

Lawn care prices inching upward this season

NATIONAL REPORT— Higher operating costs are encouraging many LCOs to defy competitive pressures and raise prices a bit this year.

An informal LAWN CARE INDUSTRY survey showed companies were almost evenly split on whether or not they would raise prices this season. None planned to

1986

cut prices.

Ed Wandtke, senior partner with All-Green Management Consultants, Columbus, said prices will rise 4 to 5 percent this year, compared

to about 3 percent last year. That translates to two dollars more per application instead of one.

The Feb. 13 edition of the *Kiplinger Washington Let-*

ter reported that lawn care prices will be up this spring due to the higher cost of non-phenoxy herbicides. It stated that even firms that don't switch to non-phenoxy will

raise prices. (The newsletter goes to more than 500,000 businesses nationwide.)

The standard price for a five-treatment lawn care

See **PRICES** Page 21

1987

LAWN CARE INDUSTRY

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VOLUME 11 NUMBER 5 \$2.50

AN (HBJ) PUBLICATION

MAY 1987

Booklet will clarify lawn care safety

NEW YORK—The American Council on Science and Health will soon release a booklet summarizing toxicity data on lawn chemicals. The 30-page booklet will be available to LCOs.

"We're trying to get ready for the spring to tell the scientific side of the story," said Dr. Elizabeth Whelan, executive director of the council. Spring is when anti-lawn care alarmists step-up their criticism of lawn chemicals.

The booklet will be about 30 pages long and will consist of a literature survey on the commonly-used lawn chemicals.

It is written by Dr. Leonard T. Flynn, a regulatory affairs consultant and certified pest control applicator. His Ph.D. is in organic chemistry.

Flynn researched toxicity data on lawn chemicals and also examined the information critics of lawn care have used.

The booklet will be sent to 10,000 newspapers nationwide, Whelan said, and will be available to anyone who wants it. The booklet will cost two dollars per copy, and discounts will be given for quantity purchases.

The American Council on Science and Health is located at 1995 Broadway, 18th floor, New York, NY 10023. Phone: (212) 362-7044. **LCI**

NEXT MONTH

- LAWN CARE INDUSTRY's annual State of the Industry Report.
- Getting the most for your investment in pesticides.

MILLION DOLLAR MOWERS LIST

A cooperative venture of Lawn Care Industry magazine and the Associated Landscape Contractors of America

Envirnmental Care, Inc.
\$24.6 million

The Brickman Group, Ltd.
\$13.5 million

Lancaster Landscapes, Inc.
\$8.5 million

Oyler Bros. Co.
\$5 million

Maintain, Inc.
\$4.2 million

Las Colinas Landscape Services, Inc.
\$3.9 million

COMPLETE LIST ON PAGE 8



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Pesticide producers reorganize lobby group

WASHINGTON, D.C.—The Pesticide Producers Association has reorganized under the name Chemical Producers and Distributors Association and named Dr. Warren Stickle executive director.

The association was originally formed in 1975 and has been active in legislative and

regulatory affairs. Member companies annual sales' are more than \$2 billion.

"We look forward to building a broad-based, full-service trade association that represents manufacturers, formulators and distributors of agricultural chemicals, lawn and garden pesticides and other chemical products," Stickle announced in a news release.

The association's headquarters is at 2315 M Street, N.W., Washington, D.C. 20037. Phone: (202) 223-5617.

Stickle has assisted in writing federal pesticide laws. **LCI**

LATE NEWS

Lawn Master wins cash prize

CLEVELAND—Lawn Master of Meadville, Pa. won the \$150 cash prize for LAWN CARE INDUSTRY's 1987 State of the Industry completed questionnaire drawing. The company will use the money towards purchases of lawn care equipment from LESCO, Inc. of Rocky River, Ohio.

Lawn Master's questionnaire was pulled from a hat of 175 questionnaires that were returned postmarked by Feb. 10.

A second set of questionnaires was sent out to a random sampling of LAWN CARE INDUSTRY readers in March.

Lawn Master, a full-service lawn management firm, has been in business six years as a division of Plant Place of Meadville, Inc. The company buys weed killer and fertilizers from LESCO, Inc., said William Darrin, president of Lawn Master.

The State of the Industry Survey will be published in June.

LCI



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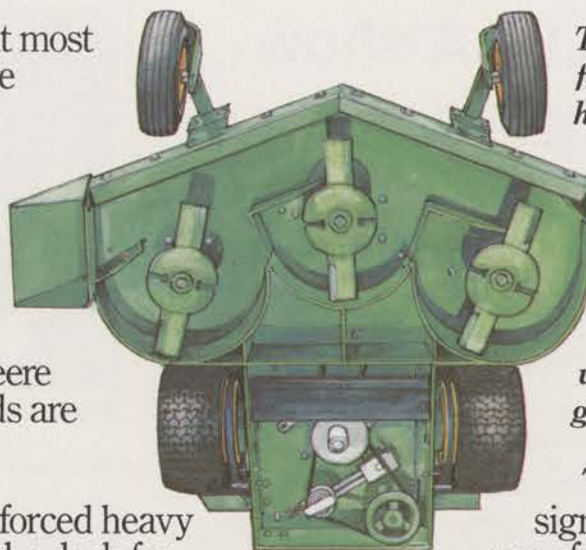
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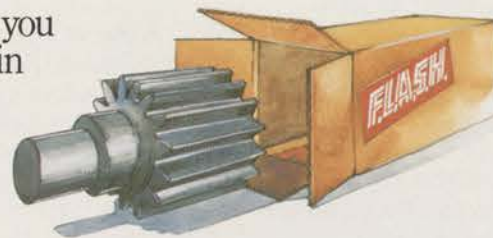
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Circle No. 107 on Reader Inquiry Card

States say they won't copy Prop. 65

NATIONAL REPORT—While states are expected to implement groundwater protection programs in the next few years, few states are expected to copy California's Proposition 65.

Proposition 65, passed by voters in a referendum petition Nov. 4, will prohibit businesses with 10 or more employees from discharging any chemical defined as carcinogenic or potentially carcinogenic. The law is also known as the Safe Drinking Water and Toxics Enforcement Act.

The governor's office released a list of chemicals regulated under the law in March. However, there was great uncertainty over which branch(es) of the state government would be re-

sponsible for enforcement.

Dr. Kenneth Kizer, director of the state's Department of Health Services, said he will not enforce the law in a way that causes jobs to be lost.

Uncertainties about enforcement have made other states skeptical about pursuing similar types of laws.

State officials in Texas, Louisiana, Michigan, Minnesota, Wisconsin and Illinois told *Chemical Week* magazine they didn't foresee any Proposition 65-type laws in their states, despite the fact that groundwater protection is getting serious attention in each of these states. **LCI**

Staubach to keynote PLCAA show

MARIETTA, GA.—Roger Staubach, the winningest quarterback in the National Football League, has been slated to give the keynote address for the 8th Annual Professional Lawn Care Association of America's Conference and Show, Nov. 12-18, 1987 in San Antonio.

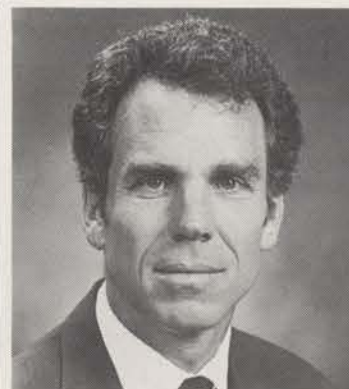
Staubach played 11 seasons

in the NFL, including eight and a half as the Dallas Cowboys' starting quarterback, whom he carried to two World Championship victories—in Superbowls VI and XII at the end of the 1971 and 1977 seasons. In 20 playoff game starts since 1970, he led the Cowboys to 14 wins.

Staubach received a late

start in professional football since he fulfilled four years of active duty while with the U.S. Navy following graduation from the Naval Academy in Annapolis, MD in 1965.

He was recently selected for the Pro Football Hall of Fame during the first year he became eligible. He was inducted in August, 1985. **LCI**



Roger Staubach

MEMOS

California's Proposition 65 is having a limited impact on the lawn care industry. At this writing, ChemLawn Services Corp. reports that none of its products are on the recently-released list of 29 chemicals restricted under the law.

Prop. 65 prohibits people from "knowingly" discharging or releasing a chemical known to cause cancer or reproductive toxicity into water or onto land where it could pass into any source of drinking water.

Proponents of the law are suing to extend the list of restricted chemicals.

An industry-wide lobbying group is being formed in the Empire State. Four organizations are targeted to join the New York State Green Industries Council.

"The purpose is to provide a unified lobbying front for common problems," said Bill Stark, vice president of the New York State Turfgrass Association. The New York State Nurserymen's Association, the New York State Arborists and the New York State Flower Industries also are being asked for funding, Stark said.

Another task of the Green Industries Council would be the "development of statistical data for proving the usefulness of our industry," said Stark, who is a golf course superintendent in addition to owning a lawn care company.

Are joint ventures coming our way? Possibly. International Spike, Inc., the Lexington, Ky.-based manufacturer of Jobs brand fertilizer spikes, recently formed a joint venture with Ohio-based Interior Plant Specialists, Inc.

Interior Plant Specialists is expected to do \$5 million worth of interior landscaping

throughout the country this year. The joint venture is expected to enhance growth by providing additional management expertise and stronger financing.

Joint ventures between manufacturers of lawn care products and LCOs have been discussed in the past.

Changes are coming to ChemLawn: Ralph Lund, vice president of marketing for several years, recently left to accept a position as vice president at Heartland Industries in Indianapolis, Ind. The company makes storage barns.

"We're real sorry he's gone," ChemLawn spokesman Steve Hardyman said. The position has been advertised internally, Hardyman said, but no decision has been made.

Also at ChemLawn, Mary Jane Goldthwaite has been promoted to chief administrative officer. In the newly-established position, she will oversee the legal, risk management and human resources departments, and will retain her title of vice president/general counsel and corporate secretary.

Efforts to fight the first state-wide posting law, which took effect in April in Massachusetts, are being dropped by the Professional Lawn Care Association of America.

PLCAA said legal research indicates that it is unlikely that the law could be overturned because it resulted from a compromise negotiated with representatives of the lawn care industry.

PLCAA said it will concentrate its legal efforts at the federal

level.

A posting proposal is being pondered in Parma, Ohio. The Cleveland suburb's city council is considering legislation that would require LCOs to provide city hall with a list of properties being treated on a particular day or some kind of advance schedule showing where pesticides would be applied.

Homeowners are excluded from the measure, but the bill's sponsor said he may extend the regulations to landlords of multi-dwelling units.

LCOs are objecting to the proposal, saying that it is unfair, discriminatory and unnecessary.

Weeding out pollution! Researchers have discovered that jimson weed soaks up metals when planted in polluted soil.

According to *Business Week* magazine, the U.S. Dept. of Energy is interested because jimson and other plants, such as monkey flower, could be used to green up old strip mines or sites containing industrial wastes.

A shrub similar to the coffee plant concentrates up to 800 times the normal level of aluminum in its leaves, according to biologists at the University of California at Los Angeles.

In memoriam: Robert W. Schery, founding executive director of the Lawn Institute, died recently at his home in Marysville, Ohio. The noted author and lecturer launched numerous educational and technical materials on seeding, lawn management and renovation of lawns.

Schery completed his Ph.D. at the University of Missouri Botanical Garden and was a member of the teaching staff at Washington University. **LCI**

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Watch the lawn management firms grow!

MILLION DOLLAR MOWERS OFFER MODELS IN PROFESSIONALISM

By **ELLIOT MARAS**
Editor

The times they are a'changin'.

When I was a kid, lawn management contractors (we called them gardeners) drove rusty, rickety trucks, wore dirty sweatshirts and dungarees and had scraggly beards. Today they drive trucks with logos, wear uniforms and walk with the pride of being a professional.

Every month, our magazine gives lawn management contractors tips on being professionals. This month, we name some of the most financially successful lawn management professionals in our first annual Million Dollar Mowers List.

Financial success, of course, is not the essence of professionalism. Most of the companies on the list, however, do emulate the qualities of lawn management professionalism: formalized instruction and performance evaluations, sound money management, employee bonuses, attention to safety, etc.

They offer models for the thousands of smaller entrepreneurs.

In conjunction with the list are some useful operating averages: number of employees, number of accounts, number of outlets and the residential/commercial/governmental ratio. These averages give some insight into the logistics of successful lawn management operations.

Such information has been notably lacking for an industry as large and established as lawn management. One reason is that it is the hardest contracted service to bid and estimate. According to consultant Charles Vander Kooi, MBAs avoid it like a plague.

Whatever the reason, the lawn management contractor has been hard pressed for business management information he (or she) can use. The trade seminars he attends usually group him with inhouse groundskeepers, who do not share his need to operate a business.

Such is not the case for chemical lawn care. Revenues and business operating statistics are readily available. Partly because the industry is more centralized: fewer companies command larger portions of the market.

But back to lawn management. A note about terminology.

We realize the most commonly used term is lawn

maintenance. I confess we used it in our Million Dollar Mowers questionnaire to be sure the respondents knew what we were asking.

So why do we mess with established terminology? To give the profession its due respect.

When I hear "maintenance," I think of a janitor. "Management" better describes what the professional does to the lawn. Besides mowing the grass

and trimming the shrubs, lawn management contractors fertilize, irrigate and control pests as needed.

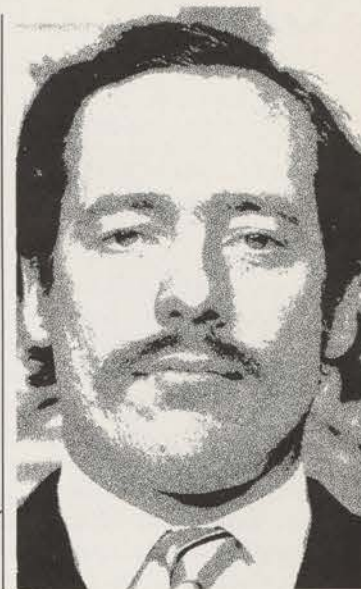
They also hire, fire, motivate, promote, balance books and purchase products. They *manage*.

Just as we popularized the term "LCO" within the green industries, we will popularize the term "lawn management" contractor. Future questionnaires will refer to "lawn management."

Eventually, it will be shortened to LMC.

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Elliot Maras



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ChemLawn plan prevents negative press over spill

By JAMES E. GUYETTE
Associate Editor

CLEVELAND—A standardized emergency response plan for spills is credited with avoiding bad publicity following an accident involving a ChemLawn Services Corp. tanker.

About 1,000 gallons of pendamethalin, nitrogen phosphate and potassium spilled from a 1,200 gallon-capacity tank after it rolled over along Interstate 71 in Middleburg Heights, a short distance from the offices of LAWN CARE INDUSTRY.

The March accident generated much attention because it occurred along a busy highway during Cleveland's afternoon rush hour.

Although there was a massive traffic jam because of the wreck, there was a minimum of negative press over the event.

Newspaper and radio accounts treated the situation as a source of humor, saying that the spilled fertilizer was an aid to the roadside. "In fact, it's probably the best thing that ever happened to the berm of I-71," said a firefighter quoted in the *Cleveland Plain Dealer*. (In Northeastern Ohio the words "berm" and "shoulder" are used interchangeably.)

ChemLawn officials credited a quick response with keeping the chain of events under control. "It really worked out quite well because we had someone on the scene 15 minutes after it happened. We have an organized procedure to follow in case of a spill," said Gary Chamberlain, a ChemLawn regional technical manager.

"This is something that we do nationwide," added Paul L. Jacquemin, a zone technical manager for ChemLawn. "With this type of pre-planning we can respond in a short period of time to minimize the spill."

"The system works," Chamberlain said. "The procedures that we have in place do work."

Having a set plan of action is useful during a spill because "a lot of people can get very excited and lose their presence of mind," Chamberlain explained.

"When a spill occurs within ChemLawn the appropriate people at the local, state and federal levels are contacted based on the magnitude of the spill," Jacquemin said. "We have also outlined procedures in the branch when a spill takes place."

The wreck in March happened as the truck, driven by a repair shop worker, tipped over while being returned to the ChemLawn branch office in Brunswick. The vehicle was destroyed. "All of the material came out of the truck in one gush," Chamberlain said.

There were no injuries.

The driver had a co-worker following behind. "They immediately notified the branch and the whole sequence went into effect," Chamberlain said.

Supervisors, police, firefighters and the Environmental Protection Agency were notified—and a ChemLawn official rushed to the scene.

"Within the branch we have an emergency spill kit which consists of items such as shovels, boots, gloves, coveralls, Hazorb pillows, etc., on a skid which can be placed onto a pickup truck," Jacquemin said.

"To contain smaller spills three to four Hazorb pillows (made by Precision Labs, Inc., Northbrook, Ill.) in a plastic bag are carried on each tanker. We can respond immediately to something like that," he added.

Firefighters at the scene were asked to avoid flushing the material into any nearby water sources. "It could have killed some fish," Chamberlain explained.

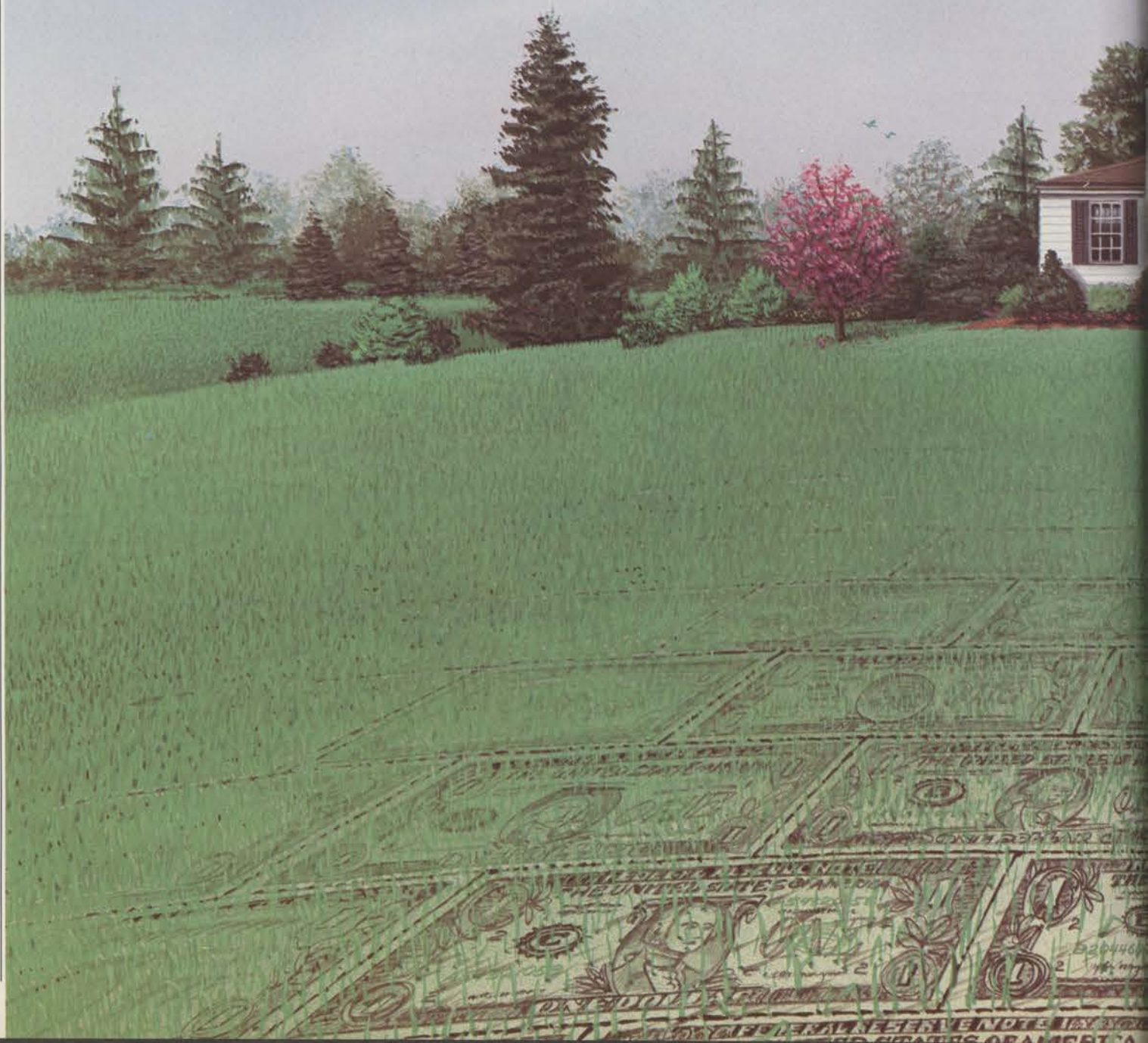
ChemLawn's record of co-operating with authorities aided the situation, he said.

LCI



Tipped over: An organized plan for dealing with spills aided ChemLawn Services Corp. after one of its trucks overturned along a primary route during Cleveland's rush hour.

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LCOs wonder if changes are slated for ChemLawn

NEW OWNER, ECOLAB, REPRESENTS AN UNKNOWN QUANTITY FOR MOST OBSERVERS

By **ELLIOT MARAS**
Editor

LCOs are wondering what effect ChemLawn Service Corp.'s agreement to merge with Ecolab Inc. of St. Paul, Minn. will have on the lawn care industry. Some feel Waste Management, Inc., which was first to bid, would have been a better leader for the lawn care industry. Others are sad to see any big company take over the only publicly-held lawn care firm.

Ecolab, which provides cleaning and sanitizing products and services to institutions, agreed to pay \$370 million for all outstanding shares of ChemLawn stock in March. Waste Management's final offer was about \$350 million.

Waste Management ended its offer after ChemLawn's board of directors announced its decision to merge with Ecolab.

Shortly after the announcement, an Ecolab spokesman



said ChemLawn management will be kept intact. Virtually no one in the lawn care industry was familiar with Ecolab or had any idea what effect it will have on ChemLawn.

"Everybody's kind of in the dark," said Richard Thoma, president of Thoma Brothers,

Erie, Pa., a ChemLawn franchise. Thoma said franchise owners have been told the merger will not affect them in any particular way.

Marty Erbaugh, president of the Erbaugh Corp., Peninsula, Ohio, said it's unfortunate to lose the one publicly-held company that's focus is primarily lawn care. ChemLawn stock, he noted, has served to indicate other companies' worth.

"At first blush, from a competitive standpoint, I'm hap-

pier that Ecolab was involved rather than Waste Management," Erbaugh said. "Waste Management would have been a very strong competitor."

Several LCOs had welcomed Waste Management's bid to buy ChemLawn, saying the Chicago-based waste hauler would give the industry good leadership in dealing with environmental controversy.

Others, like Erbaugh, felt Waste Management would be a very tough competitor.

"The more I learned about Waste Management, the less I wanted to compete against them," said Patrick Norton, president of Barefoot Grass Lawn Service, Inc., Worthington, Ohio. He said Waste Management has a reputation for lowballing a market to eliminate competitors.

Norton was also one of several LCOs who felt Ecolab paid a steep price for ChemLawn. "I think it probably puts a little bit of pressure on the ChemLawn people to perform," he said.

Others felt ownership by any larger corporation would bolster the industry's overall image. "In general, it's probably good for the industry," said Howard Evers, president of Tru Green, Alpharetta, Ga. "Standards are going to be tougher."

"It's interesting that some of the larger players in the chemical services are looking at the lawn care industry," said Gordon Ober, vice president of Davey Tree & Expert Co., Kent, Ohio. He said it indicates the industry's problems are solvable. **LCI**

Seed coating provides nutrients

PHOENIX—Celpril Industries, Inc., Manteca, CA, is entering the turf market with seed coating products that provide grass with nitrogen, potassium, phosphate, zinc and iron. The products were announced at the Golf Course Superintendents Association of America convention in Phoenix.

The products, Nutri-Kote and Nutri-Kote Plus Apron (a fungicide), are used on fescues, ryegrasses, bentgrasses and bermudagrasses with planting.

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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.

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MOWING FOR DOLLARS

55 companies kick off Million Dollar Mowers List!

Fifty-five companies in the United States grossed close to \$150 million doing lawn management work in 1986. These firms constitute the first annual Million Dollar Mowers List, a joint venture by LAWN CARE INDUSTRY and the Associated Landscape Contractors of America.

The list will be updated every year.

Lawn management revenue is that which is generated by mowing, trimming and related services. It does not include revenue generated from chemical applications, landscape installation and design or tree care.

Lawn management contracts can include chemical work, installation or tree care, but such services are not ac-

tual sources of revenue for this survey's purposes.

The list was based on responses to questionnaires to companies involved in lawn management work.

Leading the pack with \$24.6 million in gross sales was Environmental Care, Inc., a division of Environmental Industries, Inc., Calabasas, Cal.

The company operates in four states: California, Arizona, Colorado and Texas. Nine of Environmental Industries' 28 branches have lawn management operations, said Robert Scofield, vice president.

Scofield said there are 1800 year-round, full-time employees. He did not have information on the number of accounts or how many were residential, commercial or

governmental/institutional.

The Brickman Group, Ltd., based in Langhorne, Pa. was the only other company with sales in double digits. The company grossed \$13.5 million in lawn management work with 375 accounts, 96 percent being commercial.

Brickman operates in Illinois, Missouri, Florida, Delaware, Maryland, New Jersey, New York, Pennsylvania, Indiana and Iowa, from four branch operations.

The company has about 300 year-round, full-time and about 700 seasonal employees, said Don Synnestvedt, vice president.

The list shows that the lawn management industry is much less centralized than the chemical lawn care industry. The leading chemical lawn

care companies are much larger even though combined revenue is slightly greater for lawn management firms.

The list also shows the lawn management industry more dominant in the Southwest and in the commercial market.

The large chemical lawn care firms, according to LAWN CARE INDUSTRY'S Million Dollar Lawn Care List, are concentrated in the Midwest and Northeast. The bulk of their customers are single-family residential.

Almost 40 percent of the Million Dollar Mowers, by contrast, are based in the Southwest, with 24 percent in the Midwest, 20 percent in the Southeast, 14 percent in the Northeast and 3 percent in the Northwest.

Eighty percent of the Mil-

lion Dollar Mowers' accounts are commercial, while 11 percent are single-family residential and 9 percent are government/institutional. Multi-family residential was lumped with commercial.

Two companies are both Million Dollar Mowers and Million Dollar Lawn Care Companies: Davey Tree & Expert Co., Kent, Ohio, and Buckeye Landscape Services, Worthington, Ohio.

Slightly more than half of the Million Dollar Mowers operate from one facility only. Those with more than one facility generally have two or three.

Almost a fifth of the companies barely qualified for the list: 10 companies listed gross lawn management revenues right at \$1 million. LCI

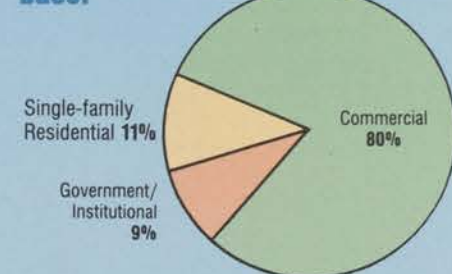
Million Dollar Mowers per region



Million Dollar Mower statistics:

Average number of year-round employees: 102
 Average number of seasonal employees: 89
 Most year-round employees: Environmental Care - 750
 Most seasonal employees: The Brickman Group - 700
 Average number of operational outlets: 3
 Most operational outlets: Davey Tree & Expert Co. - 50
 Average gross sales: \$2.47 million
 Most residential accounts: Minor's Lawn Care - 693
 *Most commercial accounts: Evergreen Services Corp. - 360
 Most government/institutional: 60 (Firm's identity confidential)
 *Figure not available from Environmental Care, Inc.

Breakdown of average customer base:



Rank	Company	Lawn Management Revenue in Millions	Rank	Company	Lawn Management Revenue in Millions	Rank	Company	Lawn Management Revenue in Millions
1	Environmental Care, Inc. Calabasas, CA	\$24.6	14	Clarence Davids & Sons, Inc. Blue Island, IL	1.8	21	Moore Landscapes, Inc. Glenview, IL	1
2	The Brickman Group, Ltd. Langhorne, PA	13.5	15	Evergreen Services Corp. Bellevue, WA	1.6	21	Wildwood Landscape Contractors, Inc. Walterboro, SC	:
3	Lancaster Landscapes, Inc. Arlington, VA	8.5	16	Carol King Landscape Maintenance Orlando, FL	1.5	21	Mission Landscape Services, Inc. Santa Ana Heights, CA	1
4	Oyler Bros. Co. Orlando, FL	5	16	Chapel Valley Landscape Co. Woodbine, MD	1.5	21	B. L. Cohen Landscape, Inc. San Jose, CA	1
5	Maintain, Inc. Dallas, TX	4.2	16	Ruppert Landscape Co., Inc. Ashton, MD	1.5	21	David J. Frank Landscape Contractors, Inc. Germantown, WI	1
6	Las Colinas Landscape Services, Inc. Dallas, TX	3.9	16	Lied's, Inc. Sussex, WI	1.5	21	Earthtone Development Houston, TX	1
7	Northwest Landscape Industries, Inc. Portland, OR	3.5	16	The Ground Crew, Inc. Arlington, TX	1.5	21	North Haven Gardens Dallas, TX	1
7	Cagwin & Dorward Novato, CA	3.5	17	Clark-Morrell, Inc. Lithonia, GA	1.4	21	Allen Keesen Landscape, Inc. Denver, CO	1
8	AAA Lawn Industries Atlanta, GA	3	17	Minor's Lawn Care, Inc. Ft. Worth, TX	1.4	21	Ground Control Landscaping, Inc. Orlando, FL	1
9	Cityscape, Inc. Austin, TX	2.9	18	Landcare Industries, Inc. Tampa, FL	1.3	TOTAL:		\$125M
10	Plant Control Corp. Irvine, CA	2.2	19	Oak Brook Maintenance Oak Brook, IL	1.2	<u>Figures Not Released:</u>		
10	DuBrow's Nurseries, Inc. Livingston, NJ	2.2	19	Hydro West Agoura Hills, CA	1.2	Davey Tree & Expert Co. Kent, OH		
11	Gibb's Landscape Co., Inc. Atlanta, GA	2.1	19	Davis Landscape Contractors Harrisburg, PA	1.2	Heyser Landscaping Norristown, PA		
12	American Landscape, Inc. Canoga Park, CA	2	19	R. B. Stout, Inc. Akron, OH	1.2	Environmental Landscape Services, Inc. Houston TX		
13	L & L Landscape Services, Inc. Santa Clara, CA	1.9	19	Milford Landscaping & Maintenance, Inc. Milford, CT	1.2	KEI Enterprises, Inc. Cudahy, WI		
13	Greenleaves Atlanta, GA	1.9	20	The Bruce Co. Racine, WI	1.1	KT Enterprises Alexandria, VA		
14	Proscape Maintenance Co., Inc. Dallas, TX	1.8	20	Torre & Bruglio Landscape Contractors, Inc. Mt. Clemens, MI	1.1	The Spencer Group Houston, TX		
14	Shearon Environmental Design Co., Inc. Plymouth Meeting, PA	1.8	20	Contra Costa Landscaping, Inc. Martinez, CA	1.1	Reinhold Landscape Flat Rock, MI		
14	California Landscape Maintenance, Inc. Canoga Park, CA	1.8	21	Sea Island Properties St. Simons Island, GA	1	Keesen Enterprises, Inc. Englewood, CO		

Two new treatments extinguish fire ant sex lives

By JAMES E. GUYETTE
Associate Editor

Two new fire ant treatments are being introduced. Both products control the southern state pests by making mincemeat out of their sex lives.

PBI/Gordon Corp., Kansas City, Mo., is marketing Logic Fire Ant Bait.

Developed by Maag Agrochemicals, Inc., Vero Beach, Fla., Logic uses soybean oil as an attractant. The active ingredient is "fenoxycarb," a newly formulated substance that acts as an Insect Growth Regulator as it totally disrupts the reproductive cycle of the fire ant queen.

When Logic is fed to developing larvae it prevents them

Buckner, Ky., and Security Lawn and Garden Products Co., Fort Valley, Ga.

The bait contains abamectin, derived from a soil microorganism, combined with soybean oil and corn grits.

When Affirm is sprinkled on and around the mound, it is carried inside by worker ants to be eaten by the queen and others. The abamectin soon stops the queen from laying eggs. With no new eggs hatching, the colony gradually disappears as the fire ant workers reach their normal lifespans

and die, according to the company.

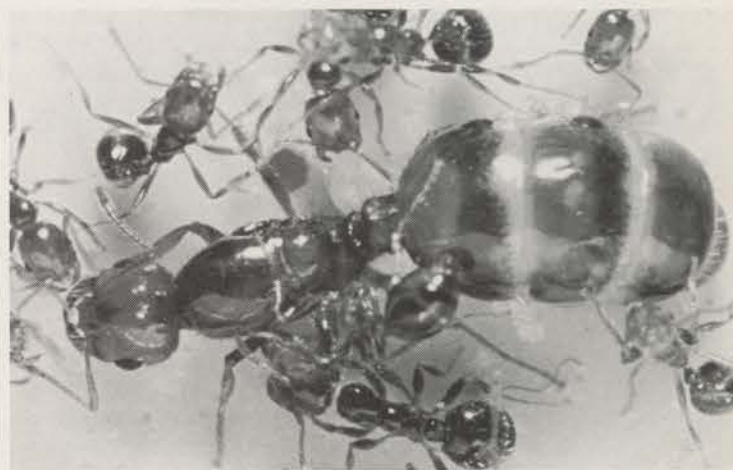
The product can be broadcast over an area to control newly started colonies where the mound is not yet apparent.

Affirm is packaged in one-piece plastic containers with child-resistant screw tops.

Logic is a granular bait that comes in four-pound foil bags packed within a box. A case holds 10 bags.

B&G Equipment Co., Plumsteadville, Pa., is introducing a Logic dispenser that holds 24 ounces.

LCI



Big queen: A fire ant queen is surrounded by workers.



Ouch! Fire ant stings on an arm.

from becoming new worker ants. With no new workers to replace the work force, the queen and other members of the colony die of starvation and the entire mound collapses, according to the company.

It takes about three to five weeks for the fenoxycarb to act effectively, but the results are long-term, the firm said in a press release.

Merck & Co., Inc., Rahway, N.J., is manufacturing Affirm. It will be sold by the Rigo Co.,

Dursban use change wouldn't affect lawn care

WASHINGTON, D.C.—The U.S. Environmental Protection Agency's proposal to restrict the use of chlorpyrifos insecticide only applies to termiticide applications. Dow Chemical Co. manufactures chlorpyrifos as Dursban. LCI

From the Source.

UAP THE SOURCE

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Label business with a logo, create lasting impact

By JAMES E. GUYETTE
Associate Editor

Owners of green industry businesses are fast discovering that having a logo makes their operations look more professional, plus it leaves a lasting impression upon their customers.

"I think it's very important that the consumer can see something that represents the company," said Rick Patton of Rick's Lawn Service, Indianapolis, Ind.

"It gives you an image," agreed George Alexander of Alexander's Trim Turf, also in Indianapolis.

"The biggest thing is just recognition," said Mauro Ca-

At RPM in Mentor five layouts, or rough sketches, are available for \$100. For \$50 more the chosen design can be made "camera ready," which means it is set to be printed



onto stationary, business cards and other items.

Considering one's budget, a logo purchase can cost more than \$5,000. "It depends on

how professional you want to look," said Clark.

Alexander at Alexander's Trim Turf paid \$200 for his logo, while Tom Cassady of Cassady's Cutting Co., Indianapolis, spent \$12.50 for his.

Cassady composed his logo of "Superman pushing a lawn-



mower" by combining two pieces of "clip art" at a print

shop. (Clip art is a book of standard drawings kept at printing firms.) He's happy



with the results: "I would have paid up to \$150 for it." (Cassady came up with the Superman idea while mowing a lawn. "A lot of things come through my head while I'm cutting grass.")

Patton at Rick's Lawn Service got his most recent logo

virtually for free. "I had a customer design it who was a commercial artist." He did yard work for her, but the logo could have cost \$500. "I would



have paid that much to have it done professionally."

Patton, 21, has been in the business since he was eight years old. He's a long-time fan of the benefits provided by



puto of Creative Designers, Inc., Wakefield, Mass. "I can see no disadvantage in having an identity because that's what builds your business."

It can be particularly helpful for a business seeking commercial accounts. "If they want to be working for corporations they definitely need a logo—no doubt about it," said Doug Clark of RPM Graphics, Mentor, Ohio.

"We do work with a lot of landscaping companies," said Clark, adding that one local lawn management firm spent about \$500 in one month for promotional items.

Caputo's Creative Designers took its first step toward penetrating the Green Industry market when it rented a booth at the Massachusetts Landscape Conference in



Boxborough.

The response was amazing, he said. "We sold quite a few people on the show specials we had," said Caputo. The firm produces promotional materials such as key chains, clothing, business cards, bumper stickers, frisbees, mirrors, pens, buttons and other assorted trinkets. "People wanted to ensure that the public knew their logo and knew their name," he said.

For choosing a logo, \$50 buys four or five sketches from Creative Designers if the order is tied to a promotional campaign. "The final logo design runs about a hundred bucks," said Caputo. He compared that price to a \$300 fee charged by a graphics shop in Boston.



That Sevin[®] SL controls compared with its other benefits

True, nothing is more effective than SEVIN[®] brand SL carbaryl insecticide at controlling turf pests like grubs, sod

webworms, and chinchbugs.

But perhaps more important, SEVIN[®] brand SL, unlike other turf insecticides, carries

only a Toxicity Category III Caution label.

Because it's low in mammalian toxicity, it's ideal for use

having a logo. "I had a logo designed when I was in middle school," he explained.

When out logo shopping, "give the artist information as to what kind of logo you'd

Ruppert
Landscape CO. INC.

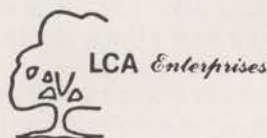


like," said Clark. "They (the customer) should have something in mind as to what they want their company to look like."

One should decide if the logo should look old-fash-

ioned, modern, industrial, artsy, homey, rustic, slick, simple or complicated. The information to be contained within the design also should be considered ahead of time.

Once a design is settled upon and purchased it should be applied to just about all the aspects of the business. This includes bills, business cards, letterheads, envelopes, phone



book advertisements, circulars, newspaper ads, direct mailings, uniforms, trucks and

anything else likely to be seen by the public.

Caputo said that a customer's neighbor may buy



your services just because they spotted your logo: "When they need that job for themselves they will remember that logo."

LCI



Career-bound workers want praise, not cash

By JAMES E. GUYETTE
Associate Editor



Kujawa: Know workers' goals.

CHICAGO—Holding on to your career-oriented employees involves more than periodic pay raises, according to Ron Kujawa, president of KEI Enterprises, Cudahy, Wis.

"It's your people that make the business," he said. "If you want to keep your people you have to be considerate to them." Kujawa made his comments at the recent Landscape Exposition while conducting a seminar on "Motivating and Keeping Top Personnel."

"Everybody from the guy who pushes the lawnmower to the CPA should be treated with respect, dignity and honesty," he said.

Those factors often play a larger role than salary, particularly for a career-oriented person. "You can only wear one pair of shoes at a time, you can only drive one car at a time," Kujawa said.

"You need to be both a leader and a manager. There is a certain amount of caring and sensitivity that is a must for a good manager," he said.

"It is very important that you recognize what kind of management style you have," said Kujawa as he explained that "some tell" and "others sell."

The "tell" style is akin to "the boss may not always be right, but the boss is always the boss."

The "sell" style is a consulting, joining, approach similar to methods used by Japanese firms: "We bring people together."

"Do you really listen to what people say?" Kujawa asked the conventioners. "Do you take your people for granted?"

A suitable work atmosphere is often promoted by having the attitude that "it's OK to disagree, but it's not OK to be disagreeable," he said.

Each employee has personal goals, said Kujawa, and it is useful to become aware of those goals. "You'll find that many of their goals are the same as yours."

There can be exceptions, such as a case where a cracker jack mechanic is promoted to service manager, yet he'd still rather be getting his hands dirty instead of administrat-

ing. Communication, recognition and training were cited as major wants among employees.

At KEI Enterprises, "task teams" were formed to uncover concerns.

"We had three or four people sit down and describe what their problems were," Kujawa said as he described his firm's plan.

LCI

28 turf insects is insignificant

lawns, parks, golf courses, or wherever people and animals may be present.

Which, to us, makes a lot of sense considering how kids and pets and grass all seem to naturally go together.

So ask your chemicals supplier for SEVIN® brand SL carbaryl insecticide.

It's the one insecticide your customers have known and trusted for more than 25 years of dependable outdoor

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Because you are responsible for more than just healthy plantlife.

From the turf care group at Union Carbide.



Union Carbide Agricultural Products Company, Inc. As with any insecticide or herbicide, always read and follow label instructions.

Circle No. 119 on Reader Inquiry Card

Want to combine commercial and residential?

TECHNOLOGY IS THE SAME, BUT ASPECTS OF MARKETING AND OVERHEAD DIFFER

Many lawn care companies want to broaden their customer bases these days. Companies in the residential side of the business look to the commercial side and companies in the commercial side look to the residential. It's sort of a "grass is greener" situation.

While there are opportunities in both areas, certain issues must be addressed if you plan to expand from one to the other.

The materials used probably won't change much. And financial controls, including accounting and operations, will be pretty much the same.

But doing business in the two areas does differ in some ways. There are things that should be thought out completely before you decide to offer both residential and commercial services.

First, your service mix will change somewhat. In general, selling to commercial accounts requires that you be able to offer a wide range of services other than simply spraying lawns. For many of these accounts it is necessary to do lawn management services as well as spraying.

In addition, many accounts also want a single source for landscape work, including work on trees and shrubs.

We have found that most managers of larger properties like the convenience of having a single company take care of all their needs. This doesn't necessarily mean you have to do all of these things, but you will do better in commercial if you are a "one source" company for the buyer of the service.

In order to do this, you might set up a system of subcontracting companies so that you can offer full services without having to do them all yourself.

You can also get into commercial work by being the subcontractor for another company. If you are in lawn management, you can check with lawn care, vice versa if you are in lawn care.

Another major difference between commercial and residential work is the way in which you market and sell your services. In residential

work you contact the customer, generally many one at a time, get an estimate and begin work with a verbal agreement.

In commercial, where you'll have a lot fewer customers, you will find that you spend a lot more time attracting new customers and that you may be required to do more bidding estimates. This requires more time and slightly different skills, but these can be learned.

Finally, in switching be-

tween residential and commercial accounts, you will have to decide how much equipment you want to put on in order to service the other area. Generally, more and larger equipment is needed for commercial accounts. Will you rent, lease, or buy these pieces of equipment? What are the costs of doing all three? These questions will help you determine if you can logically afford to go into the commercial side.

You can combine both resi-

dential and commercial work. Both sides can be profitable to a lawn management or lawn care company. By considering the changes you'll have to make before going into either side, you should be able to plan out your costs and things needed for the change.

Doing the planning will be the key to successfully competing in both the residential and commercial areas of lawn management and lawn care.



McGary



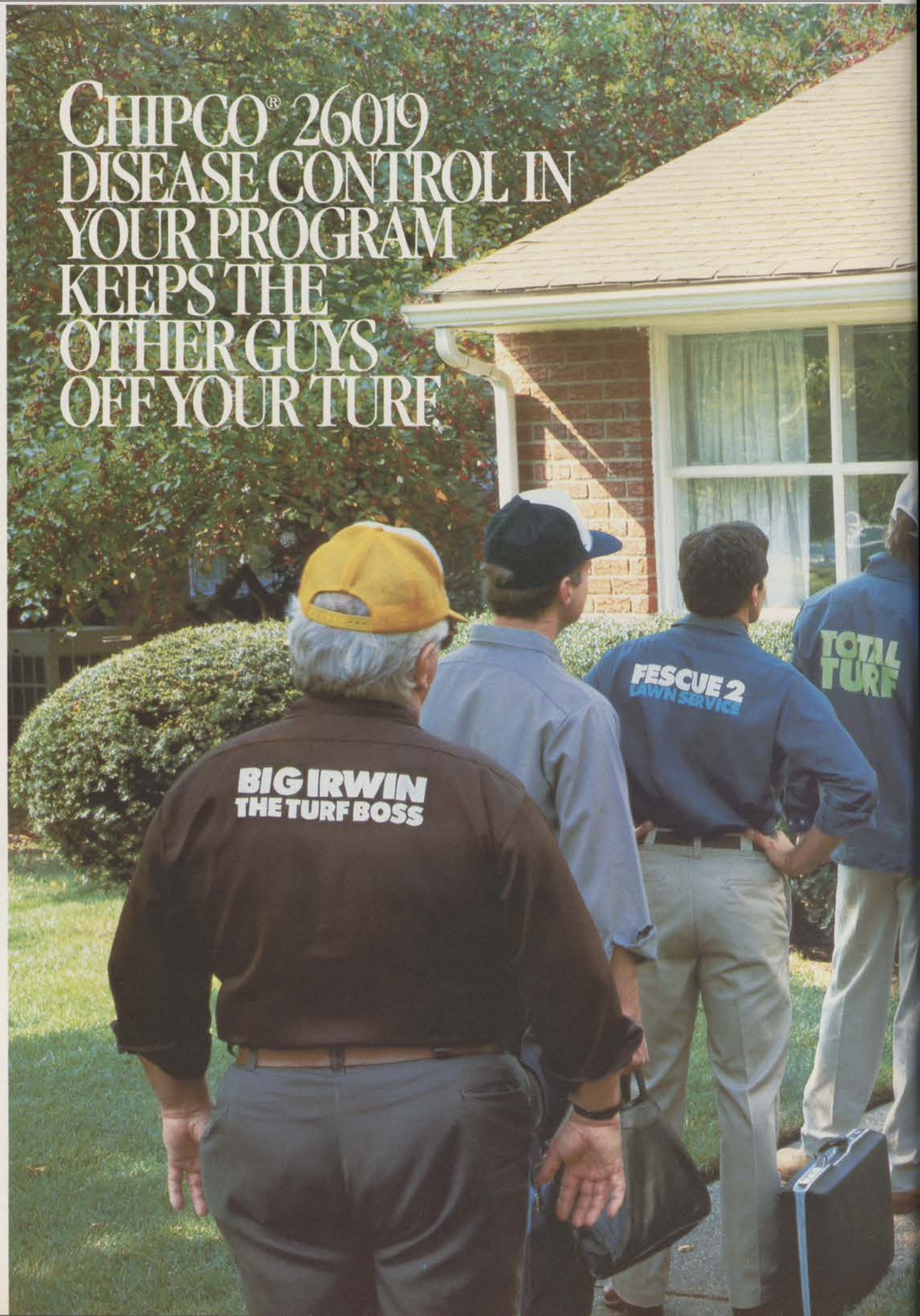
Wandtke

About the Authors

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

LCI

CHIPCO® 26019
DISEASE CONTROL IN
YOUR PROGRAM
KEEPS THE
OTHER GUYS
OFF YOUR TURF



New address for PGMS office

COCKEYSVILLE, MD—The Professional Grounds Management Society is moving to a new and larger headquarters.

The new address is: Professional Grounds Management Society; 12 Galloway Ave., Suite 1-E; Cockeysville, MD; 21030. The phone number is: (301) 667-1833.

Integrated approach—best for lawn management

LAWN MANAGEMENT SPECIALISTS CALL FOR MORE INDIVIDUALIZED TURF CARE

By ELLIOT MARAS
Editor

LOUISVILLE—As landscapes become more elaborate, landscape management will have to become more professional. And professionalism will involve a more customized approach to customers' properties.

Horticulture consultants Richard Wolford of Eastwood, Ky. and Mark Timmons of Anchorage, Ky. would like to see a new catch phrase in the



Timmons: No "programs."



Wolford: A few bugs are OK.

lawn management business: Integrated Landscape Management, the integrated use of cultural practices and chemical and biological pest management. The two explained their views on professional landscape management at the Kentucky Agribusiness and Pesticide Workshop in Louisville.

Wolford and Timmons would like to drop the word "program" from the landscape manager's vocabulary.

"We're dealing with a bio-

logical system; insects, plant systems and diseases, and they are not predictable," Timmons said.

Customers, moreover, want more specialized attention given to their lawns. "Customize where you can," Timmons said.

The lawn management contractor is not only selling his services, he said, but his ability to identify turf problems. This means having specialists on either a full-time or part-time basis.

Professional landscape management, Wolford added, requires more selective use of pesticides. Besides giving the customers a good impression, "there is also a genuinely greater degree of safety to employees with less pesticides," he said.

Wolford said the lawn management industry does not want to be known as a bunch of "spray jockeys and plant peddlers."

Companies should monitor customer's lawns for problems on a regular basis, Wolford said. He acknowledged that some customers might object to paying for visual inspections, but urged his colleagues to try and educate them on the benefits.

He said customers should also be told that it's okay to have a few insects on their lawns. While he's always acquiesced to those customers who demand an insect-free lawn, he said, "I think we're going to quit doing that."

"Our industry is on an upswing, but in order to ride the crest of that upswing, we have to be professionals," Timmons said. He noted that a 1984 study by Trendonomics and the National Gardening Association found that 99 percent of residential property owners and 92 percent of commercial property owners believed a nice landscape enhanced their properties' sales values. LCI

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.

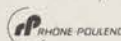
That product is CHIPCO® 26019 fungicide. Because it does *its* job without complicating *your* job.

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.

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Chipco 26019 now available in
a convenient flowable
formulation.

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Jacobsen has new warranty

PHOENIX—Jacobsen Commercial Products has introduced a new, two-year warranty on its 20-inch commercial mower. The warranty was announced at the Golf Course Superintendents Association of America convention in Phoenix, Ariz.

"It's the fastest-growing market segment in our industry," said Jim Byrnes, the company's turf market advertising manager. "We're trying to get better market penetration in that area." LCI

Leave your troubles behind by using a tool trailer

By CHARLIE MERRITT

Once a lawn management contractor has accumulated the equipment necessary to practice his trade, he must find a means for transporting these tools to and from the job. One method that is extremely practical and economical is a custom-built trailer.

The advantages of buying a trailer instead of an additional pickup truck include capacity, versatility, maintenance and, most importantly, purchase price.

sits 16 inches above the ground, while that of a Ford F-250 pickup rises 34 inches. This low height of the trailer provides a decreased ramp angle for the equipment, which translates into faster, easier loading with a greatly increased safety margin, especially in poor weather.

Trailer maintenance is relatively simple and low in cost. A fresh coat of paint will inhibit rust as well as keep the appearance neat and professional.

Re-packing the wheel bear-

ings occasionally may be necessary, but it is not a major undertaking. The tires eventually will wear out, of course, but still there is no engine to keep running as in an additional truck.

Costs are low

The registration and insurance costs usually incurred with a truck are greatly reduced with a trailer.

In Massachusetts, registration costs are \$7 per half-ton of capacity—as compared to \$30 for a truck registration.

This \$30 does not include required insurance costs, which adds substantially to the total bill. While insurance on the trailer itself is necessary, the low initial purchase price keeps the rates within reason.

A contractor sometimes may find that two tasks need to be done at once. For example, while the crew is working a job on one side of town, a potential customer on the other side of town wants an estimate performed.

Ordinarily, the contractor would be unable to leave the

jobsite because all the equipment is stored aboard the truck, which is the only means of transportation. This is not the case with a trailer. In that situation the contractor could simply unhook the trailer at the site and leave the workers with all the necessary tools. He or she would then be free to tend to the new business.

The greatest advantage by far of a trailer when compared to an additional truck is purchase price.

A standard 6- by 12-foot lawn management

Plenty of room

A standard size for a lawn management trailer is 6 by 12 feet. This provides 72 square feet of area, which is significantly larger than the 32 square feet provided by the standard 4- by 8-foot bed on a half-ton pickup truck.

This same trailer has a weight capacity of three tons, which is a 600 percent increase over the standard half-ton pickup. While these measurements are standard, the customer when ordering can specify the size and weight capacities that are wanted.

Some lawn management trailers can be 40 feet in length with a capacity of more than six tons.

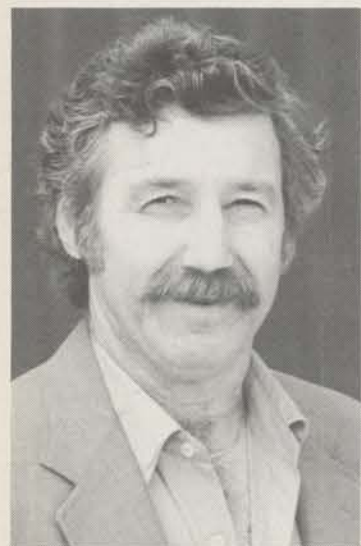
Because the trailers are custom made, any number of features and accessories can be incorporated into the design.

This makes the trailer highly versatile and practical. Spare tire mounts, gas and water jug holders, string trimmer brackets and tool boxes are among many of the add-ons available.

In addition, a good manufacturer should be able to customize the trailer to accommodate any unique equipment the customer may have now or in the future.

Easy to load

Ease of loading is another advantage of a trailer. The bed of the standard Merritt trailer



About the Author

Charlie Merritt is president of the C.D. Merritt Welding Co., Hanover, Mass.



Control you can depend on.

trailer costs \$2,500. Among the included features are a 54-inch ramp tailgate, tool holders, a tongue jack and a full-size tool box.

Duplication of this trailer's features and capacities would be impossible in a factory-built truck. To customize an existing truck to meet these specifications would cost several times the price of the trailer and even then not all the features (for example, bed height and weight capacity) could be attained.

Choose a good maker

When the decision to buy a trailer has been made, the first consideration is the manufac-

turer. The buyer should ask to see examples of previous work and then make sure the maker is willing to build to the desired specifications.

A good manufacturer will use quality components that are readily replaceable—not old car parts from a junkyard. This ensures easier maintenance and low-cost repairs in case of damage from an accident.

The buyer should be certain that the manufacturer is willing and able to make repairs. Also, if additional customizing is a future possibility, the manufacturer should be available for that, too.

Tools and equipment are

expensive to replace. Safe, reliable transportation is a must to ensure that they don't wear out before their time. A trailer that is well-built with quality components by a reputable manufacturer will fulfill this requirement practically, efficiently and economically. LCI

BUSINESS INFORMATION BIS SERVICES

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

Scout computer location before making purchase

By JAMES E. GUYETTE
Associate Editor

CHICAGO—Be sure to scout out the locations of your computer stations before making the purchase, said Sally Kujawa, vice president of KEI Enterprises, Cudahy, Wis.

She gave advice on buying computers in a seminar at the recent Landscape Exposition, held just outside of Chicago.

It is important to have an adequate amount of work stations to ensure that a system is efficient, she said. It makes little sense to have only one computer if two people need to work on it at the same time.

When planning the computer locations it helps to know what kind of desks will be used. Kujawa warned that there should be enough room at each work station for related papers and an adding machine—details often overlooked.

It is best to shop for a computer system during the summer so that it can be purchased in the fall. "No question, you should be ready to buy by November," she said.

Plan to install the system during the winter, so you are not tied up with learning about it during the busy summer season, Kujawa said.

Also, it is a good idea to buy one computer package at a time to make sure the operator is organized and comfortable with each program, she explained. LCI



Kujawa: Leave room to work.



Reynolds will offer financial PR

NEW YORK—M.B. Reynolds & Associates, Inc., will provide financial public relations as well as marketing communications services to clients in the horticulture, floriculture, agriculture, nursery and garden supply industries.

The added capacity is the result of a joint venture with Howard Bronson & Co., Inc., stock market specialists. The new, jointly-owned firm will be known as Reynolds, Bronson, Inc.

"This new venture enables us to provide a growing number of publicly-held companies in the 'hort' industry and those planning to go public with a broad range of investor relations skills," said Marc B. Reynolds.

Current and recent clients of M. B. Reynolds & Associates, Inc. include Ross Daniels, Inc., Ringer Corp., the nursery products division of Weyerhaeuser Co. and The Green Machine. LCI

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

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Beaver Blade gnawing at saw marketplace

The Beaver Blade is a circular saw blade that gives the cutting action of a chain saw to most power saws and gasoline-powered brushcutters.

Made by Saw-Tech Indus-

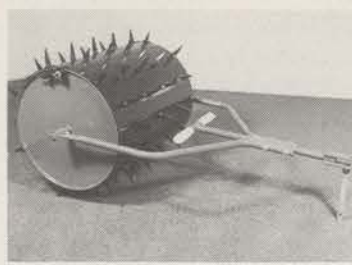
tries, Inc., Oklahoma City, Okla., the Beaver Blade mows down thick grass, high weeds, heavy brush and small trees while reducing the problem of matter wrapping around the arbor and binding the brushcutter, the company said.

LCI

Circle No. 200 on service card.

Lawn rollers convert to aerators with kit

As a conversion attachment for its 18- by 24-inch lawn roller, the Gandy Co., Owatonna, Minn., is introducing a clamp-on aerator to its line of turf care equipment.



The aerator attachment's cylindrical shell, made of 11-gauge steel, is engineered as hinged halves to clamp quickly around the existing roller drum using a threaded hook bolt.

Angled spikes two-and-a-half inches long, welded six inches apart, aerate the soil and provide pockets to hold

seed and fertilizer. Depth of penetration is controlled by the volume of water in the roller and the direction of travel.

The drum handle is designed to convert quickly from a tow hitch to a push handle.

The drum holds up to 280 pounds of water and the internal shaft is solid through the drum.

LCI

Circle No. 201 on service card.

Rear discharge mower trims from both sides

The rear discharge 18 hp Husler 251 from Excel Industries, Inc., Hesston, Kan., provides



the operator with the capability to trim from either side of the 51-inch deck.

Dual trim capability and zero-degree radius turning has made the 251 popular with operators who work in tight quarters, according to the company.

Because there's no side discharge chute to get in the way, the operator can trim while mowing in either direction.

Hand-trimming around trees, shrubs and other obstacles is virtually eliminated, the company said.

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Lawn Masters adding core aerifier to line

Lawn Masters, Inc., Kenosha, Wis., is adding a closed spoon core aerifier to its 1987 Westmac line of products.

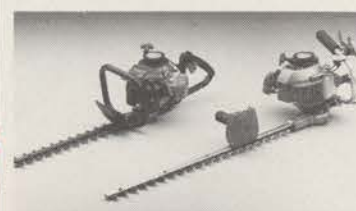
All current Westmac owners will now be able to convert their Westmacs from plug aerators to core aerifiers by either purchasing the new core aerator assembly with closed spoons or the kit for converting their current open-spooned plug aerator.

It also converts to a rototiller, and can be equipped with Westmac attachments consisting of the Power Wheel for steep driveways, the Trail Hitch for faster trailering to jobsites without jack-knifing and an added weight package.

All Westmac products carry a one-year commercial guarantee.

LCI

Circle No. 203 on service card.



Maruyama trimmers come in two models

Maruyama US, Inc., Redmond, Wash., is offering two hedge trimmers.

The trimmers feature 16- and 30-inch reciprocating blades made of high strength chrome steel.

LCI

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PRICES

from Page 1

program ranges between \$160 to \$190, depending on locale.

Spokesmen for ChemLawn Services Corp. would not comment on pricing plans, except to say prices would be determined on a regional basis.

The nation's second largest firm, Atlanta, Ga.-based Tru Green Corp., plans a 6 percent price increase. "I would be surprised if the top dozen companies don't consider raising prices," said Howard Evers, president. "Everybody's costs are up." He specifically mentioned chemical, labor, fuel and insurance costs.

Price increases have been reported in Buffalo, N.Y., one of the most competitive markets in the country. Richard Stedman, president of the Western New York Lawn Care Association, said one reason is last year's well-publicized criticism from anti-pesticide activists.

Pressure to reduce the amount of pesticides used has prompted companies to move faster towards developing more customized programs. And this, Stedman said, costs more.

"We have been moving toward reduced pesticide usage," said Stedman, whose company, Wright Lawn & Tree Care, Inc., will eliminate blanket insecticide applications this season. Prices, consequently, will be raised about 5 percent.

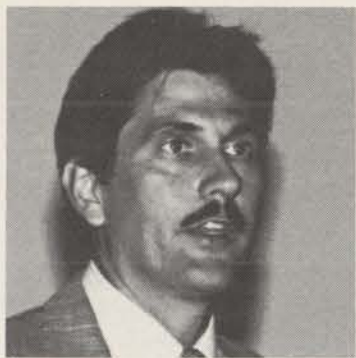
"This (bad publicity) may have hastened that coming to fruition," Stedman said. "The activists clamored for no pesticides. Going along that line, we are using a targeted application or a minimum-use pesticide in our lawn care program."

Rochester, N.Y.-based Lawn Medic, Inc. is raising prices, about 5 percent, for the first time in two years. Don Burton, president, pointed to higher insurance costs as the main reason.

Burton was one of several LCOs who hoped acquisitions within the industry would reduce competitive pressures. His company recently acquired a small competitor in the Buffalo area, and has received offers from several others. "I wouldn't be surprised if the pricing competition eased somewhat," he said, "The first signs of real attrition could be unraveling."

On the West Coast, higher insurance costs are also causing Environmental Care, Inc., Calabasas, Ca., to raise its prices. The full-service firm primarily services commercial accounts.

Hydro Lawn, Inc., Gaithersburg, Md., raises prices just less than 4 percent per year. Jerry Faulring, president, said the gradual increases prevent the need for sudden, big increases. He thinks increases are inevita-



Jessen: Competition tough.



Burton: Mergers help.



Fischer: Doubts big hikes.

ble. "I think what we're going to see is companies starting to recognize that you can't stay in business delivering products without a profit," he said.

Other LCOs call this wishful thinking.

"I don't think you'll see much in the way of price increases," said Patrick Norton, president of Barefoot Grass Lawn Service, Inc., Columbus, Ohio, "It's becoming more difficult to pass on costs to the

consumer."

Crestwood, Ky.-based Excelawn Corp. has tried unsuccessfully to raise prices for the last few years, said Ernest Sampson, president. "I think it's (price stabilization) going

to happen as much or more this year as a continuation from last year," he said.

Bill Fischer, president of Plainfield, Ill.-based Spring Green Corp., was skeptical about an industry-wide price rise.

"As long as there's that competition in the market, it's tough not to" hold prices, said Tom Jessen, president of Perma-Green Supreme, Merrillville, Ind. LCI

BIS

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

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Circle No. 104 on Reader Inquiry Card



By JAMES E. GUYETTE
Associate Editor

Words—or the misuse of them—can cost a contractor big bucks when bidding for a job if he or she fails to use terms that will be understood by a potential customer.

One example is the word *berm*.

Now where I come from, Northeastern Ohio, *berm* is interchangeable with *shoulder* to describe the side of a road.

The Dictionary of American Regional English tells us that that meaning also is used throughout the rest of the Buckeye State, Pennsylvania, Indiana and West Virginia.

In other places, though, it has a different meaning. A *berm* originally was the bank opposite the towpath along a canal. It now describes a dam or levee, a pile of dirt or debris, plus it can be applied to any hill—usually slight and grass-covered.

In Alaska, a *berm* can be a pile of roots and branches, matted vegetation or mulch. Also, it can be spelled *burm*.

The word *berm* can be applied to a median strip, a bulge in a tree or a ridge used by loggers and road-builders.

You may want to avoid the word *berm* when bidding.

Imagine if a bid specifies that a property's *berm* must be kept litter-free. Imagine also that the land has a small grass-covered hill on it. "No problem," you say, confident that keeping a hill clean is a snap.

Next week, the customer is out screaming at you.

"What's all this trash doing along the side of my road—our contact says you gotta keep that spotless!"

Then there's the word *treelawn*. *Treelawn* is the perfect word to describe the strip of grass found between the sidewalk and street.

This lawn usually has a tree on it, hence the word *treelawn*. One word. Accent on the first syllable. Not likely to be misunderstood.

As far as I can tell, the word *treelawn* is native to Northeastern Ohio. An informal nationwide LAWN CARE INDUSTRY survey has determined that there is not yet a universal word to describe a *treelawn*. Wake up, America, before it's too late!

Here on the North Coast, *treelawn* is routinely used in news reports, city ordinances and everyday life: "The car slid off the road and onto the *treelawn*." "The mayor said all the trash has to be piled on the *treelawn*."

Of course, using the word *treelawn* is standard operating procedure for LCOs and lawn management contractors. "Don't cut the *treelawn*, the grass isn't high enough."

When I was out in the field we had two neighboring customers who used their lawns to compete with each other. If one front yard was cut crosswise, the other one had to have a diamond

pattern—switching designs the next week. The boss told me, "don't worry about the *treelawns*, just do them normally." What would we have done without a word to describe that location?

You see, some contractors contacted during my survey were baffled—they have suffered through life without a word that's even close to *treelawn*. People from Long and Rhode islands, and other places, refer to it as *that strip of grass*, with the Rhode Islander adding, "we don't call it anything." Can people really live like this?

In Montana it's called a *parking strip*, in Connecticut and Vermont it's known as a *treebelt*, with Vermont also having the labels *treeline* and *greenbelt*.

Baltimore residents have a *county lawn* or *county right of way*, while Anchorage, Alaska has its *islands*.

In Kansas City, Kan., we have the *right of way easement*, which, you have to admit, is quite a mouthful: "Hey, buddy, get that flea-bitten mutt off my right of way easement!"

Clip and save:

As a public service for the onset of hot weather I will

See Guyette, page 23

Use tall fescues for less than ideal plots

PLEASANT HILL, TENN.—The Lawn Institute recommends tall fescues for lawns where growth conditions are less than ideal. They take heat down through the transition zone and even into the upper south.

Where the old Kentucky 31 fescue made an open, often-weed infested lawn, the new turf type tall fescues, *Clem-fine*, *Falcon*, *Galway*, *Hound-dog*, *Mustang*, *Rebel* create a more dense, weed-resistant turf.

Perhaps the most important asset of the turf type tall fescues is the ability to grow deep roots through a large volume of soil. The roots use water and nutrients efficiently and make the lawn easier to maintain.

Most uniform turf is produced when turf type tall fescues are seeded alone. LCI

How much did the lawn care and landscape management industries grow in 1986? Find out in June.

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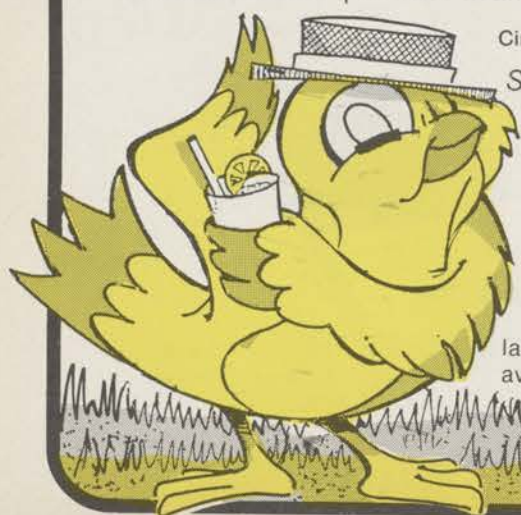
You are probably already thinking about the HOT summer months and possible turf burn. **Nitro-26 CRN LIQUID SLOW RELEASE** fertilizer will give you the comfort level you need even at LOW VOLUME spraying or on valuable GOLF COURSE GREENS. **Nitro-26 CRN** has been tested by a leading university at high application rates with NO burn to turf... and SATISFIED customers using low volume spraying (1.5-1.0 gal/lm) sq. ft. have had NO PROBLEMS. With **Nitro-26 CRN** there is no need to switch over to coated granular products that can often cause problems in high traffic areas. **Nitro-26 CRN** is the ONLY LIQUID MDU* product available.

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1987 PLCAA Regional Seminars Focus on Environmental Awareness



The survival of your business into the '90s could well depend on your knowledge and management of safety regulations and practices. That's the reason behind the Professional Lawn Care Association of America's 1987 Regional Seminar Series. Environmental safety is the theme for this new format, and the educational sessions include guidance in business survival in a regulatory climate, and a workshop devoted to applicator training and awareness.

FOR THE OWNER/MANAGER

Risk Awareness and Management

1 PM to 4 PM — An afternoon of intensive training for lawn care owners and managers. The focus is on up-to-date, practical information and guidance in your safety concerns and solutions. The emphasis is on your area and your problems. Safety professionals, representatives from local regulatory agencies, and public health officials team up to discuss both responsibilities and solutions.

FOR THE APPLICATOR/TECHNICIAN:

Applicator Training: Safety and Emergency Procedure Techniques

5:30 PM to 7:30 PM — This early evening session is targeted to the applicator's role in safety and hygiene, and features the latest in application techniques and approved emergency procedures. The emphasis is on practical training, complete with demonstrations and role playing. A mock spill offers hands-on emergency training. The early evening program format avoids cutting into regular work schedules.

Outdoor Demonstration

4 PM to 5:30 PM — This is your chance to see what's new in lawn care equipment. Local distributors will be on hand to display and demonstrate their product line. Touch, try out and compare before you buy.

Applicator Safety Week

JUNE 1-5, 1987

Bring the message of Environmental Awareness home to your employees by structuring your own Safety Week. A PLCAA Guidebook on Environmental Awareness outlines an in-house training program for your employees, including five 15 to 30 minute sessions on safety. Schedule these sessions during the same week as PLCAA's 1987 Regional Seminar in your area and you have the impact of an entire week of safety awareness.

Environmental Awareness Certification

Upon completion of the Applicator Seminar and a written test, applicators will receive a PLCAA Certificate of Applicator Environmental Awareness.

Chuck Wagon Dinner

4 PM to 5:30 PM — Enjoy Tex/Mex food while viewing the indoor and outdoor exhibits — a fun time and a preview of the spirit of November's upcoming PLCAA Conference and Show in San Antonio, Texas.

PRE-REGISTER NOW!

Dates and Locations of PLCAA 1987 Regional Seminars

(Check the box with your choice)

<input type="checkbox"/> Atlanta, GA	June 11	<input type="checkbox"/> Chicago, IL	July 23
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MAY

■ **New High Tech Manager/Pesticides and Safety Seminar,** May 19, Ramada Hotel, Minneapolis, MN. Contact: Jean Day, Environmental Management Association, 1019 Highland Ave., Largo, FL, 33540; (813) 586-5710.

■ **New High Tech Manager/Pesticides and Safety Seminar,** May 20, Airport Hilton, Des Moines, IA. Contact: Jean Day, Environmental

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

JULY

■ **International Lawn, Garden and Power Equipment Expo 87,** July 27-29, Kentucky Fair and Exposition Center, Louisville, KY. Contact: Andry Montgomery and Associates; PO Box 70465; Louisville, KY; 40270; (800) 558-8767, or, (502) 582-1672.

MEETING DATES

AUG.

■ **ALCA Exterior Landscape Contracting Division Conference (Farwest Show),** Aug. 27-28, Red Lion Inn, Portland, OR. For information contact: Rebecca Crocker, Associated Landscape Contractors of America, 405 N. Washington St., Falls Church, VA, 22046; or telephone ALCA at: (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, FL, 33540; (813) 586-5710.

■ **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.

NOV.

■ **ALCA Landscape Management Division Conference,** Nov. 7-11, Hyatt Regency Crystal City Hotel, Arlington, VA. Contact: Rebecca Crocker. (See above.)

Herbicide now on market for turf in South

WAYNE, N.J.—Image herbicide, manufactured by American Cyanamid, has been registered by the Environmental Protection Agency for control of purple nutsedge and other weeds in warm-season turf.

It is labeled for use on a number of species, including Bermuda, zoysia, centipede and St. Augustine.

The company said the new herbicide is environmentally sound and virtually non-toxic to humans, animals, fish, bees and birds when used according to label directions. Image also shows little soil movement, laterally or vertically.

"Image is the only post-emergence product we've seen that successfully controls both foliage and roots of purple nutsedge, wild garlic and wild onion as well as suppressing yellow nutsedge," said Carl Tanner, business manager for the Cyanamid Turf Product Group, Wayne, NJ. He said the liquid can be mixed with other products. LCI

GUYETTE

from page 22

now present my recipe for Big Jim's Magic Punch. This is guaranteed to keep you cool, calm and collected while on the job: Mix one part generic ginger ale to two or three parts water, adding several scoops of powdered fruit punch to suit taste.

Be careful that you don't add too much fruit punch, because too much sugar will erase the thirst-quenching impact of this fine drink.

Yes, generic ginger ale is indeed the best ingredient to use, plus plenty of ice. As an added attraction you may make use of Dale Kratzert's ice recipe: Make your cubes large in margarine trays, then bust them up with an ice pick—they'll last *all* day.

James E. Guyette

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LESCO names new president

CLEVELAND, OHIO—Ronald L. Dezember, formerly president and chief operating officer of the Fermenta Plant Protection Co., has been named president of LESCO, Inc., the Rocky River, Ohio-based supplier of turfgrass management products. The appointment was announced by James I. FitzGibbon, chairman and chief executive officer.

Dezember will be in charge of the overall management of the company.

Robert F. Burkhardt, Dezember's predecessor, becomes



Ronald L. Dezember

vice chairman and chairman of the executive committee. Daniel G. Dunstan, the company's chief financial officer,

has been named executive vice president.

"We look to Dezember for strong leadership and feel his knowledge of our industry and familiarity with our company over the past 20 years are very valuable assets," FitzGibbon said.

Fermenta Plant Protection Co. is a worldwide manufacturer and marketer of agricultural chemicals. It was previously the agricultural chemicals business of the SDS Biotech Corp., a joint venture of the Diamond Shamrock Corp. and Showa Dinko. LCI

Videotape answers turf care questions

MARIETTA, GA.—"Common Sense Answers to Turf Care Questions" is a nine-minute videocassette LCOs can use to educate audiences about professional lawn care. The VHS video was produced by Ciba-Geigy Corp. for the Professional Lawn Care Association of America.

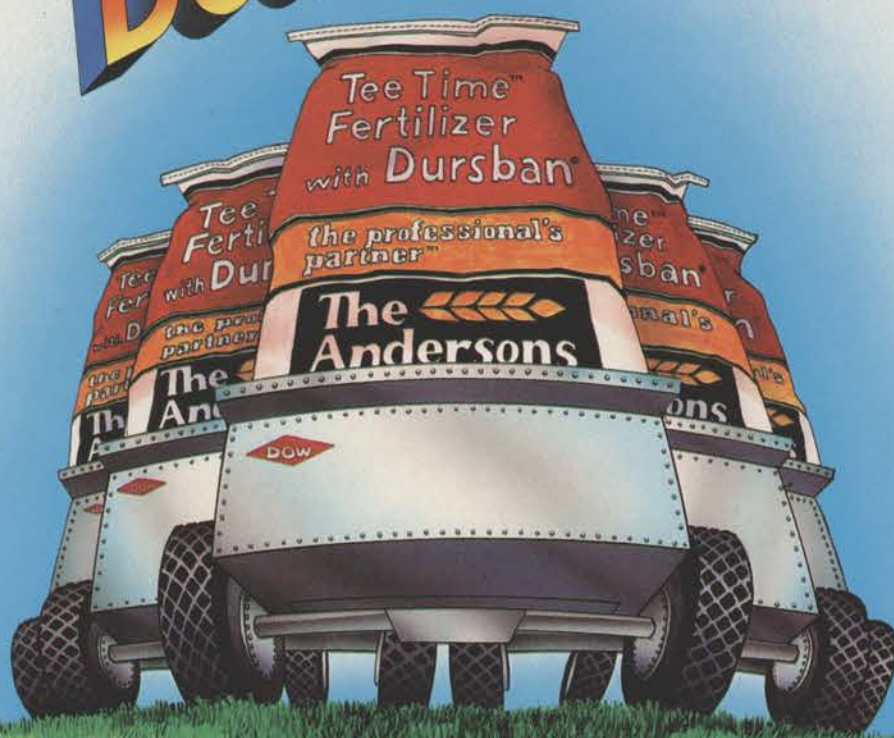
Experts in turf care, real estate appraisal, government regulation and related fields answer questions about the benefits of turf management. It is designed for audiences ranging from a local civic or garden club to a city council that might be examining chemical use.

The videotape is available from PLCAA for \$20, plus shipping and handling charges, at 1225 Johnson Ferry Road, Suite B-220, Marietta, GA 30068. LCI

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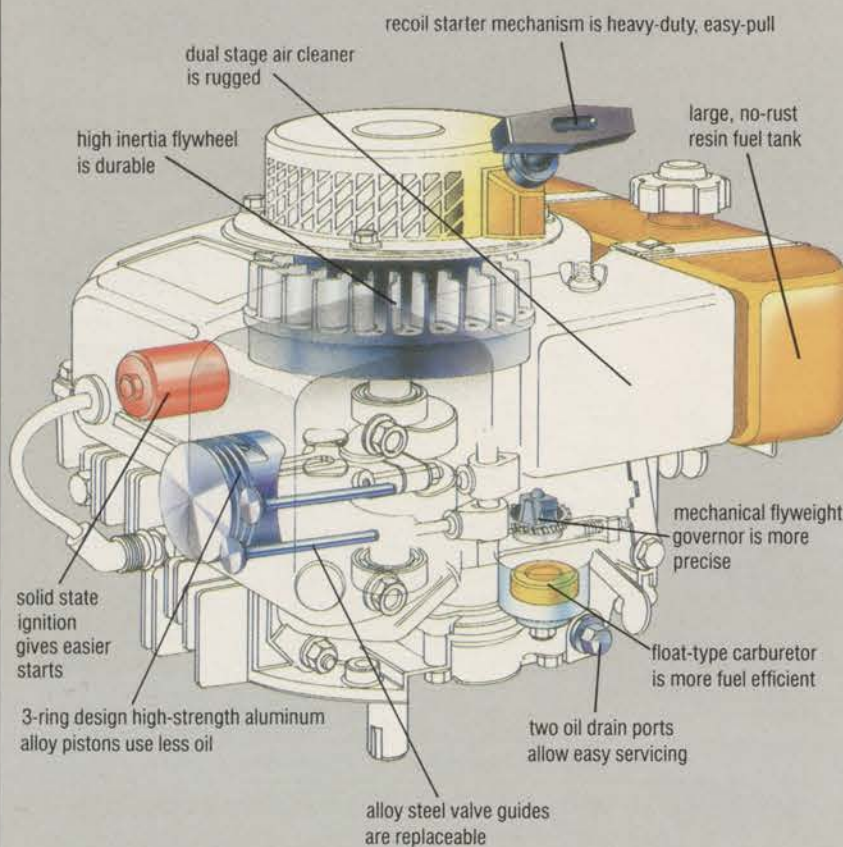
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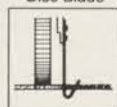
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5/87

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5/87

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10/87

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