

Bill Fischer: LCI's 1987 Man of the Year!

Bill Fischer, founder of Spring Green Lawn Care Corp. and a former president of the Professional Lawn Care Association of America, has been named 1987 *Man of the Year* by *LAWN CARE INDUSTRY* magazine. The award, now in its fourth year, is presented to an in-

dividual whose involvement has enhanced the industry's professionalism.

While Fischer has been ill much of the past year, he has shown remarkable courage and maintained a strong sense of presence in the industry.

"Bill's in good spirits," has been the refrain of

LCOs nationwide at industry gatherings when his name's come up. His presence has also been strong at Spring Green headquarters in Naperville, Ill., according to Tom Hofer, company president.

Fischer's wish to the industry in these times of change is to remember to

have fun. He says he certainly had a lot of it while building Spring Green from a one-truck operation in 1977 to one with 90 franchise organizations that grossed \$10.28 million in 1986.

"It'll be different, I'm not sure how, but I know

See **FISCHER** Page 22



William R. Fischer

LAWN CARE INDUSTRY

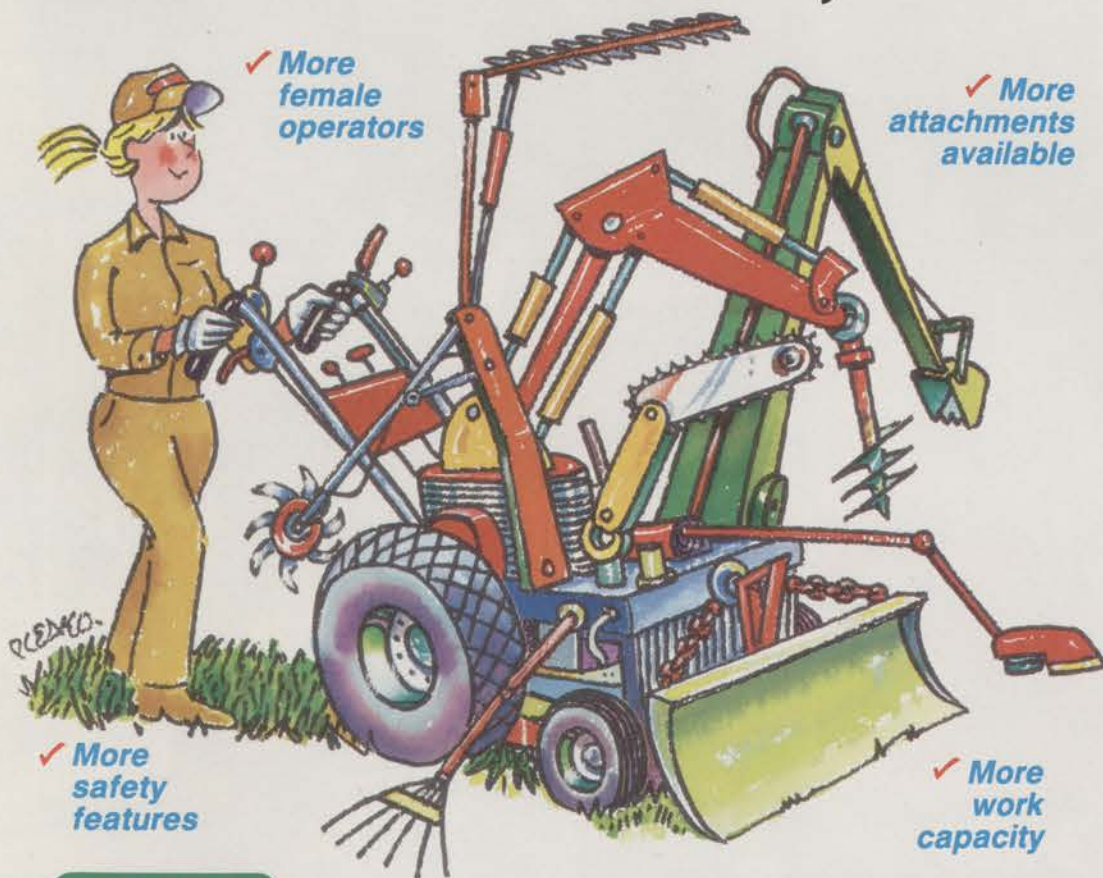
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DECEMBER 1987

Mowers offer more, become easier to use



By **JAMES E. GUYETTE**
Managing Editor

Chances are the next mowing machine you buy will include extra attachments for completing additional tasks.

Other new mowing trends are increased usage of 2-cycle engines and diesel motors, a tighter turning radius, plus the various controls may be located closer together to make the devices more "user friendly" for the growing numbers of women who are making mower purchases.

"You see a lot more women operating mowing machines in the field—and you see them becoming supervisors," reports Ed Toolis, a sales manager at the Dandl Manufacturing Co., Chico, Calif.

According to a survey by the Toro Co., Minneapolis, Minn., women are involved in 40 percent of the buying decisions for its consumer lawn-mower line.

Not only are more women joining the green industries,

but 10 percent of the home buyers in the United States last year were female.

That point has not been lost on engineers at the Jacobsen Division of Textron, Inc., Racine, Wis. "In designing equipment they consider that," says Dale Dean, a marketing communications writer at Jacobsen. His company's

'Why not have something to pick up candy wrappers and bottles while you're at it?'

—Robert L. Tracinski

figures show that more than half of its consumer mower buys are made by women.

Toro has hired its first female engineer, and the product line is being adjusted to include controls that require shorter arm stretches and hand spans, less upper body

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- An update on an intensive state lobbying effort.
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Good turf management protects groundwater

By **ELLIOT MARAS**
Editor

Leaching of fertilizers and pesticides to groundwater can be controlled by using good turfgrass management technologies, says A. Martin Petrovic, Ph.D., associate professor of turfgrass science at Cornell University.

Nitrogen leaches from soil to groundwater is a natural occurrence, with or without fertilization. The impact of



Petrovic: Leaching manageable.

fertilization is minimal or nonexistent when the proper nitrogen source is used at the proper time, Petrovic says.

Petrovic shared his observations with turf managers at the New York State Turfgrass Association conference in Rochester.

Late fall fertilization of cool season turfgrasses, touted for its various advantages, has a

See **TURF** Page 21

LATE NEWS

Barefoot buyout scrapped for now

WORTHINGTON, OHIO—Even though both companies had signed a letter of intent, Barefoot Grass Lawn Service, Inc. will not be bought as planned by CDS Holding Corp. Negotiations were discontinued after about three months, said Pat Norton, president of Barefoot Grass.

CDS Holding Corp. was formed by New York-based Clayton Dubilier for the purpose of buying Barefoot Grass. Clayton Dubilier owns O.M. Scott & Sons, Inc.

Neither party would give reasons for the impasse.

A spokesman for Clayton Dubilier who didn't want to be named would not confirm reports that the negotiations had stopped, only that an agreement had not been reached.

However, a notice to O.M. Scott employees said: "Discussions between Barefoot and CDS have

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When your customers move away from you, the best herbicide in the world can't make them stay. But when more than 24% of LCO customer losses are due to poor weed control—as cited in one recent study—then it's time to take a look at your herbicide.

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7002

Denver Leasing & Manufacturing and Professional Turf Manufacturing have merged under the name Professional Tree & Turf Equipment. The new company is one of the largest suppliers of spray trucks and accessories in the world.

West division headquarters is in Golden, Colo. while east division is headquartered in Normal, Ill.

The Professional Lawn Care Association has retained Jim Wilkinson, immediate past president, as director of

regulatory and environmental affairs. Last month, it was announced that the Pesticide Public Policy Foundation hired Wilkinson as executive director on a contract basis.

Lots of snow is expected this winter, meaning lots of snow removal work. The Farmer's Almanac predicts the 1987-88 winter will be long, cold and snowy.

Trans-Resources, Inc. has agreed to buy most of Fermenta AB's assets, including its agricultural

chemicals operation. The purchase is not expected to affect Fermenta's agricultural chemicals operation, a company spokesman says.

Chevron Chemical Corp. has agreed to a joint venture with a Japanese firm to market agrichemicals in the U.S.

The venture will market two products by San Francisco-based Chevron and four by Sumitomo Chemical Co. of Japan.

Chevron Chemical Corp. markets Orthene insecticide to the lawn care and landscape industries.

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Date: December 11, 1986



Prentiss Pest-Asides

Prentiss Drug & Chemical Co., Inc.

Product Notes

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Prentox® D.Z.N. 2.0 MEC is now available in 60 fl. oz. Tip-N-Measure® Containers. This product is a micro-emulsion concentrate that contains two pounds of Diazinon per gallon. It offers numerous advantages over competitive products: lower odor than the usual 4 lb. per gallon Diazinon; longer residual than Dursban® L.O.; stable for up to two weeks after mixing. The new packaging offers more accurate measurement of dosages—24 even doses at the 2½ fl. oz./gal. maintenance rate and 12 even doses at the 5 fl. oz. clean out rate per bottle. Contact your local PCO distributor for further information.

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Happy 70th

It's hard to believe that 1988 will mark the 70th Anniversary of the founding of Prentiss Drug & Chemical Co., Inc. by R.J. Prentiss and J. Miller. So much has occurred since the company started doing business in 1919. While Prentiss' business in the early days was centered around trading of chemicals, botanical drug raw materials and herbs and spices, the company was also in the botanical insecticide business. As we've said, so much has happened that we'd like to tell you more of the story in future Prentiss Pest-Asides. Right now, we would sincerely like to thank all of our customers for making our 70th Anniversary possible and the future for Prentiss so bright.

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To make using our products even more convenient and practical, we have now added 2½ gallon Nyalene® plastic containers to our product line. The following products will now be sold in this packaging instead of metal 5 gallon cans, but at the same price the 5's used to be.

EPA REG. NO.	PRODUCT NAME
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655-491	Prentox® Vapon 2 EC
655-536	Prentox® DDVP-Five
655-692	Prentox® Vapon 4E
655-457	Prentox® Diazinon 4E
655-459	Prentox® Diazinon AG-500
655-579	Prentox® Lindane 20% EC (Restricted Use Pesticide)
655-777	Prentox® 5# Malathion Spray
655-598	Prentox® Malathion 50% Emulsifiable Insecticide

This new packing offers several advantages: Less freight damage; Easier disposal after triple rinsing—containers can be cut up; And easier to handle since each container weighs less than half as much as a five gallon pail of the same product.

IN THE SPOTLIGHT

We are pleased to announce that Richard A. Miller, Executive Vice President of Prentiss was elected to the Board of Directors as well as Vice President of the Chemical Producers and Distributors Association at their Annual Meeting in August. Richard will serve a one year term as Vice President and a three year board term.

C.P.D.A. is an Association of about 50 companies involved in the manufacture, formulation and distribution of pesticides and chemicals to the agricultural and non-agricultural markets. The Association has been very active in this year's FIFRA (Federal Insecticide, Fungicide and Rodenticide Act) reauthorization hearings and has had considerable bearing on the outcome.



Richard A. Miller

Government Regulations Update



SUPREME COURT FORCES OSHA TO EXPAND S.A.R.A. TITLE III COVERAGE

We think you should be aware of a recent Supreme Court decision that has the effect of forcing OSHA to expand coverage under Title III of the Superfund Amendments and Reauthorization Act of 1986. The U.S. Small Business Administration estimates that an additional 4.6 million businesses will now be covered by this regulation. Any employer (even a church employing a janitor who uses floor strippers) would now fall under this act.

Lawn care no longer just a luxury service

Already, that time of year is upon us: the annual fleet overhaul, the call to the accountant, and ultimately, planning next year's budget. Unless you operate in the Southern states or are involved in an off-season enterprise, now is a time of book work, reflection and speculation.

Considerations about the state of the economy come to mind this time of year, this year in particular, as there has been much talk about a recession.

LCOs and lawn management contractors I interviewed at random were not overly concerned about recession. During the last recession, 1982-83, the industry boomed.

But before we attempt to consider ways in which economic trends affect our industry, understand that experts have no consensus on what lies ahead. While many wait for some tangible effect of the October stock plunge, economists say much depends on future developments in foreign trade, the prime lending rate and corporate profits.

Macolm Forbes, Jr., who has perhaps the best track record for predicting economic growth, expects a mild recession in the early 1990s, barring unforeseen events.

Some LCOs say the lawn care industry's growth in 1982-83 shows recessions are good for the industry. They speculate that bad times make people more cognizant of their property's appearance, because they either want to sell their property or create impressions of prosperity.

Others point out that the industry was young in 1982-83 and fear tough times will take their toll on discretionary services like lawn care. Consumers, forced to tighten their belts, would choose to do their own lawn care rather than pay for it.

And then there are those who see the lawn care market as being a market very much in and of itself—not heavily influenced by general economic trends. The industry has grown in bad times, good times, and has slowed in good times, these LCOs point out. They expect moderate growth to continue for the next few years, recession or no recession.

This is the view that makes the most sense. Industries, all industries, grow and slow as they are affected by forces unique to their markets.

Veteran lawn care industry observers agree that only a severe recession, which economists as a whole are not

predicting, would have a noticeable impact on growth.

Russ Frith, president of Lawn Doctor, Inc., summarizes the situation as follows:

1) If there is no further deterioration in the economy, spending habits won't change.

2) If there is further deterioration, consumers will perceive their holdings might be worth less, and will be more discretionary in their spending habits.

3) If consumers do become



ELLIOT MARAS
EDITOR

more discretionary in their spending, only those who have never had lawn care will consider it discretionary.

What Frith and others are saying is that lawn care is like remote-control television: once you have it,

you feel you need it.

Says industry consultant Rudd McGary: "For many people now, it (lawn care) is part of their fixed budget. I think it's much more than discretionary."

Securities analyst Jeff Stein, senior vice president of McDonald & Co., Cleveland, has followed the stocks of ChemLawn, LESCO, and Hyponex, a supplier of home garden products.

His prognosis matches McGary's: "My guess is that most people aren't going to

give up professional lawn care" unless the economy severely worsens.

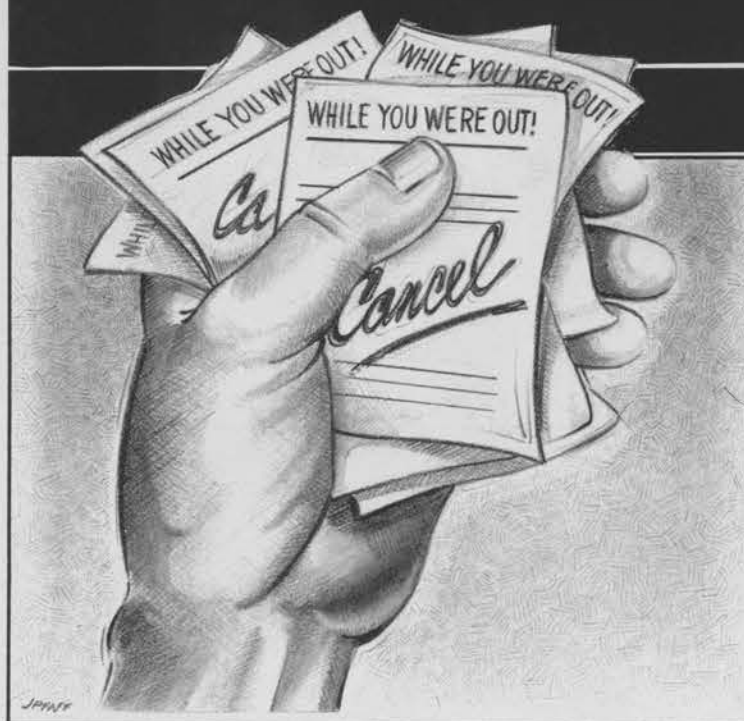
The challenge facing the lawn care industry is in meeting the demands of a more competitive marketplace.

Notes Mike McKee, a board member for Orkin Lawn Care: "I do not believe our service is a luxury item, but (we) need to be able to adapt to changes."

Elliot Maras

You can reach Editor Elliot Maras at 7500 Old Oak Blvd., Cleveland, OH 44130. Phone: 216-243-8100

COMING in JANUARY...



As we approach the 1990's the astute LCO will recognize how very important customer retention is to business growth. The subject of customer retention and how to maintain your customer base will be addressed in our January issue in a special pull out section titled:

CUSTOMER RETENTION PROFIT OPPORTUNITY FOR THE 90's

Don't miss this special section brought to you exclusively by Lawn Care Industry Magazine and Dow Chemical

1987 LAWN CARE INDUSTRY BUYER'S GUIDE

As 1987 comes to an end, LAWN CARE INDUSTRY presents its annual "Supplier Marketplace." The list is much larger than last year!

Readers are encouraged to use this list as a reference when making 1988 buying plans, and to follow up on plans early enough to get the latest information on new equipment and products.

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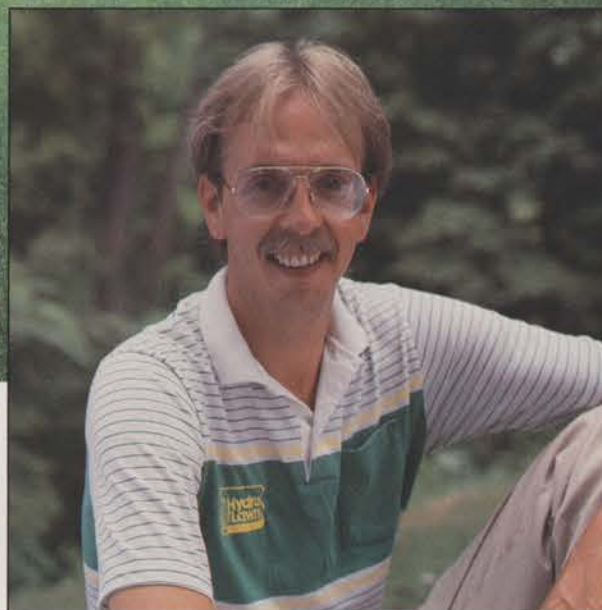
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The fast acting control of Triumph stops root damage from grubs in a hurry so your homeowner customers can relax and feel confident that the grub problem is gone.

One application of Triumph per year in the fall is all you need to control grubs consistently and effectively. Years of testing shows that Triumph continues to control grubs for over two months. This should prevent retreatment until the following season.

Triumph goes to work faster than other products you've used. Within two days of application, you see Triumph control grubs and other insects. That means you stop grub damage quickly, reducing complaints and keeping your customers happy.

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Solo, Inc.
Spraying Devices, Inc.
Tuflex
Wanner Engineering, Inc.
Westheffer Co., Inc.

Ramps

Salsco, Inc.

Seeders

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Bundy Mfg.
Brouwer Turf Equipment, Ltd.
Cannon Turf Supply, Inc. (rentals)
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Cushman-Ryan
Finn Corp.
Gandy Co.
Green Pro Services.
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Jacobsen Div. of Textron, Inc.
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Maruyama US, Inc.
Olathe Mfg., Inc.
Salsco, Inc.
Traveling Blender, Inc.
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Engineered Systems & Designs

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Perma-Green Supreme
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Cushman-Ryan
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Echo, Inc.
Encap Products Co.
Finn Corp.
FMC Corp.
GNC Pump, Inc.
Graham Lawn Equipment, Inc.
Green Pro Services
Hahn, Inc.
HMC/Green Machine
Jacobsen Div. of Textron, Inc.
Kuker Industries
LESCO, Inc.
Maruyama US, Inc.
Master Mfg. Co.
Minnesota Wanner Co.
Olathe Mfg. Co.
Perma-Green Supreme
Plant Food Co., Inc.
Precision Tank & Equipment Co.
Professional Tree & Turf Equipment
Regal Chemical Co.
Smithco, Inc.
Solo, Inc.
Spraying Devices, Inc.
Spraying Systems
Spring Valley Turf Products
Trebort Corp.
True Temper
Tuflex
Warren's Turf, Inc.
Warren's Turf Professionals
Westheffer Co., Inc.
Wheel Spray Corp.

Spray Guns

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Agrotec, Inc.
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FMC Corp.
GNC Pump, Inc.
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Perma-Green Supreme
Plant Food Co., Inc.
Precision Tank & Equipment Co.
Professional Tree & Turf Equipment
Regal Chemical Co.
Sierra Chemical Co.

New Triumph[®], from CIBA-GEIGY, provides, on average, over 90% grub control in just two to three days. And there are over 10 years of major university and CIBA-GEIGY trials to prove it.

Triumph offers broad spectrum control of surface feeders like chinch bugs, sod webworms, army worms, chionodes, plus sub-surface mole crickets and annual bluegrass weevils.

Application in late summer to fall can prevent turf insect damage by eliminating grubs when they're small, before they can damage roots. And if grub damage appears in spring and summer, application of Triumph quickly stops further damage.

When your customers call you with a grub problem, they want results fast. And that's what they get with Triumph. And, because Triumph is restricted to lawn care applicators, your customers can only get it from you.

CIBA-GEIGY



PRODUCING TRIUMPH. HIT LAWNS IN YEARS.

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LESCO, Inc.
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Bunton Co.
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Deere & Co.
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Ford New Holland, Inc.
Gravely Int'l, Inc.
Hahn, Inc.
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Olathe Mfg., Inc.
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Yanmar Diesel
Yazoo Mfg. Co., Inc.

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Country Mfg., Inc.
Daihatsu America, Inc.
Ford New Holland, Inc.
Jacobsen Div. of Textron, Inc.
Kuker Industries
LESCO, Inc.
Olathe Mfg., Inc.
Perma-Green Supreme
Precision Tank & Equipment Co.
Smithco, Inc.
True Temper
Westheffer Co., Inc.
Yazoo Mfg., Inc.

Trimmers

Bunton Co.
Earl J. Crane Inc. & Associates
Deere & Co.
Echo, Inc.
HMC/Green Machine
Hoffco, Inc.
Jacobsen Div. of Textron, Inc.
LESCO, Inc.
Maruyama US, Inc.
Perma-Green Supreme
Snapper Power Equipment
Solo, Inc.
Toro Co., Commercial Products
Westheffer Co., Inc.

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Earl J. Crane Inc. & Associates
Cushman-Ryan
Deere & Co.
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Jacobsen Div. of Textron, Inc.
LESCO, Inc.
Olathe Mfg., Inc.
Toro Co., Commercial Products

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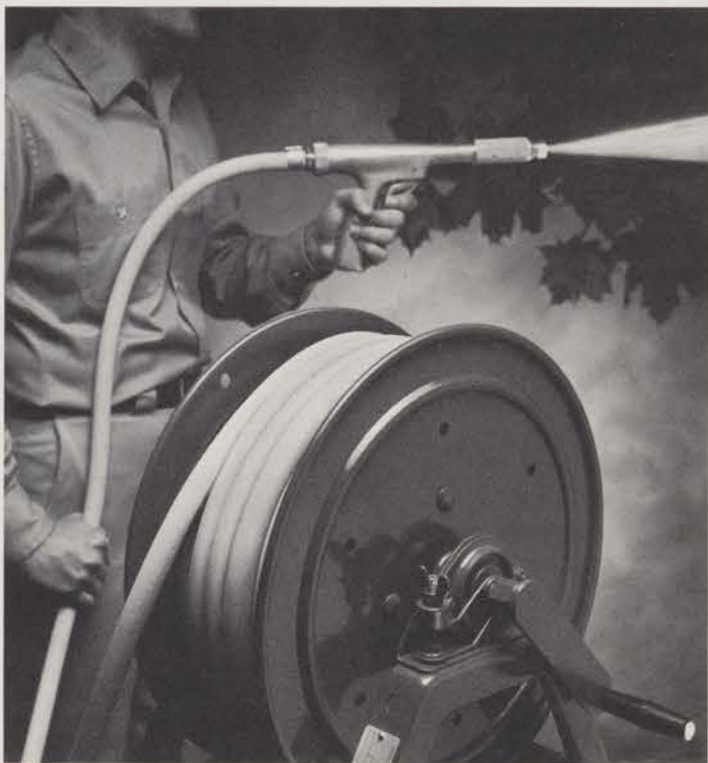
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De-icers

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Great Salt Lake Minerals & Chem.
Howard Johnson's Enterprises, Inc.
J&L Adikes, Inc.
Knox Fertilizer & Chemical Co.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
Moyer & Son, Inc.
Plant Food Co., Inc.
Precision Laboratories, Inc.
Standard Tar Products Co., Inc.
Tyler Enterprises, Inc.

**Fertilizer,
Turf**

Agway, Inc.
The Andersons
Arcadian Corp.
Cannon Turf Supply, Inc.
W.A. Cleary Chemical Corp.
The Doggett Corp.
Estech Branded Fertilizers
Garfield Williamson, Inc.
Great Salt Lake Minerals & Chem.
Green Pro Services
Growth Products
Hawkeye Chemical Co.
Howard Johnson's Enterprises, Inc.
J&L Adikes, Inc.
Jonathan Green, Inc.
Knox Fertilizer & Chemical Co.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
LESCO, Inc.
Lofts Seed Inc.
Milorganite
Moyer & Son, Inc.
NA-CHURS Plant Food Co.
Nice 'n' Green Plant Foods, Inc.
NOR-AM Chemical Co.
Pennington Seed Inc. of Madison
Plant Food Co., Inc.
Plant Marvel Laboratories, Inc.
Regal Chemical Co.
R.G.B. Laboratories, Inc.
Ringer Corp.
Rockland Chemical Co., Inc.
O.M. Scott & Sons Co.
Sierra Chemical Co.
Spring Valley Turf Products
Tyler Enterprises, Inc.
UAP Special Products, Inc.
Warren's Turf Nursery
Warren's Turf Professionals

**Fungicides,
Trees**

Agway, Inc.
The Andersons
Cannon Turf Supply, Inc.
Ciba-Geigy Corp.
The Doggett Corp.
Drexel Chemical Co.
Du Pont, Inc.
Elanco Products Co.
Fermenta Plant Protection Co.
Hawkeye Chemical Co.
J&L Adikes, Inc.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
J.J. Mauget Co.
Milorganite
PBI/Gordon Corp.
Plant Food Co., Inc.
Regal Chemical Co.
Rhone Poulenc Ag. Co.
Rockland Chemical Co., Inc.
Safer Agro Chemical, Inc.
Sierra Chemical Co.

Spring Valley Turf Products
Tyler Enterprises, Inc.
UAP Special Products, Inc.

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Turf**

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The Andersons
BASF Corp.
Cannon Turf Supply, Inc.
Celpril Industries, Inc.
Ciba-Geigy Corp.
W.A. Cleary Chemical Corp.
Drexel Chemical Co.
Du Pont, Inc.
Elanco Products Co.
Fermenta Plant Protection Co.
Garfield Williamson, Inc.
Green Pro Services
Howard Johnson's Enterprises, Inc.
Jonathan Green, Inc.
J&L Adikes, Inc.
Kincaid Enterprises, Inc.

LaRoche Industries, Inc.
Lebanon Chemical Corp.
LESCO, Inc.
Mobay Corp.
NOR-AM Chemical Co.
PBI/Gordon Corp.
Plant Food Co., Inc.
Regal Chemical Co.
Rhone Poulenc Ag. Co.
Ringer Corp.
Rockland Chemical Co.
O.M. Scott & Sons Co.
Sierra Chemical Co.
Tyler Enterprises, Inc.
UAP Special Products, Inc.

**Growth
Regulators**

Agway, Inc.
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Cannon Turf Supply, Inc.
Drexel Chemical Co.

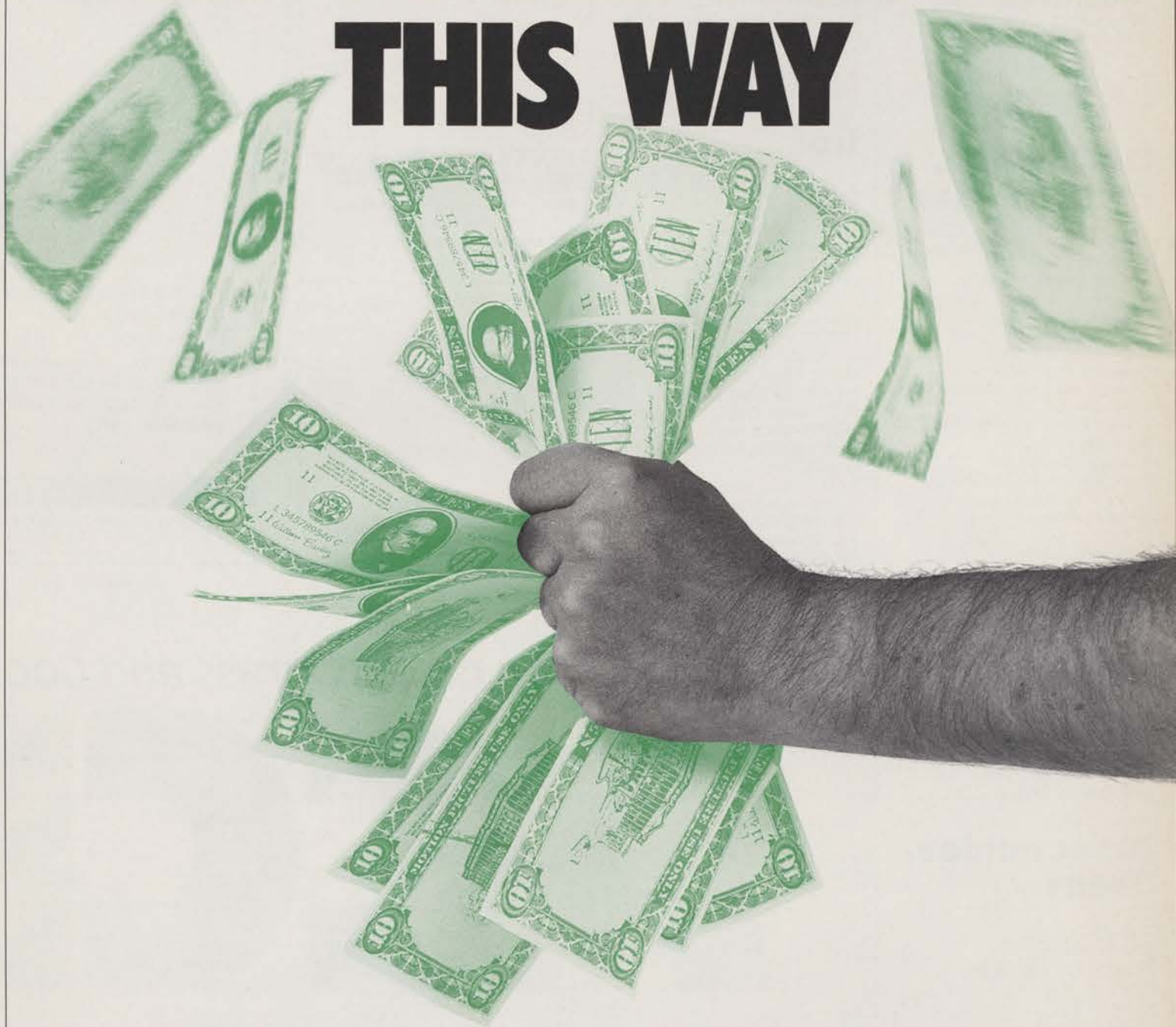
Elanco Products Co.
J&L Adikes, Inc.
Jonathan Green, Inc.
Lebanon Chemical Corp.
LESCO, Inc.
Monsanto Corp.
PBI/Gordon Corp.
Plant Food Co., Inc.
Regal Chemical Co.
Rhone Poulenc Ag. Co.
Riverdale Chemical Co.
Rockland Chemical Co., Inc.
O.M. Scott & Sons Co.
Tyler Enterprises, Inc.
UAP Special Products, Inc.

**Herbicides,
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Agway, Inc.
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Cannon Turf Supply, Inc.
Chevron Chemical Co.

Ciba-Geigy Corp.
Dow Chemical
Drexel Chemical Co.
Du Pont, Inc.
Elanco Products Co.
Garfield Williamson, Inc.
Green Pro Services
J&L Adikes, Inc.
Jonathan Green, Inc.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
LESCO, Inc.
Mobay Corp.
Monsanto Co.
PBI/Gordon Corp.
Plant Food Co., Inc.
Regal Chemical Co.
Rhone Poulenc Ag. Co.
Riverdale Chemical Co.
Rockland Chemical Co., Inc.
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Dow Chemical
Drexel Chemical Co.
Fermenta Plant Protection Co.
Garfield Williamson, Inc.
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Hoechst Roussel Co.
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J&L Adikes, Inc.
Jonathan Green, Inc.
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LaRoche Industries, Inc.
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LESCO, Inc.
Lofts Seed, Inc.
Monsanto Co.
NOR-AM Chemical Co.
PBI/Gordon Corp.
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Regal Chemical Co.
Rhone Poulenc Ag. Co.
Riverdale Chemical Co.
Rockland Chemical Co., Inc.
Sandoz Crop Protection Co.
O.M. Scott & Sons Co.
Sierra Chemical Co.
Spring Valley Turf Products
Tyler Enterprises, Inc.
UAP Special Products, Inc.

Herbicides, Pre-emergent

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Ciba-Geigy Corp.
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Du Pont, Inc.
Elanco Products Co.
Fermenta Plant Protection Co.
Garfield Williamson, Inc.
Green Pro Services
Howard Johnson's Enterprises, Inc.
J&L Adikes, Inc.
Jonathan Green, Inc.
Knox Fertilizer & Chemical Co.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
LESCO, Inc.
Lofts Seed, Inc.
NOR-AM Chemical Co.
PBI/Gordon Corp.
Plant Food Co., Inc.
Regal Chemical Co.
Rhone Poulenc Ag. Co.
Riverdale Chemical Co.
Rockland Chemical Co., Inc.
Sandoz Crop Protection Co.
O.M. Scott & Sons Co.
Sierra Chemical Co.
Spring Valley Turf Products
Tyler Enterprises, Inc.
UAP Special Products, Inc.

Insecticides, Trees

Agway, Inc.
The Andersons
Cannon Turf Supply, Inc.
Chevron Chemical Co.
Ciba-Geigy Corp.
Dow Chemical
Drexel Chemical Co.
Du Pont, Inc.
Green Pro Services
J&L Adikes, Inc.
Kincaid Enterprises, Inc.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
LESCO, Inc.
J.J. Mauget Co.
NOR-AM Chemical Co.
PBI/Gordon Corp.
Plant Food Co., Inc.
Prentiss Drug & Chemical Co., Inc.
Regal Chemical Co.
Rhone Poulenc Ag. Co.
Rockland Chemical Co., Inc.
Safer Agro Chemical, Inc.
Sandoz Crop Protection Co.
Sierra Chemical Co.

Tyler Enterprises, Inc.
UAP Special Products, Inc.

Insecticides, Turf

Agway, Inc.
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Cannon Turf Supply, Inc.
Chevron Chemical Co.
Ciba-Geigy Corp.
W.A. Cleary Chemical Corp.
Dow Chemical
Drexel Chemical Co.
Du Pont, Inc.
Garfield Williamson, Inc.
Green Pro Services
Howard Johnson's Enterprises, Inc.
J&L Adikes, Inc.
Jonathan Green, Inc.
Kincaid Enterprises, Inc.
Knox Fertilizer & Chemical Co.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
LESCO, Inc.
Lofts Seed, Inc.
Mobay Corp.
NOR-AM Chemical Co.
PBI/Gordon Corp.
Plant Food Co., Inc.
Prentiss Drug & Chemical Co., Inc.
Regal Chemical Co.
Rhone Poulenc Ag. Co.
Rockland Chemical Co., Inc.
Sandoz Crop Protection Co.
O.M. Scott & Sons Co.
Tyler Enterprises, Inc.
UAP Special Products, Inc.

Iron

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Ciba-Geigy Corp.
W.A. Cleary Chemical Corp.
Green Pro Services, Inc.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
LESCO, Inc.
J.J. Mauget Co.
Moyer & Son, Inc.
NA-CHURS Plant Food Co.
PBI/Gordon Corp.
Plant Food Co., Inc.
Precision Laboratories, Inc.
Regal Chemical Co.
R.G.B. Laboratories, Inc.
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Jonathan Green, Inc.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
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PBI/Gordon Corp.
Plant Food Co., Inc.
Regal Chemical Co.
Ringer Corp.
Rockland Chemical Co., Inc.
Safer Agro Chemical, Inc.
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ASC
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Ringer Corp.
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Soil Conditioners

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Green Pro Services
Kalo, Inc.
LaRoche Industries, Inc.
Lebanon Chemical Corp.
Milorganite
PBI/Gordon Corp.
Plant Food Co., Inc.
Precision Laboratories, Inc.
Regal Chemical Co.
Ringer Corp.
Rockland Chemical Co., Inc.
Tyler Enterprises, Inc.

Wetting Agents

Agway, Inc.
The Andersons
Aquatrols Corp. of America
Cannon Turf Supply, Inc.
Chevron Chemical Co.

W.A. Cleary Chemical Corp.
Drexel Chemical Co.
Green Pro Services
J&L Adikes, Inc.
Jonathan Green, Inc.
Kalo, Inc.
Lebanon Chemical Corp.
LESCO, Inc.
PBI/Gordon Corp.
Plant Food Co., Inc.
Precision Laboratories, Inc.
Regal Chemical Co.
Rockland Chemical Co., Inc.
Safer Agro Chemical, Inc.
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Acclaim is the only truly selective postemergence herbicide that eliminates warm season grassy weeds in cool season turf grasses.

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LESCO, Inc.
Lofts Seed, Inc.
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Pennington Seed Inc. of Madison
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O.M. Scott & Sons Co.
Seed Research of Oregon
Turf Merchants, Inc.
Turf Seed, Inc.

Tyler Enterprises, Inc.
Warren's Turf Nursery, Inc.
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Earthway Products, Inc.
Echo, Inc.
Green Pro Services
LESCO, Inc.
Perfco Corp.
Snapper Power Equipment

Decals

Kinduell Screen Products, Inc.
LESCO, Inc.
Snapper Power Equipment
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Plant Marvel Laboratories, Inc.
(fertilizers for flowering plants and shrubs)
Phillips Fiber Corp. (landscape fabric)
Warren's Turf Professionals (weed control fabric)

TURF

from Page 1

greater potential for nitrate leaching, Petrovic says. There is less chance of plant uptake of nitrogen, less chance of soil organisms picking up nitrogen, and less chance for denitrification and ammonium volatilization.

"Is it a bad time to fertilize?" Petrovic says preliminary studies show the source of nitrogen does make a difference.

Milorganite, Estech, plastic coated urea and Nitroform showed almost no leaching in one year when two pounds of nitrogen were put down per thousand square feet on Long Island, which has sandy soil. The fertilizer was applied in mid-November and nitrates were collected from November through the following April.

By contrast, 29 to 47 percent of the nitrogen from urea leached from the root zone and Scott's Sulfur Coated Urea (37 percent nitrogen) had 11 to 12 percent leaching.

Later fall fertilization can pose a leaching problem unless slow-release fertilizer is used, Petrovic says.

Just how much of the nitrogen you apply ends up in the plant? The study in Long Island showed that 50 to 75 percent of the nitrogen gets taken up by the plant when two pounds were applied per thousand square feet. Twenty to 54 percent were taken up when eight pounds were applied per thousand square feet.

"When you fertilize at a higher rate, you account for less of that nitrogen in the plant," Petrovic says.

Another study compared quick- and slow-release sources applied at four pounds per thousand square feet. Recovery of nitrogen in the clippings was 16 percent where slow-release was applied and 52 percent where quick-release was applied. The source did make a difference.

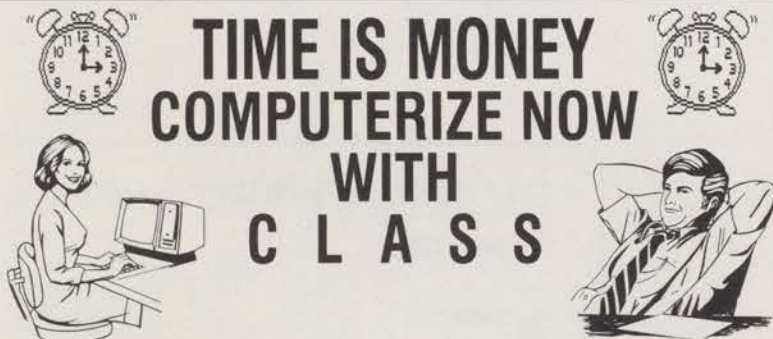
How much nitrogen gets stored in the soil? When thatch and soil were separated in one study, 14 to 20 percent nitrogen was found in the soil and 21 to 35 percent was found in the thatch.

When clippings were returned to the turf, a greater percentage of nitrogen was found in the soil. The conclusion, Petrovic says, is that a high percentage remains in the thatch and the soil.

A certain amount also gets lost to the atmosphere. Nitrous oxides, after all, are partly blamed for the destruction of the ozone layer in the earth's atmosphere.

One study compared loss through volatilization of urea and Sulfur Coated Urea. Six pounds were applied per thousand square feet. At the end of 21 days, 10 percent of the urea was lost compared to 1 to 2 percent of the Sulfur Coated Urea.

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FISCHER

from Page 1

we'll have to change," Fischer says. "If people are willing to change, I'm very optimistic about the business. It'll be a lot of fun."

Fischer has been at the forefront of the PLCAA's policymaking from the start of his career. James Brooks, PLCAA executive vice president, says Fischer was quick to see the need for the association to establish programs.

"He introduced action plans," Brooks recalls. "Bill was (early in) seeing the need for good PR and that we were going to be in for more in

terms of the pesticide controversy. He always put the industry and PLCAA right up there at the top."

"Bill has impressed people with his unquestionable integrity," says Fischer's long-time friend and competitor, Rick White. "He's a very straightforward, honest person. He really loves this business."

Fischer was president of PLCAA in 1984-85, vice president the previous year, and has been a board member.

He remembers when getting customers was easy and getting the work done was hard. Nowadadays, it has reversed. And as a result, he looks for marketing programs

to become more sophisticated.

Fischer also hopes to see more of an emphasis placed on training employees.

Fischer succeeds Ron Giffen (1986), the late Richard Lee Duke (1985) and Jerry Faulring (1984) as LAWN CARE INDUSTRY'S Man of the Year.

LCI

BUYOUT

from Page 1

continued until recently. Unfortunately, a final agreement satisfactory to both companies could not be reached.

"We are disappointed that this transaction could not be

completed. Barefoot is an excellent company with an outstanding record of growth and profitability.

"We will renew our efforts to find ways to enter and benefit from the lawn care service business."

Ron Gagne, commercial sales manager for O.M. Scott, said, "We're all very disappointed. We hoped and worked very hard to make it work."

Norton said he would not rule out the possibility of Barefoot being sold in the future. "We saw it as a positive step if it happened but we're also pleased with the results of the company (Barefoot)," he said.

LCI

MOWERS

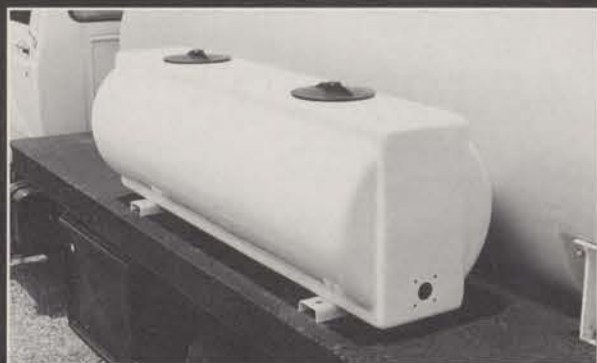
from Page 1

strength and a greater accommodation for shorter leg spans.

At Simplicity Manufacturing, Inc., Port Washington, Wis., more and more women are buying the company's Sunrunner outfront riding mower. The product's steering wheel mechanism includes a much tighter turning radius, according to Lauren Zahn, corporate communications specialist.

The 2-cycle engine, which runs on an oil/gas mixture, is becoming more popular. "We're seeing real acceptance

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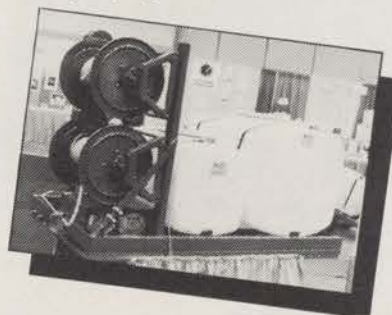
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Circle No. 106 on Reader Inquiry Card

of the 2-cycle engine in commercial cutting," says Chad Kelly, an associate marketing manager at Toro. "They want to avoid changing the oil."

"We're looking at 2-cycle engines," reports Dean at Jacobsen. The machines have fewer moving parts, which results in reduced maintenance requirements, he says.

In January Toro plans to introduce a commercial grade, "deep deck" side-discharge, self propelled, 2-cycle-powered, 21-inch mower. "It will be able to cut through brush and weeds in tough places without breaking down," Kelly says.

Diesel-powered products



Tracinski: More multi-use.

are on the move at Jacobsen. "We're putting diesel engines in a lot of that machinery because it's more efficient," says Dean. The motors last longer, require less maintenance and

they are up to 30 percent more efficient in regard to fuel use, he points out.

Another trend is the "versatility of equipment to do a large variety of assignments," Dean observes.

"We see a trend toward flails," says Toolis at Dandl. One flail model will dethatch, verticut, fine cut, scalp and break up aeration cores.

The company is working on a walk-behind flail mower.

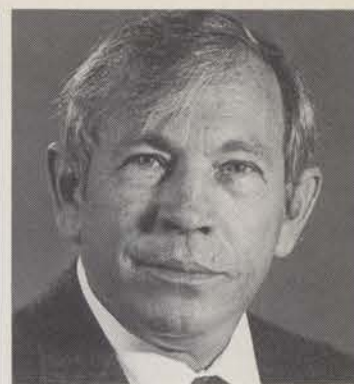
Looking ahead, Deere & Co. Consumer Information Specialist Robert L. Tracinski sees a mower that clears its path and cuts the grass in one pass. "Why not have something to pick up

candy wrappers and bottles while you're at it? You'd have a machine that can clear the debris in front of the mower deck."

Tractors probably will be redesigned to provide a higher ground clearance, so the assorted attachments—such as vacuums, mowers and tillers—can be left in place all day.

A higher ground clearance will allow mower decks to clear curbs better and remain out of the way when not in use, Tracinski says.

Deere, of Horicon, Wis., is currently introducing a five-wheel utility vehicle that can haul 600 pounds over rough terrain.



Hall: Robots on the move!

Simplicity is adding electrically-operated attachments to its tractor line, including a tiller, dozer blade, snow plow and clipping collection system.

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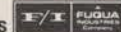
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Zahn says 40 to 50 percent of the company's lawn tractors are sold with collecting systems. Five years ago that figure was 30 percent, and 10 years ago it was only 5 percent.

Tracinski notes that increased awareness is being directed toward leaf and grass collection systems because of concerns over blower noise and the overcrowding of landfills.

His company is marketing a device called the "Leaf-cracker," which bolts under a mower deck and turns leaves in mulch.

Deere also is introducing a quieter backpack blower, as are a number of other firms.

Toro is coming out with a 7 1/2-pound hand-held blower. The "very quiet" machine is "one of the most powerful blowers in the industry and it's just a little guy," Kelly says.

Jacobsen is pushing a 4-hp, 2-cycle walk-behind blower, which Dean says is quieter than the smaller models on the market.

Dean says his company is quite proud of the mower crankshaft protection device that it is offering. This summer's introduction of a new 21-inch rear-discharge, 4-hp, 2-cycle mower is another plus.

At LESCO, Inc., Rocky River, Ohio, they are getting

ready to introduce a new line of rotary, riding and reel mowers.

"We see a need for 36- and 48-inch walk-behinds and that's what we're entering in the market next spring," says Jeff Mack, equipment sales manager. "We're also developing a zero turning-radius machine."

Another project in the works is a 60- and/or 70-inch rider.

Space oddity

Mower operators in the next decade could find themselves looking spaced out: ILC Dover, Inc., Frederica, Del., is marketing its Cool Vest Model

1905 to green industry workers.

The company designed and manufactured space suits used for the Shuttle, Skylab and Apollo space programs.

The Cool Vest circulates cold water with a battery-operated pump. It sells for under \$250.

Previously the vests were more expensive. "Throughout our history, the high price tag associated with the Cool Vest has caused us to gear our marketing campaign to large industrial concerns. All the while, we have been striving to reduce the cost of the vest and open its applications to anyone who works, plays or lives

in the heat," says Lea S. Wainwright, marketing communications assistant.

The lower price tag makes the vest suitable for green industry use, according to Wainwright.

Changes

Seed mixtures that produce lower-growing grasses will result in less mowing, predicts Ron Kujawa, president of KEI Enterprises, Inc., a full-service landscape firm in Cudahy, Wis.

"I think the biggest competition (for mower makers) is going to be the seed companies," he says.

Like John Deere's Tracinski, Kujawa believes that "the biggest area to be addressed is safety." He'd like to see a plastic swing-away mower blade along the lines of brush cutters being marketed by some trimmer companies.

Looking farther into the future, there may come a day when a mower operator can complete the job at hand while sitting on the patio sipping pina colodas! Robot sweepers are currently undergoing successful tests, and robot mowers are not far behind, according to Ernest L. Hall, Ph.D, professor of robotics at the University of Cincinnati's College of Engineering.

"It's sort of a race now between the United States and Japan," says Hall. "It's a question of who can get it done first with little funding support."

Part of the problem is that robot mowers are not taken seriously by most people. However, Hall is confident that the devices will become reality.

"I think people are waiting for us to prove ourselves," explains Hall. "We will laugh all the way to the bank with them some day." LCI

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Watering service washes troubles away

A common complaint from LCOs and lawn management contractors everywhere is that efforts to make lawns look good are thwarted by customers who don't water right.

That is, they don't water enough.

This problem is particularly common in the South, yet you also hear about it from every region.

The simple fact is that all the treatments in the world won't make a lawn look good if it is not watered correctly. That in turn makes the lawn care professional look bad.

However, I think I have a solution:

Maybe LCOs and lawn management contractors could offer an optional watering service.

For an additional fee, the customer's yard would be watered as needed. This task could be performed by a high school student on summer break.

The specifics, of course, would depend upon your climate, but let's say a lawn can be properly cared for if watered once a week.

The customer would be charged \$5 weekly. If the watering person can do two lawns an hour, that's \$5 for the company if the waterer earns \$5 an hour.

(You'll want to discuss liability concerns with your insurance agent.)

Depending on the route size, the watering person could make his or her rounds on a basket-equipped bicycle or in a regular car. Since most people's hoses seem to be too short or full of leaks, I suggest that the watering person carry at least one hose and sprinkler setup.

Think of the possibilities! If the waterer carries two sprinkler sets, one can be set up at one property while another is set up at another. Or the front and back could be done at the same time.

I bounced the watering person idea off Jack Robertson of Lawn Medic in Springfield, Ill. He seemed to go for it, but he cautioned that perhaps the watering service offer should be low-key—that way the customer won't think that the extra money is a requirement for the lawn service to be effective.

If you are reluctant to hire a professional lawn waterer, a freelance system can be developed.

Find a responsible youngster in each neighborhood you service, and encourage him or her to solicit watering customers along your route.

Perhaps a brochure calling attention to the service can be enclosed with your mailings.

The concept of a watering service might be appealing to your clients, seeing as there are so many couples in which both partners work outside the home. This leaves little time for lawn watering—especially when it is recommended that it be done in the morning instead of the evening.

In keeping with the holiday spirit, I have another gift to offer from my brain: My vegetable garden needs water just about every day, yet it's really boring just standing



JAMES E. GUYETTE
MANAGING
EDITOR

there holding a squirting hose that drips on my shoes.

Using a sprinkler might be a wise solution, but the water always goes flying all over the lawn, and the grass in my climate does not need watering that often.

I find the concept of drip irrigation intriguing, so I did some serious thinking and came up with a battle plan.

First I picked up one of those flat-hosed lawn sprinklers, the kind with little holes that create a big mist. (Yard sale, \$1.)

Then I stuck bean poles in strategic locations throughout the garden, stringing the flat-hosed sprinkler line as I went along—keeping it about four feet above the ground.

The end result was a crude mist-like irrigation system

that got the entire garden wet while avoiding the wasting of water on the grass. (Ignore the stray streams that shoot across the yard.)

It takes a little trial and error, but once you get the hose twisted and tied just right it will cover the whole garden. (This task is best accomplished while wearing a swim suit.)

It's better to use this system in your own yard—sticking that ugly thing on a customer's property could get you labeled as being all wet.

James E. Guyette



*Jack Roberts, President
Environmental Landscape Services, Memphis*

"We run 16 crews with 80 people to provide the best care possible for large commercial properties," says Environmental Landscape Services president Jack Roberts. "We depend on our equipment to help us maintain our reputation as one of the best."

Roberts has experimented with other commercial mowers over the years, but now uses only Buntans. At last count he had 29 of them. Here's what the company's supervisors say about Buntan mowers.

Long Life

"We get years of hard use out of our mowers. All of our equipment is two-cycle, so maintenance is simple, there are no fuel mix-ups, we get added torque, and we don't burn up engines when we run them on steep hills," says John Sumner.

Dependability

"The dependability of the mower is incredible," says Leslie Clark. "The design is well thought out and the workmanship is the best I've ever seen. We know our Buntans will start in the morning, run all day and be ready to work tomorrow."

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FOR SALE—Chemical Lawn Service Company, 16 years old, large clientele, fully computerized routing, billing, and follow-up. Trucks, holding tanks, spreaders, turnkey operation. Apply: P.O. Box 581, Owings Mills, MD 21117. 12/87

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

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