	4.4
2ED (BIRDIE II)	5.8	LINN	3.5
DASHER	5.7		

**TABLE 5. MEAN TURFGRASS QUALITY RATINGS OF BERMUDAGRASS CULTIVARS AT NINE LOCATIONS IN THE UNITED STATES 1986 DATA**

TURFGRASS QUALITY RATINGS 1-9; 9= IDEAL TURF

NAME	MEAN	NAME	MEAN
MSB-20	6.8	E-29	6.1
*TIFWAY II	6.8	*TUFCOTE	5.9
*TIFWAY	6.7	NMS 4	5.9
*TIFGREEN	6.6	NMS 3	5.8
NM 43	6.6	NM 72	5.8
MSB-10	6.5	*VAMONT	5.8
MSB-30	6.5	RS-1	5.7
NM 507	6.4	*MIDIRON	5.5
NM 471	6.3	NM 375	5.5
CT-23	6.3	NMS 1	5.3
A-22	6.2	NMS 2	5.1
*TEXTURF 10	6.2	NMS 14	5.0
A-29	6.1	*AZ. COMMON	4.6
FB-119	6.1	*GUYMON	4.6

\*COMMERCIALY AVAILABLE VARIETY

Source: National Turfgrass Evaluation Program

## Midnight, Blacksburg tie in turf ratings

**BELTSVILLE, MD.**—Midnight and Blacksburg tied for first place with mean turfgrass quality ratings of 6.1 in results recently published by the United States Department of Agriculture. These are the first ratings obtained on the National Kentucky Bluegrass Test established in 1985.

The ideal turf rating is 9.0. Midnight scored best in Maryland and Ohio while Blacksburg's top scores were reported from Maryland, Oregon and Rhode Island.

Midnight scored best (6.5) in September, Blacksburg in January (6.8). The two also tied for first in percent of living ground cover left in the fall with scores of 7.25.

Midnight was rated second in spring green-up and first in genetic color. Next on the list of cultivars were Rugby, Asset and BA 72-500, each with 6.0.

Ratings were taken at 27 locations on 72 cultivars, some experimental. The mean ratings are listed in Table 1.

Midnight topped the mean ratings for the National Kentucky Bluegrass Test established in 1980 with a 5.7 score. Ratings were taken from tests done from 1981 to 1985. Ratings are listed in Table 2.

Arid topped the ratings of tall fescue cultivars in the third-year progress report on data collected in 1986. It boasted a mean rating of 6.2. Ratings are listed in Table 3.

Palmer topped ratings for the perennial ryegrass cultivars in a fourth-year progress report on data collected in 1986. Palmer's mean rating was 6.4. Ratings are listed in Table 4.

MSB-20 and Tifway II tied for the top rating of the bermudagrass cultivars in the first year of that test, 1986. Both had a mean rating of 6.8, shown in Table 5. LCI

## Seed research group to evaluate new varieties

**BROWNSVILLE, ORE.**—Under a joint agreement with Rutgers University and Jonathan Green & Sons, Inc., seed researcher Kevin McVeigh, Ph.D., will evaluate new varieties.

McVeigh and his wife, Rose, have recently formed an independent company to test and develop elite varieties for the turf industry. The firm is called the Willamette Valley Plant Breeders, Inc., and it operates around Brownsville, Ore.

Research is under way. LCI



# Joint bidding? Consider opportunities and pitfalls

Today we are seeing the move by many commercial accounts to sole source bidding for their lawn, tree and shrub care. You could miss out on a lot of opportunity if you do not plan your commercial account bidding to meet the commercial customer's requirements.

In addition, there are several pitfalls that you should be certain to avoid in being the lead or coordinator of the bidding, and in being a member of a bidding consortium.

The objective of a joint bid

## COMMERCIAL CUSTOMERS MOVING TO JOINT BIDS

for the buyer is to be able to look to only one firm for follow-up if he has any problems during the duration of the contract. While this may be ideal for the buyer, it does pose some problems for a firm that bids the job but doesn't provide all of the services.

At first, obtaining this large contract appears to be a significant accomplishment financially. But it also carries the responsibility to deliver the services in accordance with

the contract terms.

Thus, if you are going to be the lead firm in bidding large commercial contracts, you will need to consider the following in choosing and working with the other contract service providers.

1) **Reputation** of the sub-contract firm, including follow-through, service-call response and customer satisfaction.

2) **Ability** of the firm to perform a job of the required

size and scope.

3) **Quality and quantity** of equipment together with the maintenance practices of the firm.

4) **Training** and quantity of experienced personnel, both primary and backup, for the particular contract.

5) **Appearance** of employees and equipment, together with their attention to detail after a property has been serviced.

6) **Ability to comply** with

the terms of the contract in addition to any additional terms you may need in dealing with them.

7) **Sufficient cash flow** needed in the initial stage of the contract until the first check is received.

If these criteria are difficult for you to determine now, and you are going to be bidding on large commercial contracts in the fall, start your checking out of potential support firms now. Don't wait until the fall when you are in a bind to submit the bid.

If it sounds like too much administrative work and you do not wish to do all of this detailed evaluation of other suppliers, it may be better for you and your company to become a subcontractor instead. If so, you should consider the following points about being a subcontractor.

### How to subcontract

If you decide you only want to provide one service, then the only work you will do on larger commercial contracts will most likely be as a subcontractor. As such, you should consider the following issues before joining with another firm(s) in bidding a large commercial contract.

1) **Reputation** of lead firm and other subcontracting firms who would potentially participate in a joint contract.

2) **Experience** the lead firm has on contracts of similar size to the one being bid on, and the previous account's opinion of the company's performance.

3) **Experience** of other subcontractors involved on contracts of similar size.

4) **Specifications** of the contract to be bid and ramifications of a default of the entire contract.

5) **Possibility of termination** of the contract. Would the entire contract be cancellable if one of the participants in the contract needs to be terminated?

6) **Potential damage** to your firm's reputation if the contract is terminated.

Depending on the size of your firm, the size of the market place, and your firm's business mission, a decision to become a subcontractor in a multi-firm bid contract can be either a liability or an opportunity.

LCI



McGary

Wandtke

### About the Authors

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

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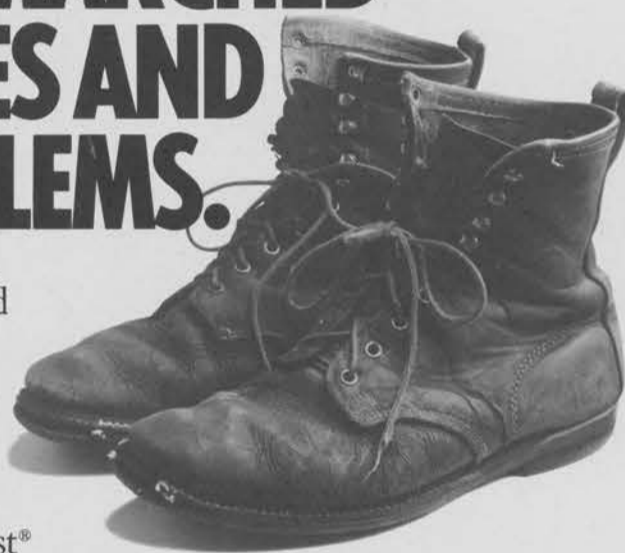
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# Dialogue with pesticide foes a good idea

By **ELLIOT MARAS**  
Editor

All summer long I have advised LCOs to get out and meet their local media people if they want better media coverage. Personal rapport, I have learned, is the best way to foster understanding.

At the Chicago Professional Lawn Care Association of America seminar, I saw this principle put to into practice before a different audience—environmentalists. The Chicago area LCOs had taken the unprecedented step of inviting lawn care critics to present their views. The exchange was uncomfortable for many, but I suspect it may be the first step in diffusing a long-held antagonism.

There exists a philosophical difference between the industry and most environmentalists that will probably never change. Environmentalists believe pesticides should not be used until every possible risk associated with them is laid to rest. The industry (and fortunately, the government) views zero risk as a utopian fantasy.

So what can dialogue between the two accomplish? It can change the reckless manner in which many environmentalists promote their views—spouting incorrect information about what products LCOs use and how they use them.

If you think environmentalists as a group care nothing about the accuracy of their statements, you need to meet more environmentalists. Many know they need correct information to establish long-term credibility with those they are trying to influence. And the representatives of the McHenry County Defenders who spoke in Chicago were certainly interested in learning about LCOs' operating practices.

LCOs in attendance noted that the Defenders did not differentiate between products used in different industries. This is a common failing of environmentalists. They will take a report linking pesticides to cancer and say the risk applies to every situation involving pesticides.

I suspect they do so out of ignorance more often than deceit.

One Defender, Louis Marchi, a retired chemistry professor, said there is a product being used that contains DDT. He was not aware that the product isn't used in the lawn care industry.

Marchi was also misinformed about the National Cancer Institute study linking 2,4-D to lymphatic cancer. He said it "proved" a cause-effect relationship, something the study's authors themselves didn't claim. He also was unaware that the study didn't hold up too well under EPA review.

The other speaker, Bill Howenstine, suggested LCOs compost their wastes. He was obviously under the impression LCOs generate

hazardous wastes, when in fact, as a rule we don't.

I spoke with Marchi at length afterwards and found him to have a high regard for accuracy.

I suspect his views haven't changed much, but I'll bet he's become more sensitive to the industry's concerns. Why? Because the industry cared to hear his.

Howenstine went as far as telling the gathering he was very pleased to see how concerned the industry is about safety.

I think Marchi and Howenstine would be further impressed if they knew that the industry is supporting groundwater quality studies and that ChemLawn has sponsored an employee 2,4-D exposure study.

Dialogue with LCOs gives environmentalists the chance to learn what the industry has done to respect public health and the environment. Let's continue the dialogue.

LCI

*Elliot Maras*



## "You can't cut grass with headaches. That's why I switched to Buntun."

Bill Wright, President  
Lawn-Wright, Inc., Gaithersburg, Maryland

"When I started my lawn service business seven years ago I had a push mower and riding tractor. It only took a year to realize I could cut a lot more grass in the same amount of time with one commercial walk-behind mower," says Bill Wright, president of Lawn-Wright, Inc. "Four years later I discovered Buntun. Now I can cut even more grass with the same number of mowers."

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**Second of a three-part series**

# Learn worth by evaluating your company's assets

By GARY L. CONNER

**K**nowing the worth of your company's assets will prove invaluable if you decide to sell your company. This article, second in a three-part series, will focus on evaluating the assets of your company.

First, make a detailed list of all your assets including such items as your business name, cash flow, etc. Once you have a list of every asset you can think of, your task is to deter-

mine the current fair market value of each asset.

Let's review the assets.

**Tangible assets.** These include your tangible assets, personal property and real property. How clearly can you demonstrate that value to the buyer? Are comparable prices of used equipment advertised for example?

Oftentimes, equipment is the one item that may have a fair market value pretty close to its book value.

Remember, unless your

business is headed for bankruptcy, don't be talked into using a liquidation or auction value for your tangible personal property.

After all, you have it all assembled in one place and it is operational. You may be able to provide maintenance history and warranties. These are each matters of added value.

If your business owns the real estate it operates on, you need to justify the value of the real estate to be sold as well. Often, comparable sales will be the most

compelling evidence, but remember that all realty is unique.

Other methods of evaluation include finding out what rents on comparable properties are and capitalizing those rents (net of taxes, insurance and maintenance "triple net") to achieve a value.

In many markets, a capitalization rate of 9 or 10 is common (that roughly means multiplying the "triple net" rent by 11 or 10, respectively). You can act like a buyer and shop other similar locations to

discover asking prices or rents.

Another choice is paying for a professional appraisal. You must weigh the cost of an appraisal against its value. Many buyers are wary of appraisals, rightly understanding that the appraiser may view his function as justifying the highest possible price.

If you do your homework, your value may be more convincing than that of an appraiser.

**Inventory and supplies.** Unless market prices have fluctuated up or down, or your inventory is subject to spoilage, these items should sell for approximately book value. Often, the purchase price of

## PART II

the business is set net of inventory and supplies, and the final price is adjusted to account for whatever a final closing physical inventory discloses as the then-current inventory and supplies at cost.

After you have priced the "hard" assets, it is time to price the others.

**Receivables.** Are you going to sell the receivables or collect them yourself? The value of the receivables will be related to how current they are, how strong the customers are and the payment history of those customers.

Generally, a buyer can expect to have more trouble collecting than the former owner.

Buyers will expect a pretty good discount from the face value of receivables. Even current receivables (30 days or less from invoice) probably won't bring full value.

As a general rule, a buyer may not be willing to assign any value to a receivable over 90 days old.

If you want to sell receivables, you may overcome the buyer's reluctance to valuing receivables high by showing that certain customers are always slow pays, but you have been serving them for several years and they always do pay.

Also, you may overcome the argument about deteriorated collections by new owners by showing that these are all continuing customers under good contracts; the customers also need good continuing relations.

If you run into much resistance or too steep of a discount demand, you may suggest that this part of the purchase price be contingent. For example, the buyer continues to collect the receivables but only pays over to you what he actually receives (or more likely, a percentage of what he receives).

As an alternative to receiving less than full value, you may allow the buyer to pay 60 or 90 days after collection. This concession provides the buyer with earlier cash flow.

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Valuation of receivables need not be a deal point. If the buyer won't give what you feel is fair value, you can simply keep the receivables, in most situations without adverse consequences.

Are you better off selling receivables at a discount, making the price contingent on collection, or keeping them?

Oftentimes, removing the receivables from the assets to be sold will make the business appear more affordable. It may also make a skittish buyer more comfortable by removing one more element of risk.

**Leasehold interest.** If the buyer plans on moving on to the premises you have been leasing, arrangements must be made.

Most leases are assignable either by their own terms or as a matter of law, subject only to the reasonable consent of the landlord.

Do not wait until late in the negotiations to find out whether your landlord is going to resist assignment to the buyer.

You may have to assure the landlord that the buyer is creditworthy. You should be prepared for the landlord's requirement that you stay liable for the rent under the lease, in case the buyer defaults.

Unless you are in a very "soft" real estate market, your risk of remaining liable is minimized by the landlord's duty to find another tenant to reduce any damages from a default.

But you do have added risk. Assuming your landlord is not an obstacle or that you can overcome him, your lease may have value if: 1) it has generally balanced provisions (or favors the lessee); 2) it has a relatively long-term or options that may be exercised by the tenant; and 3) it has below market rent.

The values of the first two points are relatively difficult to evaluate, but you get the first shot.

Place a fair value on these "assets" if they exist. The third point, below market rent, can be reduced objectively to dollar savings, and hence value to be purchased.

For example, if your lease is 30 cents per square foot per month under what the buyer would have to pay in the current market for comparable space and you have 2,000 square feet with five years remaining on the term, the gross value of your favorable rent is \$36,000 (.30 times 2,000 times 12 times 5).

However, a sophisticated buyer will also understand that the \$600 saved in the sixtieth month is not worth \$600 today.

Be prepared to discount the gross rent value to a present value.

The "present value" of the \$36,000 means the dollars you must have today to put out \$600 per month for 60 months

assuming a certain interest rate.

For example, if you assume an interest rate of 10 percent, the present value on this \$600 per month savings from fair market rent is \$28,239. That means the buyer would need to put \$28,239 into a 10-percent earning account today in order to have sufficient funds to pay out the \$600 per month extra rent for 60 months. (There are a number of inexpensive calculators which will make present value calculations for you.)

This favorable rent is a real dollars savings to the buyer. The buyer should expect to pay for this value. How much he will pay in the end is a mat-

ter of negotiation.

Perhaps you start at gross value and negotiate down to present value. Remember, although you want to itemize assets, such as lease value (or categories of assets) to maximize and justify your price, you may want to avoid negotiating each individual item.

**The earning potential.** Perhaps the most difficult value for buyer and seller to agree on is earning potential. As a rule of thumb, a well-documented cash flow in excess of a return on fixed assets should be capitalized at 25 percent. That means multiplied by four.

The longer the earnings

have been strong the more likely that such a capitalization rate is justified.

Do any other recent or expected events justify a higher projected cash flow? Have you recently entered into an especially profitable contract?

Most buyers will want to eventually see several years of income statements.

Average earnings, fluctuations and trends up or down will each affect how high a multiplier you can expect to apply.

The higher the average, the less the fluctuation from year to year and the more the trend is toward increasing earnings the higher the multiplier you



#### 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.

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can justify. That is, the lower the risk to the buyer, the more he or she can afford to pay.

Of course, if the business is closely associated to you as owner, that may be perceived as a negative factor. Will the customers leave when you do?

You can overcome such a negative by agreeing to stay on during a transition period or by showing that the customers are under contracts for a long enough term to enable the new owner to prove himself and get to know the customers.

Although the buyer will eventually have to see the financial records, do not volunteer them until you are in contract. You can go to con-

tract based on your representations.

During an inspection period your representations can be verified.

Remember, this "buyer" may be a competitor, or thinking about becoming one.

You should also ask for the buyer's financials to assure yourself that the buyer is able to handle the transaction.

Do not be afraid to ask pointed questions about where the buyer will be raising the money for the potential purchase.

Next month, we will look at discovering cash flow and adding value to the sale of your business.

## STUDY

from Page 1

term exposure to herbicides, particularly 2,4-D, increased the risk of non-Hodgkins lymphoma. ChemLawn immediately suspended its use of 2,4-D.

(The NCI's conclusions were disputed by three of four epidemiologists hired by the U.S. Environmental Protection Agency. The scientists further pointed out the conclusions were inconsistent with numerous other studies on 2,4-D.)

The NCI researchers are examining the medical records of ChemLawn employees to

see if their mortality rates are higher than for people who do not handle pesticides. If they are, researchers will examine what products the employees worked with and what other activities they were involved in.

Shelia Hoar Zahm, Ph.D., of the NCI's occupational studies section, is in charge of the study. She said it will take about a year to examine the histories of present employees who were with ChemLawn from 1969 to 1980 and another year to examine the histories of those who have left the company.

A report on the findings will probably be released in two

years, Zahm said.

The study will continue for several years into the future, Zahm said. Employees' histories will be examined every five years for an undetermined period. Zahm said the exposure period being studied right now is very limited, and she is unsure of its use in identifying risks.

While 2,4-D exposure is the study's focus, Zahm said they will be able to identify possible risks associated with other pesticides and fertilizers ChemLawn has used. "We think there's enough variation (in the mixtures used) that we should be able to sort things (products) out," she said.

Length of exposure as it relates to risk will also be identified, Zahm said, since workers in the warmer regions of the country are exposed more than others.

### Farmers aren't LCOs

Zahm said there are some key differences to farmers' and lawn care workers' exposures to pesticides. One is the concentration of the chemicals, which she said is less for LCOs.

In addition, "with farmers, I think there's a wider variation of (application) practices," she said. LCOs are more consistent in their use of rubber gloves and other safety precautions when mixing chemicals.

Farmers, on the other hand, expose themselves to pesticides for shorter periods of time, Zahm said. LCOs handle pesticides 90 to 120 days per year where farmers might handle them only two to 30 days.

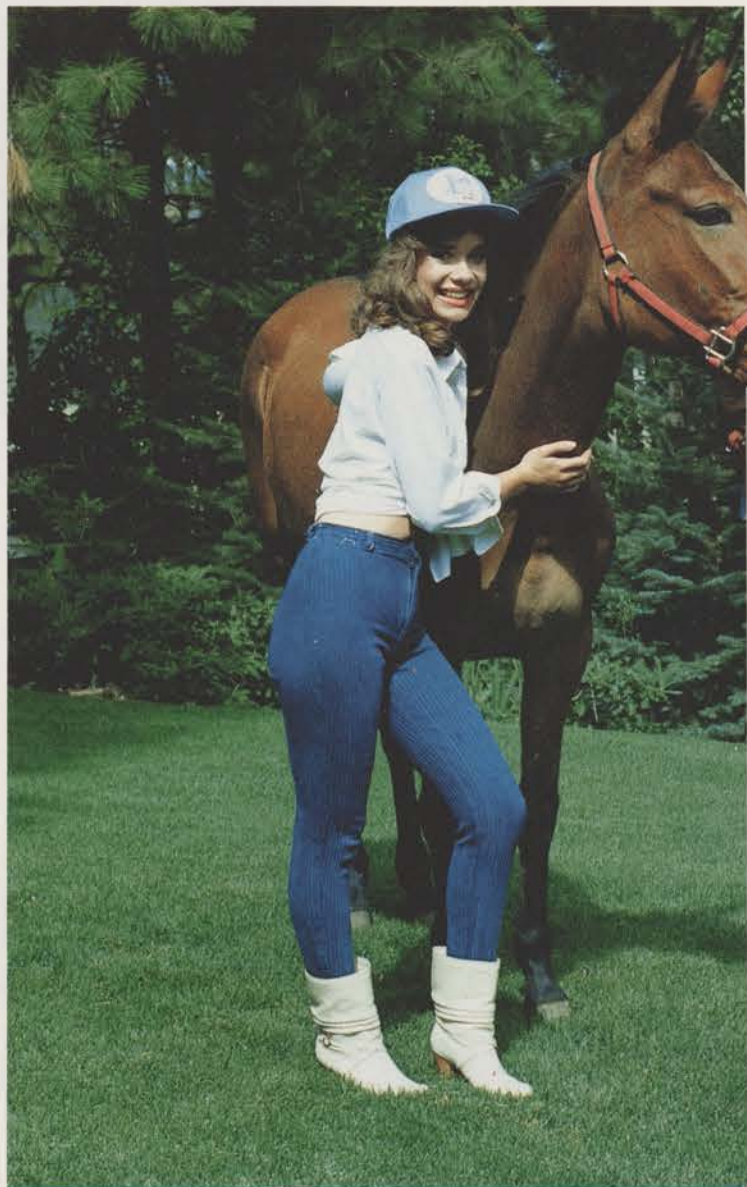
More information on farmers' exposure will be revealed in the next year as studies similar to the Kansas study are completed. Similar studies are under way in Iowa, Minnesota and Nebraska.

### Researchers busy

At present, about 10 research assistants are examining personnel records at ChemLawn's headquarters in Columbus. Most are college students employed by a Washington, D.C.-based research firm under contract with the NCI. Zahm visits periodically.

"There is a tremendous amount of work in data abstracting," said Roger Yeary, Ph.D., director of employee health at ChemLawn. The students and their supervisors are using three offices.

"We feel very good about it," Yeary said. "The employees do too. It's part of being a responsible company—to get at the issues related to their health." LCI



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## TREES

from Page 1

involved with treework, according to LAWN CARE INDUSTRY'S 1987 State of the Industry Report.

The experts say proper preparation is essential. The industry can be lucrative, but it carries greater liabilities than lawn care or lawn management.

"The biggest thing is: Don't jump into this without planning," warns Steven J. Day, manager of sales and special services at the B.D. Wilhelm Co., Denver, Colo.

"One major mistake can put you out of business easily if you are not careful," says Day, who also is president of the Rocky Mountain Chapter of the International Society of Arboriculture.

### Details, details, details

"You burn a lawn, you can replace it—no big deal. You drop a tree on a house, and it's a whole new ballgame," Day cautions.

"There are endless details that lawn care operators fail to look at," he adds. "The risk factor in the tree care industry is at least 10-fold when compared to the lawn care industry."

One big issue is insurance—don't leave home without it!

"They'd better have insurance because you never know when an accident will happen," says Roger Funk, Ph.D., of the Davey Tree Expert Co., Kent, Ohio.

"If I were an employee I'd certainly want to be insured (by the company)," Funk explains. "You've got to protect your employees."

"You don't fool around with safety concerns," says Robert Felix, executive vice president of the National Arborist Association, Inc. "You're not just spraying up instead of down. Tree care is dangerous."

Funk, Felix and Day caution that it is important to notify your insurance company if you become involved with tree care. "If a guy's got general liability coverage and he misrepresents himself he could lose his coverage," says Felix.

Woe to the business owner who neglects this aspect, because an insurance audit could result in the firm being forced to make *retroactive payments*. "All of a sudden they're a full-service tree company," Felix points out. "That's been a killer."

Workmen's Compensation fees vary from state to state, but they can be high. In Wisconsin you have to pay \$45 for every \$100 on the payroll. In New Hampshire the rate is \$33 per \$100.

Also, the higher costs could be applied to all the field employees, even those who don't go near the trees.

"You can't segregate the workers on the payroll unless you are a large company.



Felix: Know the dangers.

Chances are the tree climber rate will apply to the entire payroll," says Felix, who will be giving a speech on tree care at the November convention of the Professional Lawn Care



Day: Don't jump in.

Association of America in San Antonio, Texas.

### People need people

Finding qualified tree-workers is a big challenge that

must be addressed before venturing into the business.

"What is your available labor pool?" asks Wilhelm's Day. Felix cites statistics indicating that 18 people have to be hired in a year to staff a 10-person crew.

And all those people have to be trained. "You can't take a green person and put them up in the air," warns Felix. "You put a new man (up) and he'll strangle that tree hanging on for dear life."

The initial training period can range anywhere from a month to five months, and even then training is an ongoing process "only as good as the person doing the train-

ing," observes Davey's Funk.

"It takes much longer for us to develop a foreman in our tree care program than it does in our lawn care operation," he notes.

Even raw recruits have to be knowledgeable about trees. "You can't just cut away at everything you see," Felix explains.

Powerlines and other urban dangers have to be dealt with. "A treeworker must understand the electrical hazard and how to deal with it."

Naturally, the workers have to be paid. The going rate for a "green" rookie is \$6 to \$10 an hour, while an experienced climber fetches \$8 to \$12. LCI

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# ChemLawn cashes in big on commercial accounts

By ELLIOT MARAS  
Editor

An attractive lawn isn't just a matter of personal pride for commercial property owners. It's a chance to make a good impression on potential customers.

That's why ChemLawn Services Corp. markets lawn care as a business investment to commercial customers. And revenues for commercial sales have nearly doubled every year since the commercial services division was formed in 1982.

The division billed about \$20 million in 1986, says Rick Arquilla, the division's general manager, and 1987 sales have already surpassed projections.

In 1982, the company established a commercial division. It realized that commercial accounts require a different sales and service approach than residential accounts. A separate sales staff was formed.

"It's a business decision, not an emotional one," says Arquilla, noting the difference between commercial and residential customers. The commercial customer must be convinced that lawn care will have a positive impact on the business.

This requires a separate sales effort.

Rich Martin, commercial services manager for the 900-square-mile Cleveland area, urges commercial customers to see lawn care as a business investment. "It's a necessity for the commercial customer to have a nice landscape," he says.

Residential customers are secured by field technicians, telemarketers and direct mail brochures. Commercial sales, on the other hand, require formal, face-to-face interaction. "It's a coat and tie business," Arquilla says.

Martin points out that commercial accounts must often be renegotiated since customers' budgets vary from season to season.

ChemLawn has commercial sales staffs in 30 markets. The lawn care service is provided by the same crews that serve residential accounts, except in Dallas, Chicago and Washington, D.C., which have separate facilities and separate crews for commercial accounts.

Commercial operations have been introduced in markets where the residential service was already established.

The strongest region for the company's commercial activity is the Southeast, Arquilla says, but all regions are growing.

## Customized approach

Commercial customers have more individualized needs than residential cus-

## BUSINESS PROPERTY OWNERS WANT CURB APPEAL

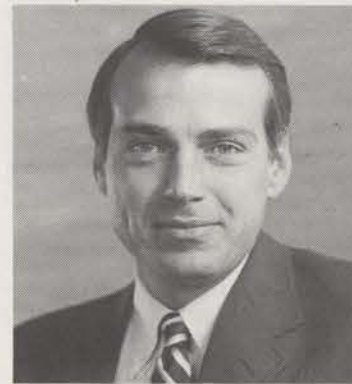
tomers. Some commercial customers just want dandelions eliminated while others want their lawns to look like putting greens.

The salesperson must determine what the customer wants and what it will cost. "We have to take into account the difficulty with providing that service," Arquilla says. Unlike the residential accounts, there is no standard rate.

One problem the commer-

cial sales people encounter is the expectation of a discount for quantity purchases. A commercial customer often expects his per-unit cost to fall if he wants more property serviced.

"It many times is not easy for our customer base to understand that we are selling a service and not a finished product," Arquilla says. "That's not an easy concept to discuss with that (commercial) individual. We're not sit-



Arquilla: Customized approach needed.

ting in Columbus with lawn care service sitting on the shelf, waiting for someone to place an order on our inventory."

Arquilla sees great poten-

## Cincinnati college certified by ALCA

FALLS CHURCH, VA.—The Associated Landscape Contractors of America has issued a three-year provisional certificate for the landscape curriculum at Cincinnati Technical College. LCI

Put the squeeze on  
container disposal  
problems.



tial for tree and shrub care in the commercial sector. But more customers need to be educated for that potential to be realized. "Helping people understand the need for tree and shrub care is a more challenging task," Arquilla says.

#### Specific markets

ChemLawn divides its commercial customers into five categories: real estate, corporate, retail, educational institutions and landscape contractors. Most of the business comes from real estate people, who mostly own multi-family buildings and office parks.

"The real estate segment is



**Selling an investment:** The commercial division for ChemLawn's Cleveland area branch includes, from left: Frank Zupan, northern route manager; Tina Huffman, sales and service rep; Ed Nevel, northeastern route manager; and Rich Martin, commercial service manager.

a great opportunity area," Arquilla says. "The real estate business understands the need for packaging. They understand the need for curb appeal."

The landscape contractors also represent a growing customer base. Arquilla notes: "Landscape contractors have shown greater interest in recent years to team with ChemLawn commercial services due to the complexities that have entered the lawn care industry."

He refers here to the liabilities and regulations connected with spraying chemicals.

Landscape contractors are also sold on the dollar value they receive; ChemLawn can provide fertilization and weed control for less than it would cost the contractor to do it himself.

Landscape contractors constitute a particularly large portion of ChemLawn's commercial business in southern California. "The customer base (there) very much likes the full-service landscaper approach," Arquilla says.

#### Future opportunities

ChemLawn's merger with Ecolab, Inc., offers new opportunity for the commercial services division. Ecolab, a supplier of cleaning and sanitation services to institutions, has a captive commercial market.

Ecolab viewed ChemLawn as an opportunity to get into residential services. It, in turn, will provide ChemLawn new commercial potential.

Arquilla is also happy about Ecolab's emphasis on sales as a team effort. "They believe very strongly in selling as everyone's responsibility in the success of the organization." LCI

## TRIUMPH

from Page 1

adds that in the first seven days it provides 33 percent better control than other major major compounds available.

The insecticide works fast and remains active in the soil for more than eight weeks, says Moore. She says mid-July through early October (when the grubs have finished laying their eggs) is the best time for grub control.

"Less than four percent of Triumph moves further than two inches into the soil," says Harry D. Niemczyk, Ph.D., professor of turfgrass entomology at Ohio State University.

Triumph is applied in a spray and soaked in with a half inch of water.

Label restrictions limit application of the product to two pounds a year.

According to Moore, this allows one application for grubs or two applications for surface insects each year. Triumph should not be used on sandy soils. LCI

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# LCOs hear environmentalists' views on pesticides

By ELLIOT MARAS  
Editor

For both crews, it was a sail through uncharted waters. Never before had LCOs and environmentalists voluntarily gotten together just to air their philosophical differences about pesticides.

And any questions about the sincerity of either side's commitment to the public's well-being were laid to rest. What didn't change throughout the course of the afternoon was the fundamental disagree-

## CONCERNS: TOXICITY, DISPOSAL, WATER QUALITY



Marchi: Pesticides guilty.

ment on what measures are necessary to ensure public safety.

In retrospect, LCOs felt it was a good learning experience. And the environmentalists said they were impressed with the invitation to address the industry. Hostility was but marginally apparent throughout the session.

Bill Howenstine and Lou Marchi of the McHenry County Defenders explained their concerns about pesticides at the Chicago regional seminar of the Professional Lawn Care Association of America.

Jay McNalis, seminar chairman, said the purpose was twofold: to give the environmentalists a better idea of the industry's concern for public safety, and to give LCOs an understanding of environmentalists' concerns. The McHenry County Defenders have criticized the lawn care industry for its use of pesticides.

Of the two speakers, Marchi focused more on the pesticide safety issue. He holds a Ph.D. in chemistry and

taught at Georgia Tech, Indiana University and the University of Pittsburgh before retiring in 1980.

"My attitude is that (synthetic) pesticides are guilty until proven innocent," Marchi said. The reason being that the human body has no evolutionary history with synthetic pesticides, so the effects of exposure are unknown.

"Pesticides are indeed toxic," he said, holding a book titled, *Pesticides and Human Health*.

Marchi criticized the industry for advertising some products as "practically non-toxic." He noted that products are advertised this way even when the U.S. Environmental Protection Agency would not permit the label to make such claims.

Some of the questions that Marchi said need to be answered about pesticides are:

- Long-term chronicity testing on humans. He said chronicity testing on rodents is of limited value due to the many differences between humans and rodents. Rodents, for example, can produce their own vitamin C, a detoxicant, but humans cannot.

- Tests for effects on the central nervous system. Marchi pointed out that many pesticides kill pests by attacking their central nervous systems. He said human nervous systems could also be affected.

- Testing of all inert ingredients. Marchi said pesticide labels do not list all of a product's inert ingredients, which could be dangerous. He said the EPA has not required testing of many inert ingredients.

Marchi said he is also concerned about groundwater quality, and what effect pesticides and nitrates have on groundwater. He said little testing has been done.

(Editor's Note: Groundwater research is under way at various universities, notably Cornell University, the University of Rhode Island and Pennsylvania State University. These projects have received the industry's support.)

Another concern he mentioned is synergism. This refers to the increase in toxicity that results from mixing materials. Oftentimes, toxicity increases exponentially when two toxic materials are mixed. The resulting toxicity is much greater than the sum of the two materials.

Still another concern of Marchi's is what happens to pesticides once they're disposed of. Some substances, such as malathion, decompose into other substances that are even more toxic.

"I would assume that the lawn care industry, if they are responsible, and I assume that they are, would check into this," he said.

Marchi pointed out that

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pests are in the process of building immunity to synthetic pesticides.

Howenstine, a geography and environmental studies professor at Northeastern Illinois University, said he was glad to see evidence of the industry's concern for safety.

"I see your profession as an interesting phenomenon that has emerged suddenly," he said, "We would like to see your profession look at alternatives," such as biological controls.

Howenstine said LCOs should carefully monitor what happens to their wastes.

#### LCOs respond

All questions from the audience were directed at Marchi.

One LCO asked Marchi if, after examining the effects of pesticides, he had ever considered the effects pests have on society.

Marchi said insects have never bothered his garden. He pointed out that pests have the ability to build immunity to pesticides, as evidenced by the proliferation of pests as pesticide use has increased.

Another LCO told Marchi it was inconsistent of him to say untested inert ingredients are "probably" toxic after criticizing the industry for advertising products as "practically non-toxic."

Charlie McGinty, president of McGinty Brothers, Inc. Long Grove, Ill., challenged Marchi's comments on the herbicide, 2,4-D. Marchi had stated the National Cancer Institute's study on Kansas farmers showed there was "no question" 2,4-D gives farmers with 20 years' exposure a greater chance of getting "a certain kind of cancer."

McGinty told him (correctly) three of four reviewers hired by the EPA have disputed the conclusions of the study. (The cancer in question was non-Hodgkins lymphoma).

LCI

## SHOW

from Page 1

tractors, an awards program and an optional tour of local nurseries. Educational sessions will start on Sunday, Nov. 8, including Jim Perrone of Perrone-Ambrose Associates, Chicago, on how to supervise. A reception will be held from 6 to 7 p.m.

An educational session on legal liability will follow the opening session on Monday. The awards luncheon will follow at noon.

Three concurrent sessions will be held on safety, leadership and company orientation and training on Monday afternoon.

A buzz session will follow from 5:15 to 6:30 p.m.

The trade show will feature 100 exhibitors, starting at 10 a.m. Tuesday, Nov. 10, running through the next day. LCI

# Critics don't know industry, LCOs say

CHICAGO—One impression the environmentalists made on the LCOs was their lack of knowledge about the industry's products and practices. For this reason, many felt it was important to continue hosting them at seminars where operating practices are demonstrated.

LCOs heard two representatives of the McHenry County Defenders voice their views at the Chicago regional seminar of the Professional Lawn Care Association of America. The Defenders is a Chicago-area group that has criticized the industry's use of pesticides.

The environmentalists rarely referred to specific lawn care activities. (The only reference to a product used in lawn care was to the National Cancer Institute's 2,4-D study. Lou Marchi of the Defenders said the study showed there was "no question" of a link between 2,4-D and cancer, a claim the study itself did not make.)

"The information they're dealing with does not accurately assess our industry," said Gary Clayton, the PLCAA's technical services director.

Marchi spoke about the dangers posed by inert ingredients in pesticides. But most of the inert ingredients in lawn care products, Clayton said, are spray adjuvants, soapy oils, clay and water.

Robert Parmley, administrative manager for Barefoot Grass Lawn Service, Inc., said it was important for the environmentalists to see how concerned the industry is with safety. The second Defender, Bill Howenstine, said he was impressed with the industry's concern for safety.

Jay McNalis, president of Turf Treet Lawn Service, Crystal Lake, Ill., said it was good for the LCOs to hear the environmentalists. Besides giving them "food for thought," it should show LCOs they have a need to work together. LCI



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## EPA looks at both risks and benefits

WASHINGTON, D.C.—Should the Environmental Protection Agency consider both risks and benefits of pesticides before approving their use, or just the risks? The question is the subject of a perennial debate between the industry and environmentalists.

The EPA, to date, has always considered both risks and benefits. If the benefits are deemed greater than the risks, the EPA considers what use restrictions, if any, are necessary.



Rostker: Risks and benefits both count.

Risk is, however, the more important consideration, the EPA claims.

"It's just a question of how conservative one wants to be," said Margaret Rostker, Ph.D., a scientist with the EPA's Pesticides & Toxic Substances division. "FIFRA (Federal Insecticide, Fungicide and Rodenticide Act) permits some risk in order that society will benefit."

Rostker, whose Ph.D. is in zoology, spoke on risk/benefit analysis at the Washington, D.C. seminar of the Professional Lawn Care Association of America.

There's also the question of whether or not pesticides are sufficiently tested.

Environmentalist Lou Marchi, who holds a Ph.D. in chemistry, told LCOs in Chicago there is a huge data gap concerning pesticides' effect on the central nervous system.

Rostker pointed out that the EPA has required neurotoxic testing of pesticides where it has been deemed necessary. She said EPA can glean the possibility of a neurotoxic effect in examining the base data on a pesticide.

Rostker also acknowledged, as Marchi claimed, that there are uncertainties about using animal data to determine human exposure risks. However, she said she is not aware of any compound that proved to be carcinogenic to humans after proving to be non-carcinogenic to rodents. **LCI**

## IPM

from Page 1

She says homeowners are calling for reduced levels of pesticide use, and more and more LCOs are seeking advice on the matter.

(The non-profit BIRC publishes *The IPM Practitioner* and *Common Sense Pest Control Quarterly*. A how-to-do-it collection of reprints entitled *Least Toxic Lawn Management* is available to LCOs and others for \$6.)

"We help them figure out what to tell their customers," Daar explains.

That's good news for Tim Doppel, president of Atwood

Lawncare, Inc., Sterling Heights, Mich. He was chairman of the Detroit PLCAA seminar. "The biggest hurdle for any lawn care company trying to implement (IPM) is customer education."

Daar notes that "the customers who want (IPM techniques) on their lawns tend to be cooperative."

### Lazy day

Still, LCOs may face limitations on exactly how much they can do for a lawn if the customer fails to follow through.

"IPM in the pure sense is actually the implementation of cultural things dependent

on the homeowner," says Gary Clayton, PLCAA's director of technical services.

"If I were a homeowner it would be easier to implement it than it would for a lawn care company," Clayton reports.

He adds that LCOs have long provided customers with sheets listing the correct ways to care for a lawn. "A lot of times the homeowner bags all the clippings, mows too low and forgets to water."

Daar elaborates, "Most disease problems are caused by improper irrigation, improper fertilization, improper mowing and lack of aeration."

IPM could prove to be a better money-maker for LCOs

than traditional standard spray programs, says Doppel at Atwood. "It'll definitely take more time, but if it's priced right it will probably be more profitable."

Clayton says that more products need to be developed before IPM can take off. "It's just an evolution that's going to take a bit of time to evolve. Obviously, it's a future trend."

### Live for today

"It's amazing—it really works," says Bob Cortelyou, director of parks and recreation in Arcata, Calif. IPM is practiced on the baseball field used by the semi-pro Humboldt Crabs. **LCI**

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BY JAMES E. GUYETTE  
Managing Editor

Promotional campaigns tied to winter sports can assist LCOs, snowplowers and lawn management contractors in their efforts to pile on additional business.

If you think you can't afford giveaways associated with professional sports, perhaps a program in cooperation with your local high school or college football team might be the answer.

Pushing lawn care with

horsehide giveaways is a hit during the summer, and there's no reason to think pigskin promotions won't score during the winter months.

Phil Forgarty's convinced. He's president of Crowley Lawn Service, Inc., Painesville, Ohio. This spring when customers prepaid their accounts they were given a pair of tickets to see the Cleveland Indians.

"We offered them a cash discount if they didn't want the tickets, but we offered

them the tickets first," Phil explains. "Many of the customers who went to the game wrote us thank you letters."

Fogarty spent \$3,500 on 912 tickets for the June 16 battle against the dreaded Boston Red Sox. The Tribe claimed victory, 8-7, sending the Crimson Hose home in tears.

Some 17,000 fans were at the contest, and Phil threw out the first pitch. ("It was a real big thrill. I got it over the plate, I think.") "All of them heard Crowley Lawn Service's name being

mentioned," he reports. In addition, there was the TV and radio publicity.

"We hope the good will generated will increase our renewal rate, exposure and new accounts next year," Phil notes.

"If the snow plow guys offered Browns tickets I bet you that would work."

Paul Somich is right on the ball, thinking along those same lines.

Regular readers of this column may recall that Paul, sales manager at Modern Power Equipment, Cleveland, came up with the Snapper Mow 'Em Down Game, in which a contestant would win a Snapper lawnmower if a Tribe pitcher struck out the opposing three batters in order.

For football, "instead of Mow 'Em Down, we'll have the Blow 'Em Down contest." At this writing the details are being finalized, but the gist is that a lucky contestant will be awarded a Snapper snowblower when a certain Browns defensive player sacks the opposing quarterback.

Somich is hoping that the Snapper Blow 'Em Down Game will be even more successful than the baseball promotion, particularly since the beloved Cleveland Browns are expected to do well this season. (Where have we heard that before?)

"The Mow 'Em Down was a good contest business-wise because it generated excitement," Somich reports.

This came despite a rather poor showing by the Tribe. "The Indians went down the tubes, you know." (Yes, Paul. Thank you, Paul. I know. Believe me, I know.)

Snapper grills and beach balls were given away on Father's Day, which also brought some 17,000 fans through the turnstiles—including 8,000 to 10,000 "walk-ins" who came at the last minute.

It's a running gag that Cleveland Indians giveaway products are not known for their high quality, but the portable grills were nice. "I thought it was a throwaway after one use," says Somich, "but one guy told me he's used it three times already."

I myself attended the game and got a grill. I almost had two grills, just like my friend Joe McKeon. He got an extra one that a patron didn't want.

I discreetly had my eye on a grill some other fans were leaving behind. So Joe says, "HEY JIM, LOOK AT THAT GRILL THEY'RE FORGETTING!" Quiet, Joe! Too late. They came back.

James E. Guyette



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## MEETING DATES

## SEPT.

■ **Florida Nurserymen and Growers Association Workshop**, Sept. 24, Orlando Marriott, Orlando, Fla. Contact: FNGA, 5401 Kirkman Road, Suite 650, Orlando, Fla. 32819; (305) 345-8137.

## OCT.

■ **30th Annual National Educational Conference 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.

■ **Florida Turfgrass Association Annual Conference and Show**, Oct. 11-14, Hyatt Regency Hotel and Curtis Hixon Convention Center, Tampa, Fla. Contact: FTGA, 302 S. Graham Ave., Orlando, Fla. 32803-6332; (305) 898-6721.

■ **American Society of Consulting Arborists Annual Meeting**,

Oct. 14-17, Fess Parker Red Lion Inn, Santa Barbara, Calif. Contact: Jack Siebenthaler, ASCA, 700 Canterbury Road, Clearwater, Fla. 33546; (813) 446-3356.

■ **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.

■ **New York State Turf and Grounds Exposition**, Nov. 4-5, Rochester Riverside Convention Center. Contact: Elizabeth Seme, New York State Turfgrass Association, Inc., PO Box 612, Latham, N.Y. 12110; (518) 783-1229.

■ **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 Hearn Building, University of Missouri, Columbia, Mo. 65211; (314) 882-4087.

■ **Penn State Golf Conference**, Nov. 9-11, Keller Conference Center, University Park, Pa. Contact: Joseph Duich, Ph.D., Dept. of Agronomy, 21 Tyson Building, University Park, Pa. 16802; (814) 865-9853.

■ **Professional Lawn Care Association of America 8th Annual Conference and Show**, Nov. 12-15, San Antonio Convention Center, San Antonio, Texas. Contact: Doug Moody, PLCAA, 1225 Johnson Ferry Road, NE, Suite B-220, Marietta, Ga. 30068; (404) 977-5222.



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It features eight reversable, fixed, carbon steel hammers, a one blade chipper assembly and a centrifugal clutch. The conical chipper chute feeds branches up to 1 1/2 inches thick into the chipper blade.

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The shredder weighs 210 pounds and retails for \$599.95.

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### PRO commercial edger adjusts to curb sizes

The new 1587B3 PRO/Inc., commercial edger has a front wheel that locks into three different positions to fit most popular curb sizes.

The machine is designed for operator comfort, maneuverability, durability and ease of service, according to the Shreveport, La., company.

The low-profile 1/4-inch steel gull wing frame assembly provides balance and stability and is warranted for five years.

A 3-hp Briggs and Stratton engine is standard equipment, however, other brands are available for larger orders.

Other features include a 10-inch cutting blade; 14-gauge replaceable blade and debris guards; controls on handlebars; waffle-style handgrips; and a turned steel blade

shaft with double-sealed replaceable ball bearings. LCI  
Circle No. 202 on service card.



### Do your dumping with remote controlled unit

Helferstout Manufacturing Co., Lake Charles, La., is in-

roducing the GL-15, a dump unit with fold-down sides and a loader boom on the "head-ache rack" portion of the bed.

All the hydraulic functions work manually or by remote control.

The new body style enables one person to safely unload the cargo, according to Helferstout. The loader boom pivots 160 degrees with 380 lbs. of lateral force at the tip. The two-speed winch lifts 3,000 lbs. over the side, or it can skid 5,000 lbs. over the tail roller.

The Helferstout unit can be installed at the factory on your existing chassis, or the com-

pany can supply a chassis. It also provides chassis extending, shortening or reinforcing services. LCI

Circle No. 203 on service card.

### Oil treatment is slicker than a banana peel

The Slick-50 Engine Treatment, made by Progressive Energy Corp., San Marcos, Calif., contains (TFE)—reportedly the slipperiest substance known to mankind.

It bonds itself to the moving internal parts to reduce friction.

Slick-50 increases gas mileage, reduces operating



temperatures and extends the life of the engine, according to the company. LCI

Circle No. 204 on service card.

# For more than 50 years we have helped commercial arborists succeed in business!

We're the National Arborist Association (NAA), the only national trade organization completely devoted to the professional and management interests of the commercial arborist. Our goal is to help members achieve more success in business.

## There is a difference

NAA members regularly receive information on solving management problems. Information and programs are available on: professional self-improvement, employee training, risk reduction techniques, public issues, tree care standards, and customer care.

Equally important is an outstanding annual meeting and educational clinic. It's a time for learning and fellowship with other commercial arborists.

NAA members are well represented on national issues affecting tree care. The NAA is recognized by legislators and regulatory agencies on arboricultural issues in Washington, D.C.

The NAA maintains a full-time professional staff who know the management side and the technical side of tree care. They become a valuable resource for:

- Up-to-date technical and business information.
- Industry statistics on business and operational practices.
- Individual counseling.

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Professionalism. We can help you achieve technical competency in every aspect of commercial arboriculture. That's been our goal at the National Arborist Association for more than 50 years.

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03102

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time we  
helped  
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## Please help me achieve more success in business.

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Phone: ( ) \_\_\_\_\_

Signature: \_\_\_\_\_



**National  
Arborist  
Association**

(603) 472-2255



## NEW PRODUCTS



### Honda introducing first commercial mower

Honda is now marketing its first commercial mower model—a 21-inch walk-behind.

The new HRA216SXA is

powered by Honda's 5 1/2-hp overhead valve engine.

The self-propelled mower is equipped with a two-speed transmission with a higher ground speed to help shorten mowing time, according to the company. Also standard is Honda's Roto-Stop system that stops the blade, but not the engine, when the handle is released.

The HRA216SXA has a heavy-duty steel deck, large diameter steel wheels with sealed ball bearings and a one-inch-thick handle.

Cutting height is adjustable from one to three inches in five intervals. An "easy empty"

rear grass bag holds up to 2.1 bushels. **LCI**

Circle No. 205 on service card.

### Sit while edging with blade for riding mowers

Excel Industries, Hesston, Kan., is marketing a wheel-like edger for its 51-inch Hustler Model 251 riding mower.

The side-mounted reversible attachments permit the operator to edge while mowing or driving along a driveway or sidewalk, and he or she does not have to leave the seat to shift the unit to the other side or make other adjustments.

The product features a 16-



inch coultter blade mounted on a 9-inch hub. The company reports that the device can reduce edging time by as much as 80 percent.

The blade is self-sharpening and features a 12-position height control and 28 inches of

horizontal travel.

Other Hustler models have

edger attachments, too. **LCI**  
Circle No. 206 on service card.

# Attending only one professional landscape show this year? Make it Pro Show.

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Sponsored by the Outdoor Power Equipment Institute, Inc.

Circle No. 118 on Reader Inquiry Card



### Light Snapper blower reaching to new heights

The Snapper Model 250 gas-powered blower weighs 8 lbs., and is one of the lightest on the market, according to Snapper Power Equipment, McDonough, Ga.

It can be used for sweeping driveways and sidewalks, blowing leaves and clearing light snow.

Powered by a 25.4cc 2-cycle engine, the speed can be varied to suit the conditions.

A flared nozzle clears wide areas, while the jet nozzle directs a powerful air blast to a small area.

Options include a gutter cleaning kit and a shoulder strap.

It has a 2-year limited warranty. **LCI**

Circle No. 207 on service card.



### High pressure washer is really cleaning up

The CW-3504 Series Gear Driven Pressure Washer is the largest model in the newly engineered Mi-T-M Gear Drive line.

Made by Mi-T-M Corp., Peosta, Iowa, the washer can easily handle any heavy cleaning job, the company says. **LCI**  
Circle No. 208 on service card.



## CLASSIFIED

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

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

### FOR SALE

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**COMPUTER SOFTWARE** - For the Lawn & Tree Care Industry. Software package contains, A/R and A/P modules all designed specifically for your needs. Specific reports include: Customer Master Lists, Sales Tax Reports, Service Information, Inventory, etc.. Completely menu driven. Designed to eliminate those bookkeeping hours to minutes. Priced at \$675.00. For more information call or write: Lawns Beautiful, 625 Dianne Street, Seaford, NY 11783, 516-735-1831. 9/87

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

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**LAWN SERVICE FRANCHISE** - Established over 10 years. Proven stability, excellent growth and income potential. Patented equipment, computerized office, suburban Maryland location, comprehensive training and back-up. 1986 Revenues \$165,000 +/yr. Owner financing possible with \$50-75k down. Principals reply in confidence with financial information to: Lawn Care, P.O. Box 173, Greenbelt, MD 20770. 9/87

**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. 10/87

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**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

**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

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**HELP WANTED**

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**LOOKING FOR A DYNAMIC PERSON** with financial and management skills. Must have experience in running a lawn care company or branch office. Needed to help a growth oriented lawn care franchisor expand and support franchisees. Please send resumes to LCI Box 186. 9/87

**GROUNDS MAINTENANCE SUPERVISOR:** 2,000 acre Planned Residential Community in Pinellas County Florida seeks experienced Grounds Maintenance Supervisor. Complete knowledge of southern turf, bed care, ornamentals, and irrigation planning, installation and maintenance. Horticulture degree desired. Successful candidate will have already demonstrated successful management skills in high visibility operation for minimum 3 years. Budget, personnel management essential. Send resume to LCI Box 187. 9/87

**LANDSCAPE FOREMAN** - Located in the beautiful, horse country of Lexington, KY. The nation's 2nd oldest landscape nursery is looking to add to its landscape department. Applicants must have experience in reading blueprints, spacing, methods of sole preparation, managing 3-4 man crews, and knowledge of horticultural equipment. Compensation includes full set of benefits plus top pay. If qualified, please send resume and salary history to: Hillenmeyer Nurseries, Inc., 2370 Sandersville Rd., Lexington, KY 40511, ATTN: Stephen Hillenmeyer. 9/87

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**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. 9/87

**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

**ASSISTANT BRANCH MANAGER:** Lawn Medic of the Triad is currently seeking an individual with good communication, service and leadership skills. Only experienced turf grass people need apply. Reports directly to Branch Manager. Please send resume to Lawn Medic of the Triad, P.O. Box 769, Kernersville, NC 27285. 9/87

**UNIQUE OPPORTUNITY**

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**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:

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St. Charles, MO 63303

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

**REPS WANTED**

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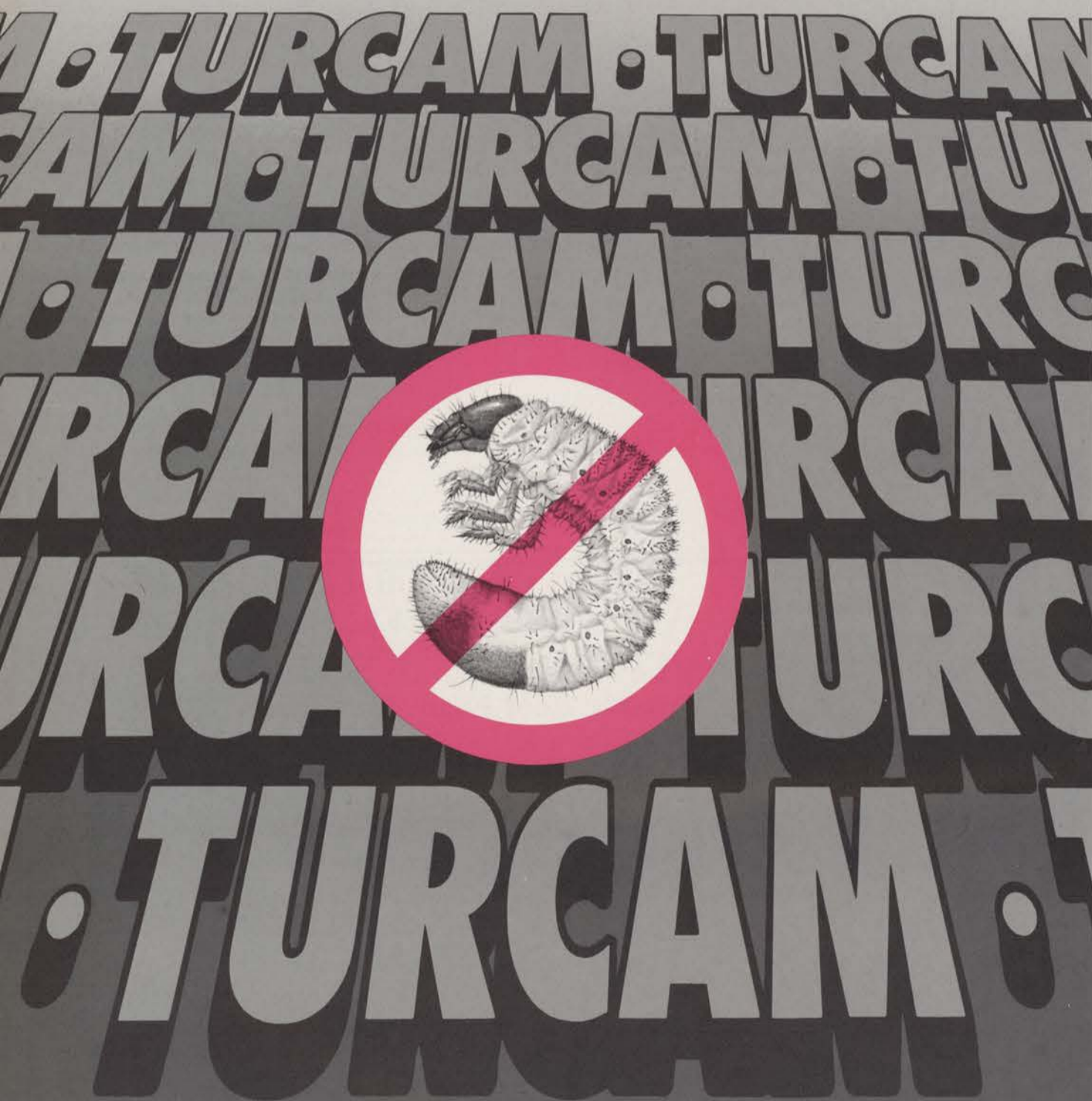
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**BUSINESS OPPORTUNITIES**

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Greely, CO  
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Fresno, CA  
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Circle No. 121 on Reader Inquiry Card



## Guyette promoted

CLEVELAND—James E. Guyette has been promoted from Associate Editor to Managing Editor of *LAWN CARE INDUSTRY*, announced Bob Earley, publisher.

"We're very pleased with Jim's work," Earley said. "In less than a year, he has become a known quantity in the lawn care industry."

In his new role, Guyette will continue to report on trends in the chemical lawn care and lawn management areas, in addition to writing his monthly column, "The Last Word." **LCI**

## Mac Davis set to perform at Pro Show

DALLAS—Mac Davis, singer, actor and songwriter, will be featured at Pro Show 87, the Professional Landscape Contracting Turf and Grounds Maintenance Expo.

Davis will perform Thursday, Nov. 19 at 8 p.m. at the Dallas Convention Center.

Pro Show 87, sponsored by the Outdoor Power Equipment Institute, Inc., will be from Nov. 18-20.

For information, contact Pro Show 87 at 101 N. Seventh St., Louisville, Ky. 40202. Call: (800) 654-0349 or (502) 582-1672. **LCI**

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

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**San Antonio  
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# Our new diesel beds down in your pickup at night so you can beat the sun to the jobsite next morning

In the mower-for-hire industry, starting before sunup means more jobs done by sundown. And that means more potential profit for your business.

The new John Deere 16-hp 332 Diesel Tractor can help improve your business, putting time on your side... and more money in your pocket.

Teamed with optional 38-inch mower (shown), this down-size diesel transports easily to the jobsite.

And its tight 26-inch turning radius helps you get the job done quicker. Especially in confined or heavily landscaped areas.

The John Deere 332 is powered by a 3-cylinder liquid-cooled diesel engine and backed by a limited 2-year commercial warranty.

Glow plugs in the precombustion chambers provide fast, reliable starts.

A full-pressure lubrication system with replaceable filter delivers oil to vital engine components.

The new 332 is easy to operate with hydrostatic drive, power steer-

ing, dual hydraulic lift levers and individual shoe-type brakes.

And it shortens long workdays, with adjustable high-back seat, clustered controls and wide, 2-position footrests.

Deep, contoured mower decks—38, 46 or 50 inches wide—are suspended from four points on the tractor for smoother mowing.

Adjustable gauge wheels reduce scalping on rough or rolling terrain.

And five different material collection systems (two of which are shown below) pick up leaves, clippings and lawn debris for a just-manicured look.

For down-size diesel power you can literally take to the bank, visit your John Deere dealer.

For the name of the one nearest you, call 800/447-9126 toll free, (800/322-6796 in Illinois). Or write John Deere, Dept. 50, Moline, IL 61265.



Nothing Runs Like a Deere®



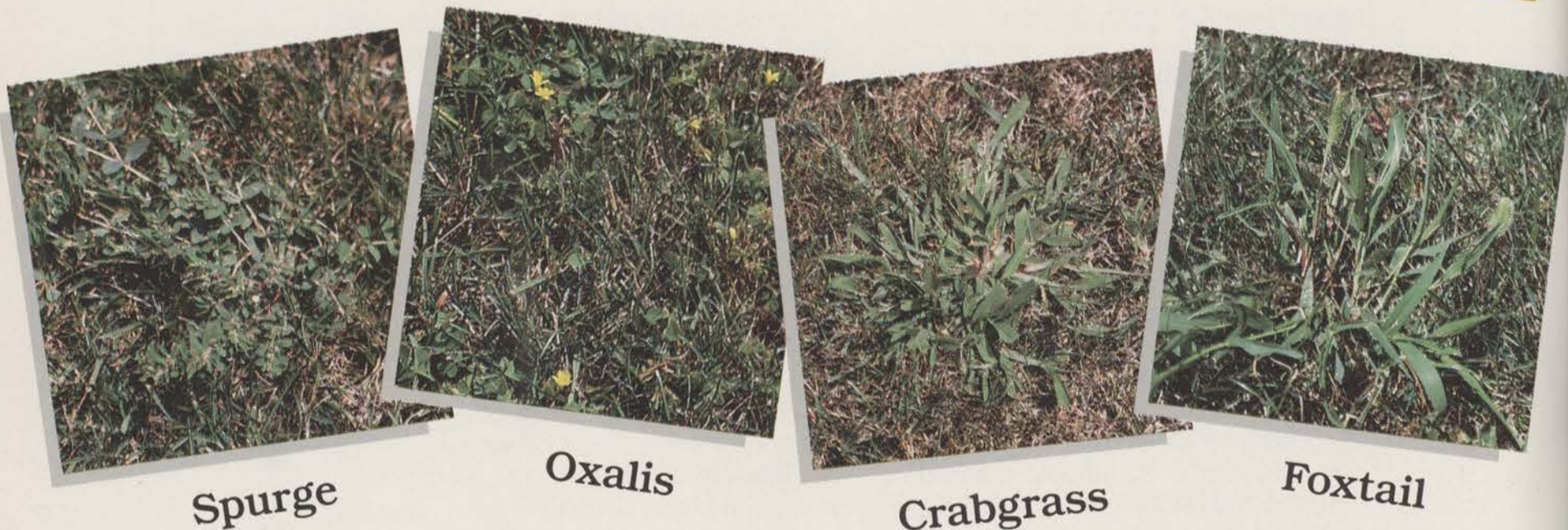
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The new standard!

# The most effective spurge and oxalis control is also the most effective crabgrass and foxtail control.



## Active Ingredient: Pendimethalin

LESCO PRE-M™ 60DG Herbicide captured a major share of the liquid turfgrass preemergent market its first year. The reason why is simple. The sprayable pendimethalin herbicide gives the lawn care operator everything he wants... and more.

More than just control of crabgrass and foxtail and other weedy grasses...it also takes care of tough broadleaves like germinating oxalis and spurge. Broader spectrum control means satisfied customers — fewer callbacks.

And control isn't the only thing PRE-M has to offer...there's also the convenience. The

economical, easy-to-use water dispersible granule formulation also means less bulk. At 2.5 pounds of PRE-M per acre, a 900-pound pallet of material treats 360 acres. Registered for use on the majority of northern and southern turfgrasses, LESCO PRE-M is spray tank compatible with most fertilizers and pesticides.

There's no reason to settle for just crabgrass control when LESCO PRE-M 60DG Herbicide offers so much more. Book your spring order today!

**(800) 321-5325**  
**NATIONWIDE**

**(800) 362-7413**  
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# LESCO

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