

**Optimistic:** Dr. Wendell Mullison, Dow Chemical Co. consultant, thinks the EPA is dealing with 2,4-D responsibly.



## Reuter has commercial division

MANASSAS PARK, VA.—Reuter Laboratories, Inc., a manufacturer of natural pest control products, has entered the professional turf care market. William J. Stinson, III, has been named national commercial sales manager.

Stinson will market Reuter's Attack Natural Pest Controls to golf courses, LCOs, lawn management firms and others in the green industries.

Commercial-size Attack products are available for white grubs, Japanese Beetles, sod webworms, worms, caterpillars, gypsy moths, mosquitoes, aphids, mites and flying insects.

Many of the natural insecticides are known as insecticidal soaps, which are fatty acids derived from plant and animal matter.

Reuter is a publicly-held biological research and marketing firm. The company is located at 8450 Natural Way, Manassas Park, VA 22111. Phone: 800-368-2244. **LCI**

## PLCAA show to have tennis, golf tourneys

MARIETTA, GA.—Golf and tennis tournaments will be part of the fun at the Professional Lawn Care Association of America show in San Antonio this year. The conference and trade show will be Nov. 12-15 at the San Antonio Convention Center.

The tournaments will be at the Woodlake Golf and Country Club. They are open to any PLCAA member, exhibitor or conference attendee.

Each golf team will consist of three players, comprised of a company or individuals assigned to a team.

Tennis competition will be for doubles, also by submitted or assigned teams.

Entry forms are available from the PLCAA, 1225 Johnson Ferry Road, N.E., Suite B-220, Marietta, GA 30068.

A self-addressed envelope should be sent PLCAA under the covers "Conference and Show Golf Tournament" or "Conference and Show Tennis Tournament."

Entry fee is \$45 for golf and \$17.50 for tennis. **LCI**



## Required posting hardly fazes RI LCOs

WARWICK, R.I.—Newly-enacted sign posting regulations are having little impact on how LCOs do business in Rhode Island, according to David J. Wallace of Tuckahoe Lawn Care, Inc., Warwick.

"I have no problem with the idea," Wallace said, except for the fact that LCOs are singled out while homeowners, tree sprayers and structural pest control operators are not included.

Wallace notes that it's still too early to judge the situation. (The regulations were just a few weeks old at this writing.)

"My company has not received an abundance of calls" from concerned customers. But, "we lost a couple who did not want signs posted on their lawn—which surprised me," Wallace said.

Tuckahoe did pick up additional business from landscapers who do not wish to



Wallace: It's just a hassle.

follow the regulations.

Under the regulations,

neighboring property owners can request 48-hour pre-notification, signs must be posted at property entrance points, and label and safety information has to be given to customers.

Because the regulations are not laws, a petition procedure could be used to change them.

Wallace said the regulations have simply served to compound the economic hassles faced by LCOs. **LCI**



Oxalis stricta

## The cost of your average callback.

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## MEMOS

**Look out for ServiceMaster Lawn Care!** The Downer's Grove, Ill.-based operation recently added a franchise marketing director, Roger Nondorf, and three marketing specialists, says Rick White, vice president of ServiceMaster's lawn care division. Nondorf's background is in pest control. The lawn care division, now in its third season, has 120 franchise outlets.

**The National Arborist Association is seeking new members.** Membership is now open to all commercial tree service firms, and new programs are being planned.

"Let's improve safety in the field," says Robert Felix, NAA executive vice president. "We want to see people do work more professionally."

For more information write the NAA at 174 Route 101, Bedford, N.H., 03102.

**BASF Corp. has purchased worldwide marketing rights to Blazer herbicide** from Rohm and Haas Co., which will continue to manufacture the herbicide at its Laporte, Tex. plant under contract for BASF. The company intends to expand research for activity-enhancing additives for Blazer and its premixtures.

**The battle continues over California's Proposition 65.** Green industries sighed with relief when Gov. George Deukmejian released a restricted chemicals list of just 29 chemicals, none widely used in the green industries.

A superior court judge recently ordered Deukmejian to add 201 more chemicals to the list, an order he promptly appealed.

The only chemicals on the proposed list used in the green industries are amitrole, an industrial herbicide, and cadmium chloride, a turf fungicide. Stay tuned.

LCI

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# Are we hiring good business managers?

GREEN INDUSTRY SHOULDN'T PASS UP COLLEGE BUSINESS GRADS

By **ELLIOT MARAS**  
Editor

Is it time to bring on new help? Invest in new equipment? Expand into new services? Owners of lawn care and lawn management firms often lack the formal business training to make such decisions.

Many, to their credit, know they need better business management skills and try to strengthen themselves by attending management seminars at industry conventions. Attendees frequently stand in line to learn about debt/equity ratio, proprietorship versus corporation, or how to design a marketing plan.

One option few consider, however, is hiring a college business graduate. Why?

Business owners often fear that business grads are too expensive, might usurp authority (and ownership), or will not find the business interesting or challenging enough. All reasonable concerns.

But such concerns should not stop growing companies from finding qualified managers. And doing so is a challenge—in any business.

This summer, more than 70,000 Masters of Business Administration graduates entered the nation's work force, a thirteenfold increase in the last two decades. Many more have undergraduate business degrees.

What sorts of careers are these graduates looking for?

A recent survey by *Inc.* magazine found that the new grads are more interested in entrepreneurial companies than were the grads of yesteryear, who preferred the security of large corporations.

Today's graduates, the survey found, feel entrepreneurial companies offer more opportunities for advancement, a more challenging work environment, greater receptivity to new ideas and greater opportunity to build personal wealth.

Lawn care and lawn management employers shouldn't let this pool of talent pass them by.

Following are some other findings from the survey about the 1987 business graduates:

- Nine percent plan to seek employment with small (under \$25 million) companies. (That doesn't sound like much until you consider it represents more than all the M.B.A.'s graduated in 1962.)

- "Challenging work" and "company atmosphere" are the two most important

attributes sought of an employer, more than salary.

- Men's interests fall equally in three areas: managing people, managing money, and sales. Women's interests fall equally in managing people and sales, and less in managing money.

- Fifteen percent are interested in service industries other than the financial, high technology and food and beverage areas.

The lawn care industry

certainly offers a lot of what the 1987 business graduates are looking for. Will the industry do its part to bring them into its fold?

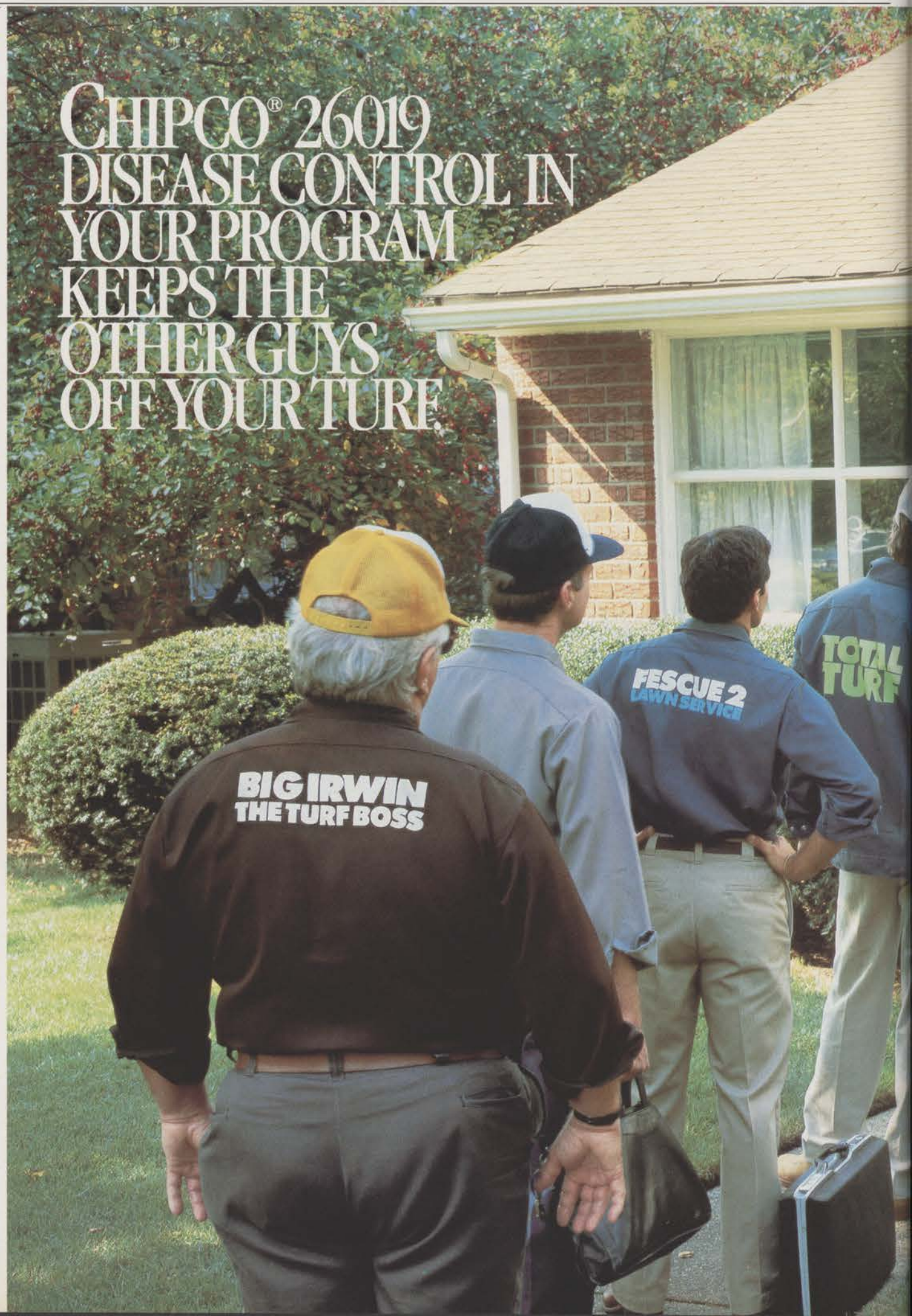
Can lawn care and lawn management companies spare an hour or two a week to meet with local college administrators, faculty members and students?

The *Inc.* article noted that small companies as a rule are very weak on recruitment initiative. Can the green

industries be an exception to this rule?

Lawn care and lawn management companies need better marketing, stronger financial planning and keener personnel management. They shouldn't miss out on the chances to improve in these areas.

*Elliot Maras*





# Is it time to bring on your first manager?

As lawn care and lawn management companies grow, they need managers other than the owner/operator.

The typical company consists of the owner and his wife as the managers in the beginning. Eventually, the time comes when managing the company requires all of the owner's time.

The first full-time manager hired is often someone who has worked for the company, has shown him/herself to be a strong worker, and is able to

get along with the owner/operator.

There are several key considerations in hiring your first manager.

**1) Is this person to be a "true" manager, or is he/she going to be a supervisor?** If he is going to be a manager, you must look at qualities that were not necessarily the ones which made a good worker.

One needs to have the ability to plan, to make people perform, and to have a grasp of the objectives that subordi-

nates are intended to meet.

**2) If this person is to be a manager, how much information will you give to him/her?**

If you're really going to have a manager, he/she must have information needed to manage the objectives that are set. Many owners are not willing to let anyone else see their financials.

**3) How much true responsibility are you going to give to the new manager?** Are you willing to give them enough authority so they

can make independent decisions? Often, the new manager is given responsibility without having the authority to get things done. This is particularly true of companies that are putting in the first manager that is not a family member.

**4) Do you have a written description of the management position?** This should include all tasks, responsibilities and objectives to be managed in the new position. Doing this description will help you focus on the areas



McGary

Wandtke

## About the Authors

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

you want managed, the responsibilities you will give to the position, and the objectives you feel are the most important for the manager to achieve.

**5) How are you going to compensate the manager?** Whatever the total compensation program, and we believe it should include some incentives for performance, you must put together a plan that indicates to the manager those areas that are most important to you and your company. For instance, if you put in a bonus for increased sales but really are looking at better bottom-line performance, you have a compensation plan that goes against your actual expectations for the position.

**6) Does the manager have the authority to impact on the areas you want him to focus on?** For instance, if you want the manager to make an impact on the bottom line of the company, and you decide that you want to take out a bonus for yourself at the end of the year, is the plan written so that the manager is not penalized because of your additional income? This type of problem, not having control over expenses that affect income, is one we often see in small companies.

**7) When do you want to hire this manager?** This is the hardest part of the first-time hiring process. If you are unable to get your own work done, particularly on the control side, if you are unable to keep in touch with the people who are working for you, if you find that the overall quality of work is suffering because you can't oversee it, if you find expenses running too high because you don't have time to make the right buying decisions, and if you find that 90 hour weeks aren't as fun as they used to be, you are probably ready to add another manager. The general pattern for smaller growth companies is to bring someone along as a supervisor first, then to look at the potential for management.

There is a tendency, in smaller companies, to offer equity to the first new manager. Don't. Giving away a piece of your ownership is not something to be done lightly. You want to be sure that the new manager is someone that you can live with for the rest of the life of the company. Don't give up a piece of the company at first.

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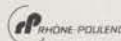
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# Aeration specialist unplugs a gold mine in Colorado

LAWN CARE FIRMS FIND SUBCONTRACTING AERATION EASIER AND MORE PROFITABLE

By **ELLIOT MARAS**  
Editor

ENGLEWOOD, COLO.—As a full-service contractor managing more than 4 million square feet of grass per week, Steve Cook doesn't have time to flag sprinklers.

Ted Duncan, owner of the young and growing Littleton ServiceMaster Lawn Care, is deluged with new sales. The thought of establishing an in-house aeration program gives him the shivers.

But in the clayey soils of Colorado, aeration isn't a frill. It's a necessity. That's why Cook and Duncan are grateful for the services of Greg Schreiner, an aeration specialist.

Schreiner's company, Aeration Consultants, contacts customers one day in advance to let them know their lawns will be aerated. They're told to water the night before. The sprinklers are flagged in advance so none get broken.

Enter the age of the aeration specialist.

Schreiner, one of the first companies to offer aeration exclusively, has seen sales double each of his three years in business. His success rests on the convenience, cost efficiency and lawn quality the service provides.

Customers include the 40-acre Denver Federal Center, American Telephone & Telegraph, the 40-acre Denver West Office Plaza, and some of the larger lawn care and landscaping companies.

The lawn care and landscaping firms especially like the convenience Schreiner's service offers.

## Some testimonials

"We found with Greg, we could make one call," says Cook. "He's just freed us up."

Jack Butler, extension specialist and professor of turfgrass science at Colorado State University, talks about the important role aeration plays in Colorado. "We do have very heavy clay soils here," he says, "This (specialty) is going to be more of a thing."

Schreiner likes to talk about the savings he provides. Since his overhead costs are minimal, he can provide aeration for a commercial client for about 60 percent of what a full-service contractor charges. That translates to big savings on large properties.

A contractor might bill \$900 to aerate a 100,000 square-foot property. Schreiner says his bill would be about \$600. The contractor would profit \$300 by hiring him.

The per-unit costs are higher on residential proper-

ties, Schreiner says.

Schreiner got the idea for starting the specialized service while managing the aeration program for ChemLawn's Denver branch. He noticed how receptive customers were to aeration.

## Seeing the need

"I saw a need coming for this," he says. Seeing a lot of poor workmanship, such as leaving substantial areas un-aerated and breaking sprinkler



Schreiner: People are happy.

heads, he felt he could upgrade aeration standards. He left ChemLawn after a year and a half and started his company.

Schreiner offers a three-round program—spring, summer and fall. Spring and fall, the seasons with the most active root growth, are most important.

He emphasizes three major benefits of aeration: better water retention, more efficient use of fertilizer, and deeper root growth. His firm's motto

is: "You can't grow grass on a brick."

Customers are told they can save 15 to 25 percent on their water bills. If the customer follows Schreiner's advice to water the night before, the holes will hold the water in the soil longer so that less water is needed.

If the lawn is fertilized immediately afterwards, as Schreiner suggests customers do, the fertilizer will have twice the impact.

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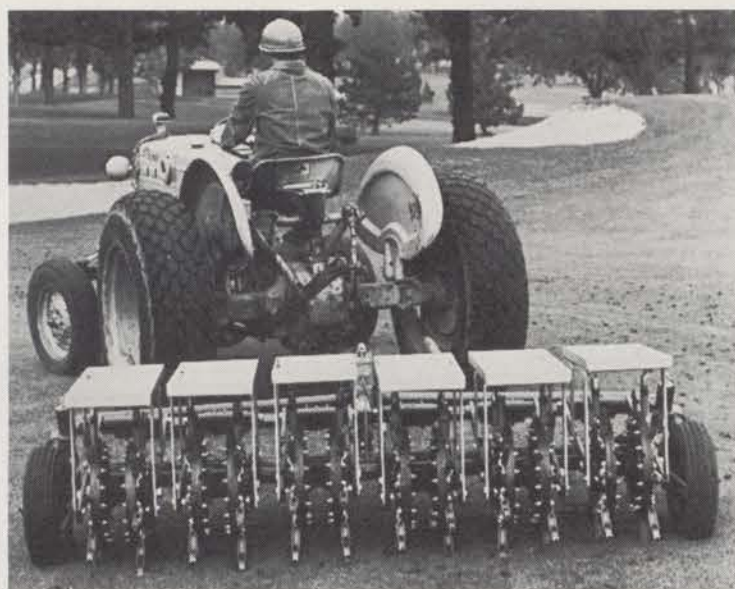
**Lawn Renovation**  
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And naturally, thatch, Denver's seemingly incurable problem, is reduced. Schreiner has seen lawns have with as much as four inches of thatch. "We can get some active root growth in those holes," he says. "All you really need out here is to get those plugs extracted, allowing the water to get down, and you can get everything green."

Subcontracting for lawn care and lawn management firms is an important part of the business. Clients include Lawn Doctor, Inc. and Barefoot Grass Lawn Service, Inc.

But most of the business, particularly the residential, comes through telemarketing



Reliable machinery? Schreiner says maintenance pays.

and direct mail. Schreiner has two full-time estimators, who boast an 80 percent confirmation rate. They target new residential developments.

If a prospective customer does not use a professional service for fertilization and weed control, Schreiner advises them to.

#### Keeping clean

Schreiner takes great pride in his professionalism.

His seven technicians wear blue uniforms that match the color of the trucks, which get washed every night.

Each day, the aerators' bolts are tightened and the zirks are greased. Oil is

changed every two days, and the machines are washed every night. "We've got to have machines that will last," he says.

A two-week training program ensures that all employees, even the telemarketing people, know about aeration. Everyone gets behind an aerator.

The employees also learn about fertilization and weed control so they can talk intelligently about lawn care with customers. The lawn care and landscaping companies appreciate this.

"People are happy that there's somebody like us out here," Schreiner says. LCI

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## 2,4-D

from Page 1

while, concluded there is no conclusive data linking 2,4-D to cancer in humans or animals. The Expert Panel Report on Carcinogenicity of 2,4-D, dated March 23, prompted the Ontario Ministry of the Environment to remove a moratorium on the introduction and use of new 2,4-D products.

"Overall, the Panel concludes that the existing animal and human data are insufficient to support the finding that 2,4-D is a carcinogen and, consequently, finds insufficient evidence to conclude that existing uses of 2,4-D in Ontario pose a human health risk," states the report.

The U.S. and Canadian governments started reviewing 2,4-D literature in 1986 after a report by the National Cancer Institute and the University of Kansas suggested a possible link between the herbicide and non-Hodgkins lymphoma, a form of cancer.

The Kansas study was disputed by several scientists, including three of four retained by the EPA to review it.

Lawn care industry observers think the EPA has addressed the matter responsibly.

"I think they've done a pretty good job trying to review all the studies," said Greg Richards, chemical products manager for LESCO, Inc.

Richards pointed out that the EPA is taking into account the benefits of 2,4-D. "I think they understand that it's the least expensive broadleaf herbicide on the market," he said.

Dr. Wendell Mullison, consultant to the Dow Chemical Co., said: "It's comforting to realize that as more information is developed, it continues to substantiate the fact that 2,4-D can be used safely and is not a human carcinogen."

Bill Brocker, sales and marketing manager, technical and special products for PBI/Gordon Corp., noted that all of the available literature has tended to negate the findings of the NCI/University of Kansas study. LCI



## Market is hot in Southern California

By JAMES E. GUYETTE  
Associate Editor

**S**outhern California. They call it the Southland: Swimming pools, movie stars.

Mention Southern California and people think of surf, safaris, Tinsel Town and hangin' out on the beach—but for the men and women in the green industries it means *work* all year long.

Things never stop growing here, especially the demand on lawn care and landscaping companies to provide precision services.

Any discussion about the Southland, which stretches from Santa Barbara to the Mexico border, cannot begin without first addressing the climate.

Pleasant weather conditions have played a crucial role in the foundation of the area's major employers, including the green industries.

Tourists flock here to soak up the sun, aerospace engineers can test-pilot planes all year round, and movie moguls can make films outdoors in any setting—be it the sea, desert, forest or mountain range.

People here spend a lot of time outdoors, and they want their small-sized yards to look nice. And they'll pay good money to someone to get the job done.

"They like their leisure time and they don't want to be tied down on their weekends," says Roy L. Jones of Chem-Lawn Services Corp., Chatsworth.

It seems like Southland residents talk more about the traffic congestion than they do the weather. That's because there's little use talking about the weather when it's always *great*.

### California dreamin'

In 1984 in Los Angeles there were 170 sunny days, 68 cloudy days and 29 days of measurable rain. There was no snow. In San Diego there were 154 sunny days, 88 cloudy days and 42 rainy days. Again, no snow.

(By contrast, Columbus, Ohio, saw 63 days of sun, 208 overcast days, 144 rainy days and 10 days of snowfall higher than one inch. The low temperature was -16 degrees. It didn't fall below 41 in Southern California.)

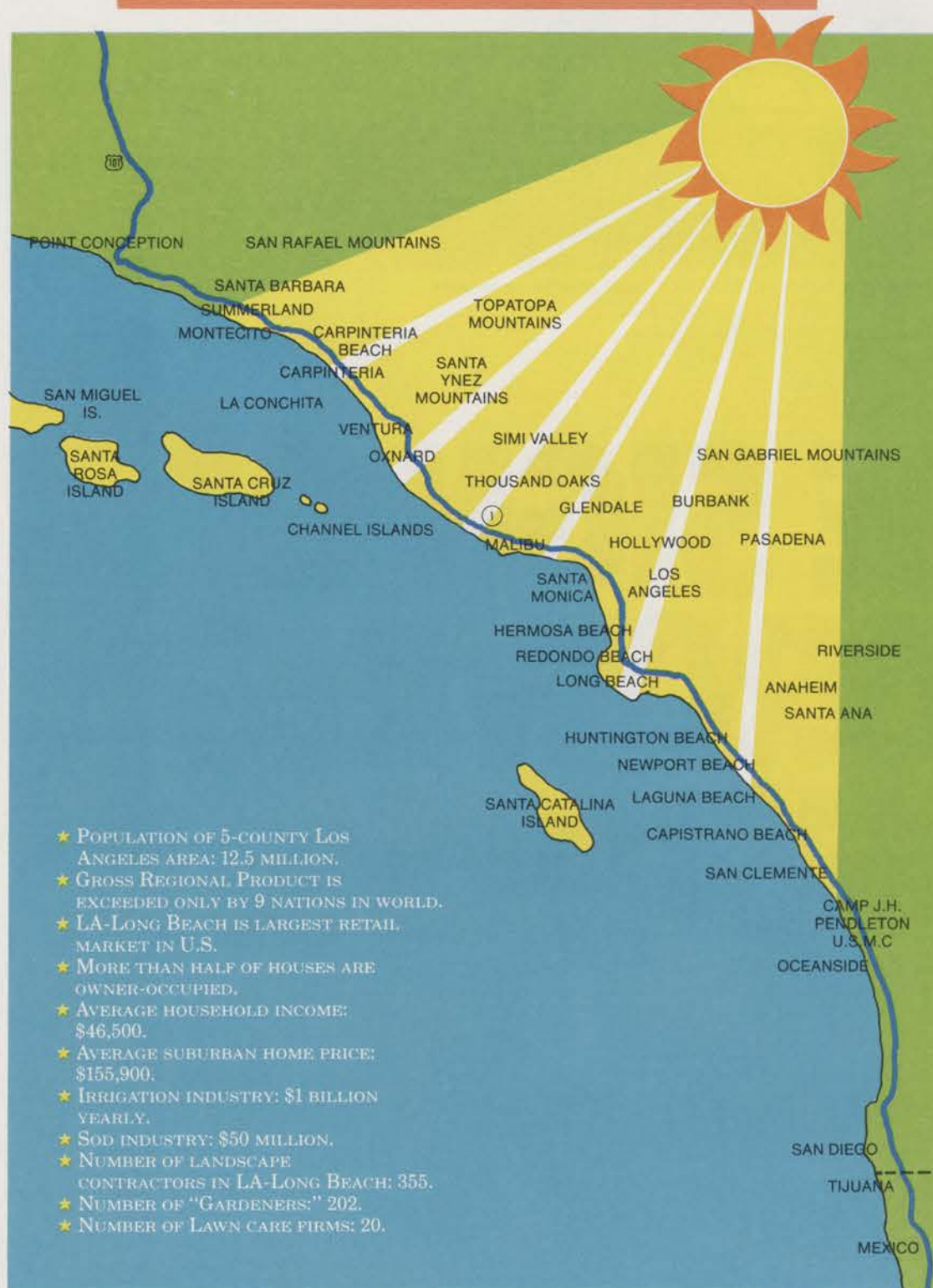
"We have growing-weather 365 days a year," reports Gayle Ward, owner of Plantkeepers in Simi Valley.

"This is one area where you can grow almost anything," says Carrie Michalak, an estimator for Professional Landscape in Upland.

"You can have three crops a year," adds irrigation consul-

# MARKETPLACE

## "The Southland"



**On the beach:** Long Beach is the 35th largest city in the U.S. The "old money" oil, and Navy, town is undergoing renovation that highlights its Old World appeal.

tant Efraim Donitz of EFCO, Inc., North Hollywood.

Irrigation, though, is required to keep the plants healthy. "This is high desert country," Jones notes. "We get very little rain here in a year. From now (April) until October we won't have any rain at all."

"If you stopped irrigation nothing would be here," Donitz points out. "It would be desert." He estimates that the annual irrigation business in the Southland tops \$1 billion.

"Forty to 50 percent of the irrigation in the United States is done in California, and 40 to 50 percent of that is done in Southern California," says Dave Richman of Pacific Equipment & Irrigation, Inc., located in Industry (that's right near Commerce, Calif.).

Even the roadsides in the Golden State have built-in sprinklers, resulting in lots of palm trees, flowers and greenery along the highways. "It's very important for noise and smog pollution," says Donitz. "This is one thing that the taxpayers of California don't mind."

As the Southland continues to grow, so do concerns over the supply of water. Development in Santa Barbara has come to a standstill because the billion-dollar oil town is worried about the possibility of some day going bone-dry.

"They have a moratorium on growth brought on by the shortage of water," reports journalist Steve Berta, news editor of the *Carpinteria Herald*.

"They're not even reviewing major development plans," he says. "If you want to build 40 (apartment) units on three acres—forget it. They won't even look at your plans."

Twelve miles to the south, Carpinteria is feeling the impact of Santa Barbara's crunch. "Carpinteria has a housing boom brought on by the shortage of housing in Santa Barbara," Berta says.

A beachfront condominium costs \$300,000 to \$400,000. A bargain is a two bedroom condo for \$124,000.

Real estate sales are *hot*. "They put them on the market at noon and they have three offers by 5 o'clock," Berta says.

"The development picture has put so much pressure on the housing picture that developers are taking their commercial and industrial land and applying for 'rezones' to residential and multi-family because they can sell it faster and turn it over quicker," Berta points out.

"Land is at a premium, everybody wants to live here and there's not enough land," says Ward of Plantkeepers in Simi Valley.

"We're running out of room," states Walter S. Barrows Sr., Ph.D., owner of Landscapes by Barrows, Carpinteria. (He also is "Dr. Dirt" on a local radio show about gardening.)



Barrows says an oak or sycamore tree on a property can add \$50,000 to the price of the lot. Landscaping accounts for about 30 percent of a property's value, he notes.

Down the beach in La Conchita, a delightful settlement of 500 people tucked along the Pacific Coast Highway between the Santa Ynez Mountains and the ocean, a house that cost \$5,000 in 1940 is now worth \$150,000.

### Green, green grass of home

Just about anything grows in the area, and when it comes to turf, both warm season and cool season grasses will thrive when watered correctly. And the customers want their lawns to look good.

"It's quite a status symbol to grow grass in the desert," says ChemLawn's Jones.

"People want to see results," according to Jay Oberndorf of Cal-Turf, Camarillo. "People want 'instant green.'"

He adds that sod is rolled down to create lawns at most newly constructed properties, although hydroseeding continues to gain in popularity.

There are 5,000 to 6,000 acres of sod sold annually in California, and much of the \$50 million industry is based in the Southland.

Cal-Turf started the California sod market in 1958, originally to provide grassy scenery for the film industry. "They wanted an instant set," Oberndorf says.

Some of the more popular grasses are Bermuda, bluegrass, fescue, rye, St. Augustine and dichondra. Dichondra isn't actually a grass, it's a creeping ground cover with small rounded leaves that is sometimes used in lieu of a lawn. "There's some homes that call for that but it's more expensive and hard to maintain," says Michalak at Professional Landscape.

One thing about the Southland is that most of the yards tend to be smaller because of the value placed on land. Therefore a lot of homes don't have lawns at all, but are instead populated with ground covers and assorted flowers. Remember, almost anything grows here.

In La Conchita and just about everywhere you will find few lawns—but lots of flowers. In La Conchita the first thing a visitor notices is the roses—the blossoms are huge.

And no wonder: Chances are that if you have purchased flowers or plants from the Golden State, they came from the fertile Carpinteria Valley. Formerly the "Lima Bean Capital of the World," the area now is host to a highly productive nursery industry.

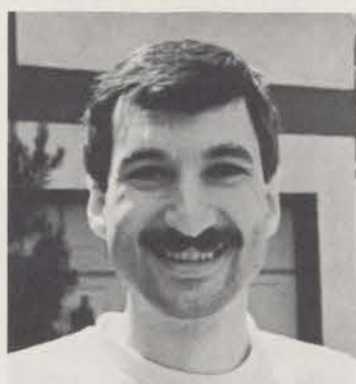
Cut flowers bring in about \$12 million annually to the valley. Avocados account for about \$6 million, with ornamental nursery stock amounting to about \$4 million yearly.

Bulbs, lemons, bananas and oranges also are grown here.

### Color my world

Southland residents are not shy about using flowers when it comes to their own properties. "I think everybody wants the gardeny look—lush with ferns and color pots," says Ward at Plantkeepers in Simi Valley. "They like lots and lots of color."

Her company designs and assembles "color spots" and "color pots" in the many atriums, patios, courtyards and pool areas found throughout the Southland. "We can keep the color pots gorgeous in the summer and gorgeous in



Berta: Real estate is hot.

the winter," Ward explains.

The firm got its start seven years ago when Ward began dressing up model houses: The builders did not want the regular "gardeners" walking



Donitz: Irrigation needed.

through the homes with their dirty shoes.

According to Ward, clients want more than just a run-of-the-mill look to their landscapes. "Everybody's crying



Oberndorf: Sod's rolling.

for creativity out here," she says. "Every customer complains that they can't get their gardeners to do anything creative; that's a major complaint in these wealthy areas."

## Insect Problems?



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## MARKET

"We're definitely on the higher-tech side of things," says David W. Kruger, president of South Coast Environments, Long Beach. "It's not just mow, blow and go. We do quality work and our customers pay a little more for our services," he says.

"You won't see broadleaf weeds on our lawns," Kruger states. "We have very, very few callbacks."

An average account brings in about \$800 a month. The company grossed \$1 million last year. Laborers, mostly Hispanics, make \$4.25 to \$4.50 an hour. Foremen, who are all bilingual, earn \$6.50 to \$8 an hour.

Foremen at Bennett Enterprises, Lomita, also are bilingual so they can communicate with the Hispanic laborers and the customers. "I can't send them out as a foreman on a job if they can't speak English," says President Sean A. Bennett.

Like South Coast Environments, Bennett Enterprises has a varied array of services available, including lawn management, landscape installations, irrigation systems and median strip upkeep. "I try to balance our work so we're not hurt by the cycles (in the economy and construction industry)."

Bennett points out that "a lot of our clientele like the full service." A customer is charged about \$120 monthly for mowing on a lot smaller than 1/10 of an acre. In a new development, "our average job is about \$8,000 to \$10,000 with irrigation and everything," he says.

Bennett, 27, founded the firm himself after paying his dues on the lower end of the wage scale. "I used to work for 50 cents an hour." He makes considerably more now. His company, which employs 24 full-timers, is doing a lot of work in the exclusive Rancho Palos Verdes development of Island View (it overlooks Catalina) on Long Beach's South Bay.

#### Let it flow, let it grow

The biggest problems faced in the field are caused by "improper soil additives being installed in new projects and inadequate irrigation," Kruger reports.

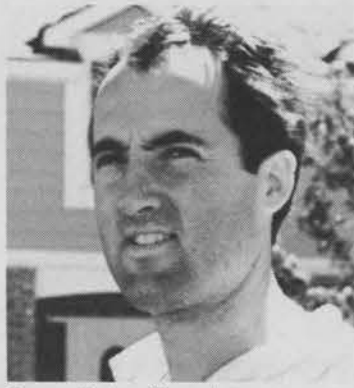
"People will not follow watering instructions and that's 99 percent of it," concurs Bill Schaeck, general manager of Chem Turf, Inc., Anaheim, home of baseball's California Angels. "They'll let the thing dry out and then they'll be crying their eyes out."

Schaeck does chemical lawn care all year round. His Orange County residential lots average about 2,000 square feet and he charges an average \$34.95 per treatment, with a special \$15.95 introductory offer. His workers average \$5 to \$6 an hour.

Like many Southland LCOs, Chem Turf does a lot of subcontracting work for gardeners. It seems that people with smaller yards prefer that their gardener handle all the details.

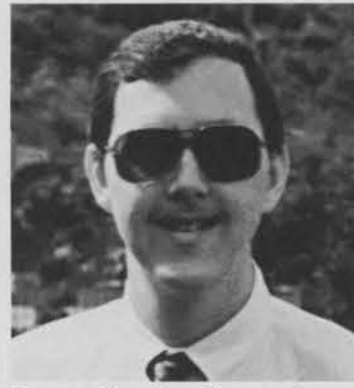
"The expectations of the customers are very, very high here when it comes to lawn care," reports Jones at Chem-Lawn.

He says that more and more residents and commercial property managers are opting for chemical lawn care, and more growth is expected. "This is one of the biggest potential markets for Chem-Lawn."



**Bennett:** Avoid cycles.

Current Chemlawn customers include Mickey Rooney, Alan Thicke, Jamie Farr, Donna Summer and Larry Wilcox of "CHIPS" fame.



**Kruger:** People will pay.

An average treatment is \$34 to \$38.

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**Jones:** LCO to the stars.

that makes getting to jobs difficult, the most common complaint is about "bootlegging" by unlicensed landscapers.

See **CALIF.** page 15

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# Lawn care now catching on in Southern California

YEAROUND FINDS SOME LANDSCAPERS PREFER TO SUBCONTRACT CHEMICAL WORK

By ELLIOT MARAS  
Editor

**N**ot to be seen at a green industry gathering in Southern California are the Tru Green, Lawn Doctor and Excelawn trucks seen at many shows. Lawn care in this region is overshadowed by full-service landscape contractors. Residential lawns, after all, are small (2,000 square feet on the average), meaning a higher volume of business is needed for profit margins to match those in other parts of the country.

But Mike Whitten, manager of Yearound Lawn Care Co.'s Orange County branch, says things are changing. Customers and landscapers alike are becoming more cognizant of the benefits of professional lawn care.

"It's a matter of educating people," says Whitten, whose branch in Anaheim is now in its third season. "I have every confidence that Southern California will become a tremendous market for the lawn care industry."

Customers are finding that a lawn care company can charge less for fertilization and weed control than a contractor. The six applications cost between \$150 and \$240 annually, depending on property size.

"It's phenomenal, the amount of people around here that have full-time gardeners and are willing to pay for someone to fertilize the lawn and kill the weeds," Whitten says. And oftentimes, the "gardeners" don't mind—spraying chemicals is something many of them are happy to leave to someone else.

## Licensing strict

California has exceptionally strict licensing requirements for pesticide applicators. Separate tests are required for more than 10 different applicator categories. Not all contractors are qualified to spray all types of properties.

## ChemLawn entertains offers on rug cleaning

**COLUMBUS**—ChemLawn Services Corp. is considering selling some of its carpet cleaning branches to branch managers. Some managers recently expressed interest in buying their branches.

ChemLawn has 15 carpet cleaning branches employing about 100 full-time and 100 seasonal workers, said Steve Hardyman, ChemLawn spokesman. **LCI**

Many don't want to spray pesticides in light of the recently-enacted Proposition 65, which prohibits certain chemicals from being used. Environmental groups are lobbying to extend the list of restricted chemicals.

Whitten subcontracts for about six contractors. "We're finding more and more that they're getting away from that (chemicals)," he says.

He sees his relationship with landscapers as key to



cracking the lucrative commercial market. Yearound is presently developing a special

program for commercial accounts.

## Emphasizing safety

California doesn't mandate that every one of a company's technicians be licensed, but Whitten is trying to see that all of his are. An emphasis on safety is a great marketing tool in California.

Yearound further emphasizes this concern through voluntary sign posting. And through its decision to stop

using 2,4-D for post-emergent weed control. This latter step is controversial within the lawn care industry: many companies don't believe they compromise safety using 2,4-D, and resent other companies that have stopped using it.

Yearound does not claim the compound is dangerous, Whitten says, but wishes to respect public sensitivities. "One of the highest priorities we have in the company is safety," he says. **LCI**



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# Women prominent in Golden State green industries

By JAMES E. GUYETTE  
Associate Editor

LONG BEACH, CALIF.—An informal, laidback and liberated attitude is part of the Southland's lifestyle and history. In the green industries that enlightenment is reflected in the large role women play in the business.

"People are less conservative here and they're much more willing to try new things," says Yvonne Fenner of the California Landscape Contractors' Association, Inc.

The CLCA does not label its members by gender, but it is acknowledged that large numbers of women are involved in the industry.

"I've noticed there's a lot more women coming into the field and I think it's great that they are," comments Carrie Michalak, an estimator at Professional Landscape Corp., Upland.

"Maybe it's because our weather out here is more conducive to being outside—there's nothing like California weather," says Susan Holt of Plantkeepers in Simi Valley.

"It's the climate, I'm sure," reports Holt's boss, Gayle Ward, owner of the company.

It seems obvious that women should be designing the landscapes, because women make most of the buying decisions, according to Ward. "Most of it should be designed for women because they do the buying."

Holt says the nice weather makes it economically possible for women to work outside all year without having to worry about taking up another profession during the winter.

"I think you'll find that in LA we're first in a lot of things," says David W. Kruger when discussing the Southland's enlightened attitude. He is president of South Coast Environments, Long Beach. "People are more receptive to new ideas. We're more relaxed business-wise, it's not stuffed shirts all the time."

## California here I come

Perhaps the laidback California atmosphere has its roots in the adventurers and individualists who originally settled the state.

The growth of The Southland is relatively recent. Some of the older settlements were born in the 1700s when Father Junipero Serra came north from Mexico and founded a chain of 21 missions to convert Native Americans. The missions, which also served as trade schools and social centers, were spaced about a day's journey (on foot) away from each other.

(The path of these missions, and some forts, was known in Spanish as The King's Highway. Today it's the famous Pacific Coast

Highway, Routes 1 and 101.)

In 1784 Spain's king started granting large areas of California land to soldiers and adventurers who had served the crown. Many of these parcels became huge "ranchos" supporting herds of livestock.

Long Beach was originally comprised of two ranchos. In 1900 its population was 2,252.

When black gold was discovered in 1921, the Signal Hill oil field in Long Beach had the richest production per acre that the world had ever seen.

As new residents streamed



Fenner: More liberal here.

into the city, the small man-made harbor grew into a major shipping center. It includes a population of about 375,000, making it the 35th largest city in the U.S.

Throughout history the petroleum industry has played a large role in the Southland. Offshore oil rigs near Carpinteria, Summerland and Santa Barbara have pumped billions of dollars into the economy.

The volume of petroleum is so great that deposits of tar just seep up through the beach at Carpinteria.

Carpinteria means "carpenter shop" in Spanish, and it takes its name from the place where Chumash Indians made their canoes seaworthy by coating them with tar.

In addition to oil products, other mainstays of The Southland's economy include aerospace, tourism and the motion picture industry. Services now make up the largest employment sector in the region. Agriculture and contracting are major industries, too, as are management consulting, engineering, personnel services,



## Control you can depend on.



architecture, computer and data processing, accounting, building services, advertising and public relations, and banking and other financial activities.

### Celluloid heroes

In LA more than 80,000 people are employed in the entertainment industry, which grossed more than \$7 billion last year. And 90 percent of the world's recorded entertainment is produced within five minutes of the intersection of Hollywood and Vine. Not surprisingly, LA rides in half of the world's supply of stretch limousines.

California's climate, varied scenery and previous isolation

from the rest of the country was responsible for the birth of the film industry.

In 1853 Hollywood was just a farm with one clay adobe hut. In 1911 the first movie mogul came out, reportedly because he was irritated over a Chicago snowstorm.

Also, the youthful film industry on the East Coast had erupted in violence in some cases over patent rights and other matters. Hollywood was far from patent enforcement personnel and close to Mexico in case things got too hot.

In addition, the sunny weather allowed for better productions. In the days before adequate artificial lighting



**Looking good:** A Bennett Enterprises crewmember tends to a lot in Rancho Palos Verdes. The flowers are mitsu yellow gazinas.

movies often were shot outside—even interior scenes! Sharp-eyed viewers of silent films may notice blowing tableclothes and napkins in some movie "kitchens."

### Ballad of Jed Clampett

Beverly Hills was an exclusive community long before Jed Clampett was shootin' at some food in Bugtussel.

In fact, the elite settlement got its start during the oil boom. A speculator came out drilling for black gold and found nothing but water. To recover his losses he decided to sell large, expensive estates to rich people. That water, too, turned out to be a valuable commodity in this arid region.

### Little GTO

Car buffs would go nuts out here. Sunny days with no road salt keep mint cars in classic condition. It's not rare to see a '63 Comet or '57 Chevy cruising down the highway. Do you want a '59 Ford? Drive one away from a guy in La Conchita for \$1,200. **LCI**

## CALIF.

from page 12

Barrows, "Dr. Dirt," says illegals are putting a damper on the chemical lawn care firms and landscape installers. "There's no way you can compete with them."

To be on the job at a legitimate company, the boss pays \$27 an hour per worker, total cost, according to Barrows. An outfit with illegals can get by with \$5 an hour per worker.

"People are running businesses out of their bedrooms with a residential phone. The poor unsuspecting homeowner doesn't know what's going on."

Shoddy contractors harm the industry, says Barrows, and he is particularly steamed at wholesale nurseries that sell plants to the bootleggers. "If you're a wholesale nursery you ought to wholesale ... the greedy supplier will take cash under the table," he says.

"This is what's killing our industry," Barrows notes. "I see the day coming that the grower will become the industry." **LCI**

## MONEY

from page 16

vival, Greek Revival, French Empire, Medieval, Art Deco, Oriental, Colonial Revival, Tudor, Georgian, Italiante, Romanisue, Shingle, Spanish Colonial Revival, Mission Revival, Craftsman, Beaux Arts and assorted combinations thereof.

And, of course, there's the California Bungalow, "California's first native architecture." **LCI**



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# Economy creating good vibrations for contractors

By JAMES E. GUYETTE  
Associate Editor

LOS ANGELES—High property values, high incomes, a high population and a high regard for nice looking yards combine to make the Southland a competitive and lucrative market for the green industries.

The five-county Los Angeles-Long Beach area is home to 12.5 million people within 34,149 square miles.

Los Angeles County's population has increased by more than 5 million since 1940. That figure recently topped 8 million, making the county larger than 42 of our 50 states, and the population is expected to surge to 9 million by the year 2000.

The five-county region's gross product—total value of goods and services produced—is exceeded by only nine nations in the world! LA-Long Beach is the largest retail market in the United States.

Beverly Hills heads the list for the most expensive housing in the U.S. A 2,000 square-foot house with three bedrooms, two bathrooms and a garage would run you \$775,000. That same structure in Tulsa, Okla., would cost \$74,817.

The average home price in the LA area is \$155,900, with an average household income of \$46,500. The average monthly house payment is \$1,275.

In San Diego the average home price is \$148,500, with an average household income of \$41,200. The average monthly house payment is \$1,200.

In 1986 for the second year in a row LA-Long Beach led the nation in housing starts with 1,808,960. (Washington, DC was second.)

The Riverside-San Bernardino area and San Diego also were included on the Top Ten list for last year.

In Los Angeles County the housing stock exceeds 2.9 million units, most of them built since 1945. The varied backgrounds of the area's settlers resulted in varied architectural styles as they brought with them their native construction methods.

The old-style Spanish-Mexican-Native American influence is seen throughout the area in adobe and stucco dwellings.

When Santa Barbara, a 400-year-old Spanish mission town, was leveled by an earthquake in 1925 it was decided that it would be rebuilt with red tile roofs and stucco walls.

Most structures have to conform. "There's quite a review process here to get anything built," says Jeff Cope, parks maintenance superintendent.

The community is a noted playground for the rich and fa-



**Ground cover:** This front yard in La Conchita features ivy instead of grass. Yellow lantanas are under the window.

mous, and it has an exclusive hillside section called the Riviera. "We do have our wealthy elements here and that helps Santa Barbara quite a bit," Cope explains.

Because Santa Barbara is already developed for the most part, (the latest project is a hotel complex built by Fess Parker, television's Daniel Boone) much of the landscape work involves renovations. "They're tearing out and putting in new things," according to Cope.

The town of Solvang has a Danish look in the style of its Nordic settlers, while the

small "resort" of Santa Claus Lane has a decidedly North Pole twist.

Several renovation projects are underway in Long Beach to preserve that city's "old money" resort atmosphere. "People are tired of chrome and glass," says entrepreneur Lloyd Ikerd. "They want something with warmth and feeling . . . when you have something historically unique and beautiful, people will come to see it and leave with an experience to tell their friends."

Other styles are Spanish Re-

See **MONEY** page 15

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Burton: Got a head start.



Carruth: Weather's great!



Holman: Pests out early.



White: It's great everywhere.



Zwiebel: Optimistic.

## BUSY

from Page 1

and sales so far are 44 percent-age points ahead of last year.

Business is "considerably up" for Davey Tree & Expert Co., Kent, Ohio, says Don

Shope, vice president/general manager for residential and commercial services. The company primarily serves the Midwest and Northeast.

Besides favorable weather, Davey has had success with its integrated pest management

program, "Plant Health Care."

"In general, I'm surprised at the lack of environmentalist activity" against lawn care, adds Shope.

The Midwest's early spring hasn't been without some

drawbacks, however. Ray Holman, manager of the ServiceMaster Lawn Care in Raytown, Mo. notes that fungi, winter weeds, summer annuals and insect problems have struck earlier than usual. Crabgrass, foxtail and

goosegrass struck in May, he says, a month ahead of usual. In addition, ryegrass was going dormant in late May instead of July. "We really never had a severe winter," Holman explains.

The heavy spring rainfall in the Northeast delayed work about two weeks, says Don Burton, president of Bergen, N.Y.-based Lawn Medic, Inc. Since then, orders have been coming in strong. "I can't complain," he says.

LCOs in the Buffalo, N.Y. area have recaptured many of the accounts that they lost as a result of last year's anti-lawn care campaign. "Last year, every time the phone rang, it was a cancellation," recalls Richard Stedman, president of Wright Lawn & Tree Care, Inc., Clarence Center. "This year, every time somebody calls, it's for a quote."

Business in the South was bound to be better as long as last year's drought didn't return. And it didn't, attests Burton of Lawn Medic, which operates in the South.

Lawns are looking better this year, agrees Ron Zwiebel, president of Green Care Lawn Service, Inc., Birmingham, Ala. "We're moderately optimistic," he says.

The Southwest has been hot and humid, keeping the lawn management contractors busy. Steve Cook, owner of the seven-year-old Huskie Corp., Englewood, Colo., says his first quarter has been busier than all of last year.

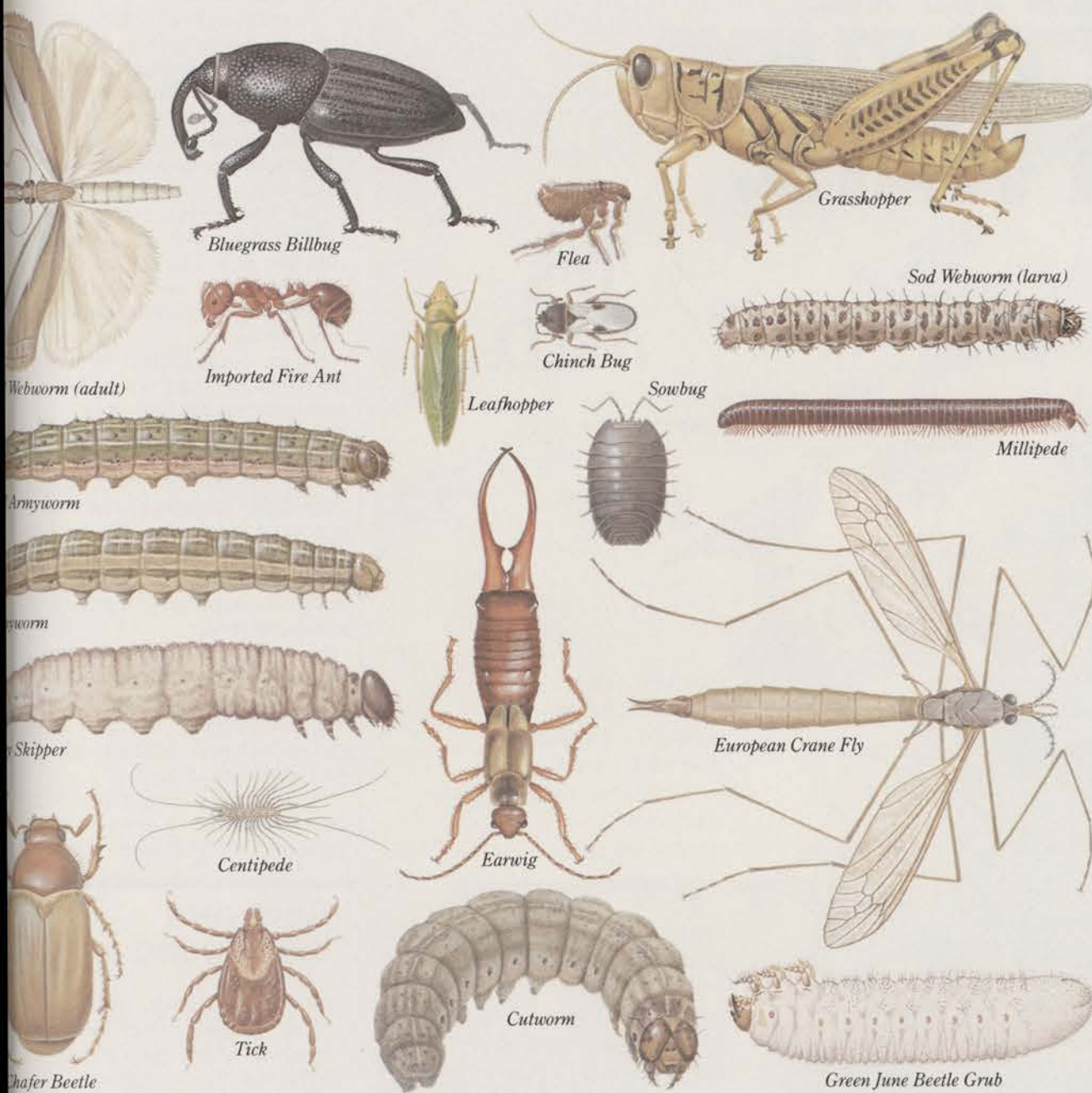
Ron Carruth, sales manager for Ventura, Calif.-based Yearound Lawn Care, says the weather's been excellent in southern California. Sales for the California company's 16 branches should exceed projections, he says; somewhere between \$5 million and \$10 million.

Howard Evers, president of Atlanta-Ga.-based Tru Green Corp., is happy about the interest large corporations are showing in the industry.

Ironically, the company that has been acquired by a major corporation is not having a good year.

"We're not hitting our projected numbers," says Steve Hardymon, spokesman for ChemLawn Services Corp. The takeover (by St. Paul, Minn.-based Ecolab, Inc.) itself has a lot to do with this, however. "There's no question that the energies of this company (ChemLawn) were distracted for a three-month period," Hardymon says. LCI

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# Getting into aeration for the first time?

HERE ARE POINTS TO CONSIDER BEFORE PURCHASING EQUIPMENT

By ROBERT C. BROPHY

If you're considering diversifying into the aeration business for the first time, you'll find that shopping for equipment is about as confusing as shopping for a VCR. There are so many on the market, yet they're all designed to do the same thing.

Because of the sizable investment in equipment, particularly if you are buying several machines, it's a good

idea to spend a little "deep thinking" time before you call suppliers and start asking about prices.

Answering some basic questions before you buy can save a considerable amount of grief later.

Here are some considerations you should think about:

1.) What type of equipment do I need for the size and type of yards I service? Are most of my customers' yards small, medium or large?

2.) Should I buy walk-behind units so that my operators can get in and out of yard gates and work around tight spaces, or do I need a larger, tractor-mounted unit for larger turf areas? Or both?

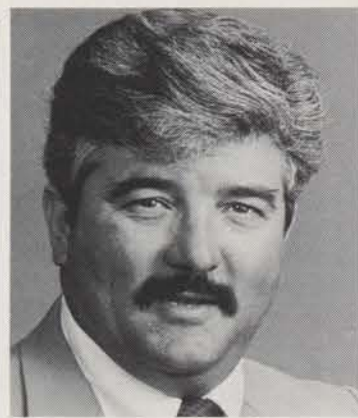
3.) What are the soil conditions in my area? Mostly clay, sand, or a mix? (Some machines will not work satisfactorily in heavier soils.)

4.) Is there heavy thatch that needs a coring-type tine that cuts out thatch and brings

cores to the surface for "top dressing," or is a spoon-type tine that lifts the thatch and lets it fall back loosely into place satisfactory?

5.) How important is maneuverability? Do my lawns tend to have a lot of sidewalks, flowerbeds, air conditioner pads, etc., that will require the operators to lift, maneuver and transport the equipment frequently?

6.) How heavy should the units be? Do I want to haul



## About the Author

Robert C. Brophy is manager of Cushman & Ryan Lawn Care Product Sales, OMC Lincoln Div., Outboard Marine Corp.

them in a pickup, or load them on a trailer to move from job to job?

7.) What type of image do I want to project with my aeration customers? (Or their neighbors?) What kind of aerating job will my customers expect?

## Coring pointers

It might be helpful to inject here some pointers a golf course superintendent made when he was adding aeration equipment to his grounds care tools: (The same tips could apply to lawn management contractors.)

A.) I want my aerator to penetrate as deep as possible into the soil. The deeper the cores, the more soil is brought to the surface to help decompose thatch.

Plus, compaction is relieved better, and water and nutrients can get into the root zone easier.

B.) The surface penetration of the turf must be neat, not ragged. My members want the course surface playable and back into condition in the shortest time possible. (Many lawn care customers may have similar wishes.)

C.) The holes should be close together. If they are too far apart, we're relieving too little compaction. And, there's not enough soil getting to the surface for top dressing.

D.) I could go over the surface twice, with a criss-cross pattern. But, that does more

## Sprayers introduced

NEWPORT NEWS, VA.—Mesto sprayers, which have been sold in Europe, Africa, Asia and South America, are being introduced to the United States and Canada.

The introduction is the result of a recent agreement between the West Germany-based Mesto Spritzenfabrik GMBH and Mesto Spray USA, based in Newport News, Va. LCI

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damage to the turf—and it takes more time to get the job done.

#### Quality vs. time

As a lawn management contractor, it's important to determine up front what kind of quality your customers will expect, or accept.

8.) How much quality are you willing to sacrifice for a speedy job? It's an important question—one you should answer before selecting your aerators.

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14.) How long has the manufacturer been in business, and how are the products thought of in the industry?

As the owner or manager of a lawn care business, it is well worth the time to answer these questions before you hit the trail to the equipment dealers.

Down time can be devastating to your work schedule. Lost customers because of a poor aerating job can be even worse.

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#### New grasses are available

HALSEY, ORE.—Carefree, a turf-type tall fescue, and Dillon, a fine-bladed turf-type perennial ryegrass, have been released to Mid-Valley Agricultural Production, Corvallis, Ore., by International Seeds, Inc., Halsey, Ore.

The first seed is expected to be available after harvest of the 1987 Oregon grass seed crop.

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Cores: deep and clean.

#### Koos adds new facility

KENOSHA, WIS.—Koos, Inc., a national manufacturer and marketer of fertilizers, vermiculite and ice melting products, has begun construction of a new, 40,000 square-foot distribution center at its Kenosha, Wis. headquarters. The new distribution center will add indoor loading facilities and expand current storage and distribution capabilities. Construction is scheduled for completion in mid-August.

Peter P. Lederer, president and chief executive officer, also announced new personnel appointments.

Lawrence Balkin, a C.P.A., will fill the new position of vice president of operations. He previously served as a partner with the accounting firm of Checkers, Simon & Rosner.

Barry Jarrett will be vice president of sales and marketing, succeeding the retiring Eugene Peterson. Jarrett was formerly director of U.S. sales for PCS Sales, Inc. Peterson will remain as a consultant to the firm.

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## INNOVATIONS

# Self-contained truck unit boosts specific spraying

CHEMICALS FOR INTEGRATED PEST MANAGEMENT PROGRAM CAN BE MIXED ON-SITE

DENVER, COLO.—Two companies have developed a truck-mounted integrated pest management unit that allows the driver to mix chemicals on-site.

"The operator mixes chemicals in any of the four chambers and can select the appropriate strength and quantity for the particular situation," says Erik Haupt, vice president of environmental affairs at the F.A. Bartlett Tree Expert Co.

Operators can now deliver four different solutions—including fertilizers, insecticides, fungicides or herbicides—in quantities ranging from one ounce to 150 gallons, Haupt reports.

Haupt, Bob Smith and Steve Tangsrud, both of Denver Leasing and Manufacturing, worked together for almost a year developing the IPM unit.

According to Smith, this is the most sophisticated device



IPM: Mounted on Isuzu diesel.

of its kind developed specifically for the green industry.

"This unit not only complies with federal and state regulations, but also provides

the user with the latest technology in pesticide application," Smith points out.

"With the chassis mounted on the latest design one-ton Isuzu cab-forward diesel, the unit provides the operator with an exceptionally versatile delivery system," says Smith.

Haupt adds that with the new unit a trained operator can identify specific plant problems and mix chemicals on-site accordingly.

"The main tank contains

only fresh water, which obviously improves the safety factor," Haupt explains. "Chemical concentrates can be carried in the unit's mix chambers or locked compartments."

"The unit—with four individual mixing chambers—eliminates the possibility of cross contamination of chemicals," Smith says. "In addition, hydraulically operated pumps and closed system concentrate induction devices permit an unequalled degree of safety and selectivity." LCI



NOVEMBER 12-15, 1987



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of the new "Meet the Experts" roundtable, or the special hands-on workshop on small engine repair.

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Marietta, GA 30068

## MSU hosts turf class

EAST LANSING, MICH.—The Wilkie Co. has donated \$250,000 to the Michigan State University Department of Crop and Soil Sciences for the development of a lawn care technology program.

The Wilkie Co., Pontiac, Mich., operates the Barefoot Grass Lawn Service Division, a franchise for Michigan and northwestern Ohio; and the Wilkie Turf Equipment Division, Inc., the Toro distributor for eastern Michigan.

Company President Walter J. Wilkie is giving the school the money to start the program this fall.

"The purpose of this gift is to aid in the implementation of a program to train students for a career in the lawn care industry," said Wilkie at the official signing ceremony. "I am placing no restrictions on the use of these funds except one—that you use them to nurture the minds of students whose ideas will, in time, displace our own."

Wilkie alluded to a statement made by John Kenneth Galbraith, who said "universities are becoming at the end of the century what banks were at the beginning—the supplier of the nation's most needed source of capital."

The curriculum resulting from Wilkie's gift will consist of four terms of coursework at MSU and a six-month—April through September—training experience with a lawn care company. The coursework will cover all areas of turfgrass and landscape management, with particular emphasis on the safe and proper use of pesticides.

Interested scholars should contact Clifford Jump, Institute of Agricultural Technology, 121 Agriculture Hall, MSU, East Lansing, MI, 48824. LCI



# Industry basking in more balanced media coverage

By ELLIOT MARAS  
Editor

**A**re the lawn care critics sleeping this season out? You would think so if you've been monitoring television, newspaper and radio reports lately.

Who could forget last year's hammering of the lawn care industry by environmental alarmists, whose accusations were readily carried by the national media?

It's not that the consumer media has ignored lawn care this year. It's that the reports are more educational and less sensational. When they do address the pesticide issue, they're more even-handed about it.

Last year, all three major television networks and several national consumer magazines carried a feature on the safety of lawn pesticides. Most were unfavorable to the industry, particularly a segment on ABC-TV's "20/20" show.

This year, national media have virtually ignored the issue while many local newspapers, radio stations and television stations have continued to examine it. Local media have carried stories that have, for the most part, served to educate consumers about lawn care. LCOs have been pleased.

"It's been 100 percent better than it was last year," says Steve Hardyman, spokesman for ChemLawn Services Corp. "Last year, ChemLawn spent most of its time trying to dodge the media or deflect it."

"I'm surprised at the lack of environmentalist activity," says Don Shope, vice president/general manager for Davey Tree & Expert Co.'s residential and commercial services. "I really anticipated seeing more Buffalo-type situations."

(Buffalo was the scene of an intense anti-lawn care movement last spring.)

## What happened?

No one can say for sure why the national media lost interest in the lawn pesticide issue. Media consultant Ford Rowan, who has coached LCOs in dealing with the media, offers some explanations.

One is what Rowan calls the "fleeting attention span" of

## PRO-ACTIVE PUBLIC RELATIONS EFFORTS PAYING OFF



Rowan: Stories get old.

the national media. The lawn care story, in other words, is old to them by now.

Secondly, "There's a realization that the lawn care industry is very low on the list of problems to the community," Rowan says. "Every-day human exposure seems to suggest there's no problem out there. There's no scientific evidence."

Thirdly, the concern about pesticides has been addressed at the local level, Rowan says, thanks to the willingness of local industry people to work with the media. When questions are being answered about an issue at the local level, the national media become less concerned with it.

Rowan and other observers agree that industry's willingness to work with the media has been a crucial factor. "They (the media) are finding there are two sides to it now," says Gary Clayton, technical services director of the Professional Lawn Care Association of America.

The PLCAA adopted a media relations strategy last year to actively inform news directors of scientific sources for lawn care stories. Early this spring, 1600 news directors received a letter from Marcomm Marketing Communications, the PLCAA's communications counsel.

News directors were informed that a comprehensive media kit was available if they intended to do a story about lawn care. They were also told Marcomm would steer them to credible third party sources—regulatory officials and university people.

"We're telling news people there is another source on lawn chemicals," says Jim Sample, president of Mar-



Clayton: Ready to respond.

comm. "A lot of media people had never heard of this association. We're trying to position ourselves as a very credible source of information."

Last year, Sample says news people couldn't get industry people to talk to them. That just fed the flames.

## News conferences helped

ChemLawn Services Corp., which bore the brunt of much of last year's unfavorable coverage, held news conferences in some of the more volatile markets this spring—Buffalo and Montreal. News people were provided information on ChemLawn's program.

"They were not going to give us balanced coverage unless we participated," Hardyman says.

And it has made a difference. In Buffalo, where ChemLawn lost 8,000 of its 35,000 customers last year, sales have surpassed expectations. Hardyman attributes that to better media relations.

ChemLawn also introduced three alternative lawn care programs in Buffalo: a fertilizer-only plan, a limited pesticide plan and a dry lawn care plan. Hardyman says this



Sample: Industry is organized.

program has benefitted the company from a public relations standpoint—people are convinced they are concerned about safety.

About 25 news directors responded to Marcomm's letter in one month, says Sample.

Clayton estimates that he and James Brooks, PLCAA executive vice president, spoke to 75 reporters.

In many cases, the reporter wanted a local industry or university person to talk to. They were put in touch.

LCOs were very willing to help out when they could, Sample says. "We had this happen in many cases, where the local lawn care firm said, 'Hey, this is an opportunity for me to say how professional I am.'"

Even in regions like Phoenix, Ariz., where lawn management contractors dominate, Marcomm had no problem finding someone to speak on behalf of lawn care. A Phoenix lawn management contractor spoke to a radio reporter interested in knowing how lawn care could reduce fire hazards.

"The cooperation by all the green industries has been

helpful," Sample notes.

## Coverage varies

Coverage fell into four categories: educational consumer pieces; news updates on regulatory activity; business articles on the industry; and features examining pesticide safety. Most of the stories in the last category were even-handed.

Educational consumer pieces addressed hiring a lawn care firm versus doing it yourself, or how to choose a lawn care firm.

The *Chicago Tribune* published a comprehensive article on the risks and benefits of lawn care. Much of the information used was provided by PLCAA.

A few of the stories on pesticide safety were negative. The most negative was a segment that aired April 17 on WKBW-TV in Buffalo. The industry was unable to fill a last-minute request to find a spokesperson to be interviewed alongside an anti-lawn care activist. The host, after saying industry was unwilling to participate, let the activist speak unchallenged.

There were also a couple of instances where reporters profiled "all natural" lawn care firms that claimed chemical use was unsafe and ineffective. Such articles appeared in the *Milford Times*, Milford Mich., and the *Idaho Statesman*, Boise, Idaho.

"We will probably always have some sensationalism," Sample says. But for the most part, "I think the sensationalism is past. We have met that with good solid facts. This association has gotten itself organized." LCI

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## PLCAA seminars look at risks

MARIETTA, GA.—Safe operating practices are the focus of the 1987 summer regional seminars sponsored by the Professional Lawn Care Association of America.

The reason is the lawn care industry's high visibility in the community and in the media.

Early afternoon workshops will address risk management. Technicians will then be invited to test their safe operating practices with demonstrations of spill containment, vehicle driver safety, application device calibration and pesticide handling.

Seminars cost \$25 for owners and managers and \$10 for technicians. LCI



# Sell lawn care to sports field managers!

## NEED FOR SAFER ATHLETIC FIELDS CREATES A NEW MARKET

By A.J. POWELL, JR.

It is disgusting to see the grassless, unsafe conditions of many of our high school and public league game and practice fields. Officials responsible for these fields do a much better job of taking care of their own lawns, on which an athlete's safety is not at stake.

Everyone voices their concern about safety, but few consider it important enough to increase field management expenditures when it's necessary to reduce the budgeted amount for athletic equipment, training equipment or the amount used for classroom education.

Very frequently, field management receives the budget restraints and the athletes continue to play on poor and unsafe fields.

Officials that make these tough budget decisions turn a deaf ear to the cry for safer turf, the legal risks, and aesthetics. When officials do show concern and inquire about field improvement, they almost always learn that their field was poorly constructed and established, and they need to start all over, at a cost of several hundred thousand dollars.

The potential cost may be in the million-dollar range if they consider game fields and practice fields. The political and legal pressures to maintain fields of equal quality for soccer, football, basketball, etc.—for boys and girls sports—even further complicate any decision to reconstruct a field for only one sport. No way can they do all the fields and, if forced to do so, such field sports would be eliminated. Everyone would lose.

### Sell management

Because these problems are so complex, we must stop identifying field construction as the major limitation to quality turf. We need to get back to the basics and sell better management of what they already have established on their normally unmodified soil field. If a school is already doing a poor job managing an unmodified soil field, it would be a lot worse if they were managing a modified soil field.

Regardless of how good a field is constructed and how much management equipment is available, there won't be good turf without good management practices. Annual renovation, crabgrass and broadleaf weed control, nitrogen fertilization, continuous/frequent mowing, irrigation when needed, and coring are *not options* in turf management—they are a necessity for

quality turf.

Educating school officials concerning management is important, but it does not usually improve the fields. The person overseeing or managing high school fields is usually assigned the fields as only a small part of his or her responsibility. He may be the assistant superintendent of schools, principal, athletic di-

rector, horticulture teacher or coach.

Just how important is the game-field to him when he is concerned also about big bucks budgets, hundreds of students, student functions, grades, teaching and scheduling? If he does not perform in those areas in which he is professionally trained, he may lose his livelihood. If the game field is bad, he can blame it on the weather, on the athletes or coaches or on an expert's bad advice.



Time out! A poorly managed field such as this is a safety hazard.

rector, horticulture teacher or coach.

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### Enter lawn care

What can lawn care companies do? The only immediate and economically feasible solution is improving management—not necessarily education. We have known and taught how to manage fields for decades. Certainly we now have better grasses and pesticides. But if not used in a total management program, they don't work.

Because lawn care companies can schedule periodic applications of fertilizers,

pesticides and maybe seeding and coring, the possibilities are tremendous.

Who pays? For products often purchased at retail prices, most schools are already spending considerable money and not getting results.

A lawn care company may be able to do it cheaper—and get great results. If you are willing to gamble with your company

reputation to hopefully improve the turf, you may be able to charge a reduced price and get free advertisements—a billboard at the field, in game programs or even a kind word at the parent teacher meetings.

The logistics of athletic field management are relatively easy.

You can schedule management at times that are inappropriate for most home lawn applications.

Fields are easy to access too; there are no ornamental obstacles. And they are easy to measure; they often have no mounds, curbs, fences, dogs, toys, etc.

You can use a pick-up with a boom sprayer or electric spreader, and irrigation is often available.

Making three or four applications per year of fertilizer and herbicides can result in great field improvement. If money is available, other options in management include slit seeding, coring, mowing, marking, etc.

What will make your program successful? Consider these possibilities when you agree to manage a field:

**1) Stress the importance of there being one official in charge.** It is his responsibility to do the scheduling, manage the mowing and/or irrigation, forward complaints, and help make budgeting decisions. If several officials share

responsibility, no one gets the job done.

**2) Stress that some annual renovation is almost always necessary,** whether you do the renovation or the school does the renovation. Obviously, it is easier to select pesticides and schedule applications if you do it all.

**3) Stress the importance of coring;** not just traversing the field with an aerifier once or twice per year, but coring several times per year and making several passes over the field each time you core.

**4) Stress the importance of maintaining the center crown.** Extra soil may need to be added to depressions every year, and frequently several times per year if the field was not properly settled during original construction.

**5) Stress the importance of use discipline.** It is not surprising that with free choice, every young and old athlete and marching musician prefers to use the game field. If allowed, the game field becomes a quagmire—re-

sponsibility, no one gets the job done.

The situation is much different in California, according to Dave McLeroy, president of Green Leaf Landscape Management, Inc., Cupertino.

"There's a real upsurge of soccer playing and a lot of parents are getting together and looking for somebody to do all the plugging and renovation." He says the accounts are very profitable.

Rick White, vice president of ServiceMaster Lawn Care, thinks athletic fields hold some potential for lawn care. "Schools are more and more aware of turf injuries" and that the injuries are related to the quality of turf, he says.

Athletic fields are at least easier to work on than smaller properties, LCOs and lawn management contractors note. There are usually fewer trees and other objects to work around.

In addition, "They're easier to work on because you can go in with stronger concentrations of weed control," says Ray Holman, manager of the Raytown, Mo. ServiceMaster Lawn Care.



### About the Author

A.J. Powell is extension turfgrass specialist at the University of Kentucky's Department of Agronomy in Lexington and a board adviser to LAWN CARE INDUSTRY.

ardless of how well the field was constructed or managed.

There is no rule of thumb on how many times a field can be used during a year. Use damage depends on soil wetness, species, time of year traffic is imposed, rest period, wet game-days, etc. One wet game-day can cause permanent soil displacement/compaction.

Although this is somewhat less of a problem with sand modified fields, the sand modified field may only allow a few more games than natural soil fields. Regardless of field construction methods, the scheduling of practices or band competitions on a hot August day with cool season turf can cause permanent turf kill. Athletic use during a rain storm will cause equal problems.

As a rule of thumb, always suggest that at least one recovery season, during the fall or spring, is needed on every field that receives heavy traffic. If you want a high quality game field, keep extracurricular activities and practices off the field. You must protect the surface of the field just as religiously as you protect the wooden gym floor.

**6) When money is short, consider just treating the severely worn areas** on the game and practice fields. Less than one third of most fields are destroyed by over-use.

## Athletic fields not priority to most firms

**NATIONAL REPORT**—When it comes to caring for athletic fields, LCOs and lawn management contractors pretty much take them as they come.

Few companies contacted by LAWN CARE INDUSTRY said they make any special effort to take on sports fields and playgrounds.

"It's not the kind of business that provides for rapid growth," says Russell Frith, president of Matawan, N.J.-based Lawn Doctor, Inc. "It's not an 'instead of' but an 'in addition to'" type of account.

One reason, Frith says, is a lot of time is needed to secure such accounts. Another is that the selling must be done in the winter, not the same time as residential selling.

There are other complications, too.

"We aren't geared up equipment-wise to handle large areas of turf," says Dave Wallace, vice president of Tuckahoe Lawn Care, Inc., Warwick, R.I.

Ron Zwiebel, president of Green Care Lawn Service, Inc., Birmingham, Ala., points out that a whole weekend is needed when making an application to an athletic field.

Nor are these accounts particularly lucrative, Zwiebel says. Many are owned and managed by parent organiza-

tions. "Those are PR (public relations accounts)," he says, meaning he handles them to promote himself in the community.

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## THE LAST WORD

# Callers get good information from LCOs

By JAMES E. GUYETTE  
Associate Editor

Callers to lawn care firms in the United States can generally get reliable answers when they raise questions about the use of 2,4-D.

Lawn care companies throughout the country were telephoned at random from listings in the Yellow Pages.

I would assume that the poll was limited to the larger outfits, because firms using answering machines were disqualified.

Without identifying myself, I told the person answering the phone that I was considering buying lawn care, but I was "concerned about this 2,4-D stuff."

The companies that still use the product were able to put me at ease simply by explaining the many safety standards involved.

The responses I got were clear and forthright, although there were a few exceptions.

One LCO in Atlanta led me to believe that there actually is a lawn chemical called 2,4-D. "We don't use that one you're talking about—although it is similar, it isn't as potent," he said. It became apparent that he does indeed use 2,4-D, but he pointed out that it is only harmful to pets and people when used in high concentrations.

(The identities of the specific firms are being omitted here to avoid the "Bad Day Syndrome," in which a company's reputation can be ruined by one irritated employee.)

I should mention that ChemLawn outlets got additional calls because of the concerns expressed at winter trade shows by competing LCOs. They feared that ChemLawn's non-use of 2,4-D would become a marketing gimmick.

My poll suggests that it hasn't, although a number of the ChemLawns did point out that they don't use it anymore.

The most direct pitch I heard was the response of a Houston ChemLawn: "We don't use it. We pulled it this year," the receptionist said. "There's studies going on, nothing's been proven, but it might be linked to cancer. We're the leaders in safety. We also put signs on your lawn when we treat it but we don't have to do that."

However, and this was true at the great majority of companies contacted, the person answering the phone was not able to handle the question.

After an awkward silence I would be placed on hold—often for quite a while—and then another voice would come on the line.

Does this mean that few

people are calling to ask about 2,4-D?

A receptionist in Raleigh, N.C., said, "I'm going to put you on with Randy—he knows all about it."

And did he ever! Randy went into a long discourse about the various university studies, lymph cancer and other chemicals in use. My confidence in Randy's knowledge was complete. I was ready to sign right up!

A manager in Columbus said "we don't use 2,4-D any more because of the contro-

versy, (but) I don't believe it. You're probably eating more of it on your heads of lettuce. I have a wife and three kids at home. If I didn't believe it (the lawn care business) was safe I'd get out of it."

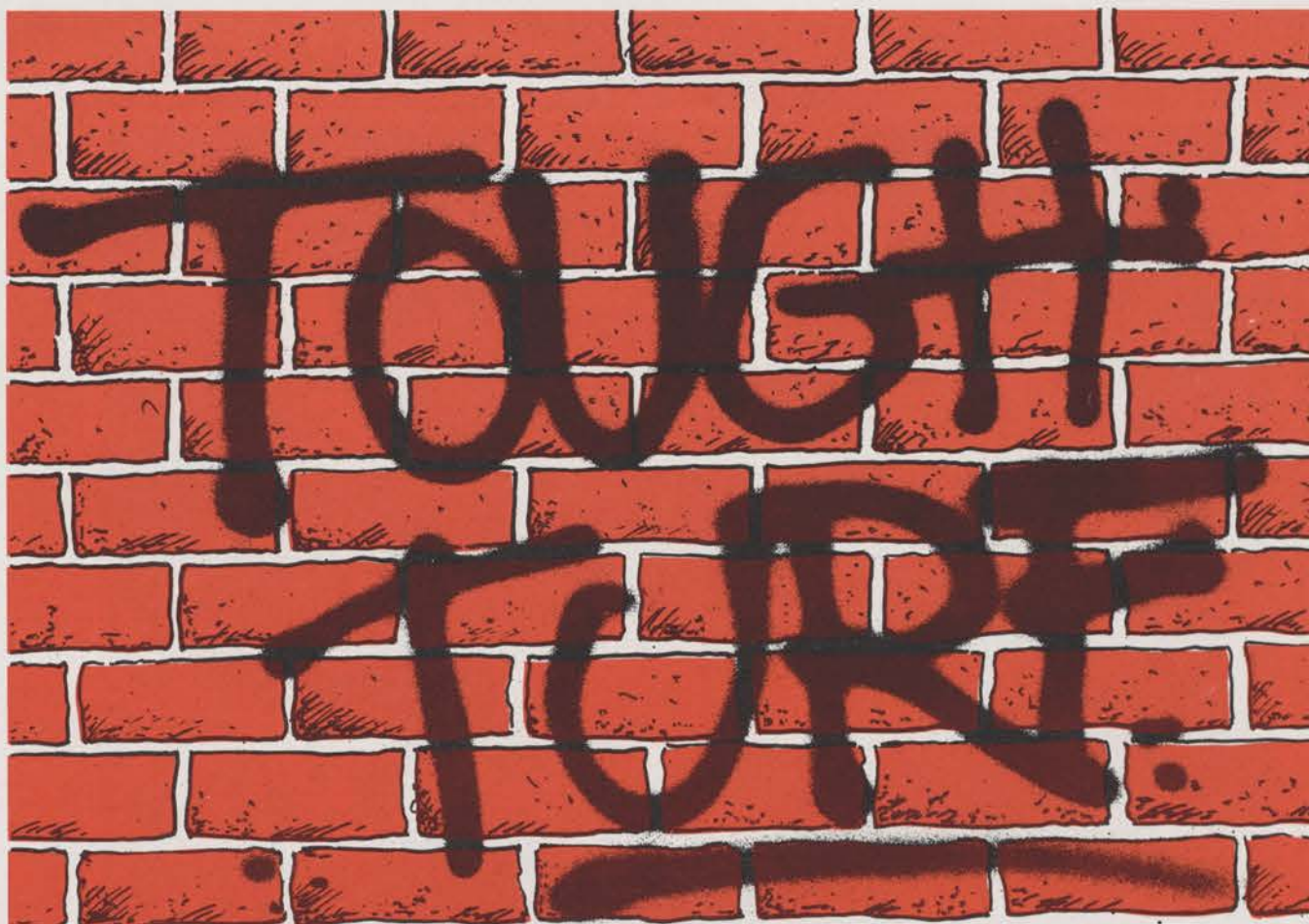
And then there was an outfit in Houston. Remember now, I'm calling in fear of my life here. "Anything that's applied is harmful, even hairspray is harmful," said the receptionist before turning me over to the boss. "It depends on who's using it," he snapped. "Uh, why do you want to

know?" I repeated my concerns and asked what he'd be putting on my lawn. "That's a trade secret," he growled.

He probably does not realize that LCOs in other locations, such as Massachusetts, are required to send sheets to all their customers listing the names of all the pesticides they use.

Can the industry afford worried callers being rebuffed because of "trade secrets?"

*James E. Guyette*



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

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# Know the effects of fertilizer on concrete

*MOST PROBLEMS WITH CONCRETE NOT RELATED TO FERTILIZER USE*

By JOHN S. AHLRICHS

Questions on the effect of fertilizer on concrete are often raised in early summer when people start to notice pock marks or other signs of cement deterioration in their sidewalk, drive or patio. There is usually increased awareness of this problem after a lawn care application.

This article will consider practices associated with cement handling and possible

solutions to the problem of deterioration.

Does fertilizer cause cement to chip, flake, deteriorate, etc.? The only way fertilizer will affect concrete in this manner is if a concentrated salt solution (dissolved fertilizer granules, or even worse, rock salt) is absorbed into concrete and the concrete goes through numerous freeze/thaw cycles (winter).

The salty areas of the concrete pull in more water than the surrounding areas. The

greater amount of water in the salty areas will expand more on freezing than the other areas. On repeated freezing, the salty areas will weaken the concrete and it will be more susceptible to failure.

This is less of a problem on properly poured concrete and should not occur at all if the concrete has been properly sealed. Many people use salt or fertilizer to melt snow and ice in the winter. This practice can affect the concrete.

Lawn care personnel should

always remove dry fertilizer from concrete to separate themselves from cement problems caused by winter ice melting practices. Dilute (tank mix) liquid fertilizer solutions will not affect concrete.

However, people occasionally blame deterioration on the "acid" in fertilizers. Lawn care companies do not usually use acid (phosphoric acid) in their solutions, and when they do, the pH is 5 or greater (similar to soil). Again,



## About the Author

John S. Ahlrichs, Ph.D., is a research scientist for ChemLawn Services Corp.

dilute liquid fertilizers do not contain excess acid and will not harm concrete.

## What causes deterioration?

Most major problems with concrete failure are a result of improper pouring and/or handling immediately after pouring. Properly poured concrete must be mixed at a specific water-to-cement ratio, be poured and troweled before setting up (hardening), not be disturbed after hardening begins, and kept moist with burlap or cement sealer and water for one week after pouring.

It is important that the cement be kept moist to allow it to polymerize and gain its strength.

Two common scenarios occur which are contrary to these rules and can cause failure: cement is poured faster than the workers can manage it, or it is not kept moist long enough.

As a result of cement being poured faster than workers can manage it, it begins to set up before it is leveled and shaped. This is especially a problem near the edges where drying is much more rapid and is even worse during hot summer weather.

The common practice when this begins to happen is to spray water on the concrete to keep it from setting up. Adding the water dilutes the cement on the surface many times (remember, there is a proper cement-to-water ratio as discussed above) to the extent that the cement near the surface does not properly bond or polymerize.

Concrete treated like this will look fine initially, but within a short period of time may begin to flake or easily chip.

For concrete to properly cure, it must be kept moist for about a week. If parts of the concrete are allowed to dehydrate, the polymerization process where the cement gains its strength does not occur. This is a greater problem along the edge and within the top quarter inch of the surface.

Again, the concrete looks fine initially but has very poor structural strength. When both of these problems happen together, the cement will have very poor integrity and the surface will tend to flake or chip. This will be more prevalent along the edges but should also be noticeable by a trained eye in other areas.

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There are three ways to solve the problem of poor cement integrity.

### The solutions

1) Completely replace the concrete. For a small area of concrete, this is probably most cost effective.

2) Scarify (groove) the surface and have a thin coat of cement applied to the top. This is very labor intensive, but if you have a large area, there would be less concrete to haul off.

3) Brush the surface with a latex fortifier mixed with cement powder, to fill in some of the holes and seal the surface. Use a brush with very stiff bristles and make sure the old cement is sopping wet. The best way is to turn on your sprinkler all day before the application.

The latex/cement mixture should be applied in the evening. This makes sure that it will dry slowly overnight. The latex material looks like a thin vanilla milkshake and costs about \$10 a gallon.

For a thin coating to fill in small chips, dilute one gallon of latex fortifier with two gallons of water and add 40 pounds of cement (read the instructions on the jug).

If there are many pits and holes that have to be filled, try a thicker mix (more cement). This mix has an off-white color. If a darker color is desired, a 'black cement' powder (about \$20 per 10 pounds) can be added. As you can recognize mixing and applying, this can become somewhat of an art. Don't use your customer's driveway for on-the-job training.

All of these materials are available through a good builders' supply. Brand names for the latex material include Flex-Con and Sona-Crete. This is an inexpensive and acceptable solution, but if the cement was improperly cured initially, and all the chips that are going to come off have not come off, it could continue to flake under the coating.

If the customer still isn't satisfied after you have corrected the problem, an outside opinion may be in order. Every state should have a concrete association that could send out an expert to evaluate the problem for a fee. The expert should be able to recognize the problems associated with poorly-poured concrete as opposed to damage from fertilizer.

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## POSTING

from Page 1

Enterprises in Ludlow.

His firm, located in the western portion of the Bay State, has signed up about 100 new customers this year. Half of them are landscaping companies unwilling to comply with licensing and insurance procedures.

Koeninger says his 500 patrons are taking the situation in stride. "We've had one call out of all our customers."

It's the same story in Amherst. "Haven't lost a one," says Ed Severance, operations manager at National Lawn Care, Inc. "In fact,

we've even picked up a couple." Customers are reacting favorably because the posting regulation "just tends to reinforce the fact that we have high safety standards."

The law has had a limited negative impact, says James F. Wilkinson, Ph.D., president of the Professional Lawn Care Association of America. "As of right now it looks like we were wrong" in predicting dire consequences if the regulations were passed.

However, Wilkinson credits LCOs' participation in writing the law with making it less restrictive than lawn care critics originally sought. Except for a Q&A-style "con-

sumer sheet," there is no pre-notification and no pre-posting.

"It was a good excuse to raise prices," according to William A. McIntyre, owner of Lawnsense, in Osterville on Cape Cod. He upped his fees three to four dollars per application for his approximately 1,000 customers.

In Middleton, just north of Boston, Prescription Turf Services, Inc., has raised prices 4 percent because of "regulatory paperwork of all kinds," says the vice president, Paul R. Harder. The company picked up 200 new accounts from landscapers.

When customers see the

signs, "they know that somebody's been there."

### Prices vary

Prices of the actual signs vary. Superior Lawn Service, Holliston, paid 20 cents each, and employees use them over. Other LCOs got better bargains. "I bought 3,000 signs for two cents a piece," reports McIntyre.

Most LCOs pay close to 10 cents each for the signs, which have a standardized format mandated by the state. The company name or logo cannot be printed on the sign, but it must appear on the "consumer sheet" sent to each of the customers.

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## NEW PRODUCTS



### Rake and scoop leaves without needing shovel

The new RakeMaster is a combination rake and shovel that scoops up leaves and other materials.

Its "jaws" eliminate the

rake and shovel method for gathering up grass clippings, leaves, prunings, weeds, manure, hay, trash, twigs, mulch and compost, according to Timeline Distributing Co., Inc., Solvang, Calif.

The 16-inch-wide RakeMaster is made of polypropylene and has an anti-clog tooth configuration.

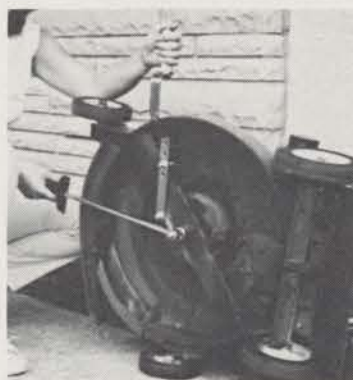
The metal parts are milled aluminum.

The product has a one-year guarantee and an optional imprint of your company's logo.

It weighs 2 lbs.

It is available in black or green. **LCI**

Circle No. 201 on service card.



### Sharpen mower blade with new Blade-Aid

The new Blade-Aid from Magnadyne Industries, Inc., Columbus, Ohio, allows you to remove a rotary lawnmower blade without it turning and

skinning your knuckles.

The Blade-Aid is a steel hand grip tool that securely holds a mower blade for loosening or tightening.

It can be used when removing a blade to sharpen it or to install a dethatching blade.

The retail price is \$19.95 postage paid. It carries a guarantee. **LCI**

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### Four new high wheel mowers are introduced

PRO/Inc., Shreveport, La., is adding four new 24-inch models to its American-made Classic High Wheel Mower line.



Each of the new models uses a vertical shaft engine to power the belt-driven blade system. The belt system protects the engine should the blade hit a hidden obstruction, according to the company.

The engine is located especially for balance and handling.

Added to the mower line are two models with Briggs and Stratton's 8-hp engine. Both have standard self-propelled drive. The second version has an electric start with a 12-volt battery.

Also new are two 5-hp models using a Briggs and Stratton commercial engine. One model is a push type, the other is self-propelled.

The rear pneumatic tires are 20 inches in diameter. **LCI**  
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### Backpack leaf blower has removable parts

The fan and engine of the Bunton backpack blower can be removed without tools for easy maintenance, the company reported.

The blower generates an air flow of 770 cubic feet per minute.

It has a large 84-ounce fuel tank and a sectional hose for adjusting the length to each job.

The Bunton blower unit is mounted to a padded high-impact plastic frame with four shock absorbers to reduce vibration, the company said.

The handle design allows hand-held operation, while the strap design provides for easy mounting and dismounting, according to Bunton.

The rugged commercial construction is also lightweight to reduce operator fatigue, the company said. **LCI**  
Circle No. 204 on service card.



## NEW PRODUCTS



### New heavier trencher aiming for stable digs

A new trencher is being billed as the only 4,700-pound, 30-hp trencher on the market.

The Seaman-Parsons Corp., Milwaukee, Wis., says increased traction and better stability on slopes are just some of the benefits of the extra weight on the model T300.

The T300 has a 7 1/2-foot turning radius. Other features include a two-speed travel pedal, channel main frame construction and a three-speed digging chain with reverse.

The T300 has hydrostatic ground drive with a mechanical digging chain drive that delivers more horsepower to the digging chain, the firm says.

LCI

Circle No. 205 on service card.



### Fix disease patches with natural Ringer kit

Ringer Corp., Minneapolis, Minn., is introducing Fusarium Patch, an all-in-one grass patch remedy for disease damaged lawns.

The kits contain a mixture of disease-resistant Kentucky Bluegrass and perennial ryegrass seeds, plus an organic gardening starting mulch with moisture retainers.

Fusarium Patch is designed to start grass fast and promote strong growth in fusarium and other lawn disease patches.

The 1 1/2 lb. size sells for \$4.99, and the 3 lb. package is priced at \$7.99.

The product contains a seed mixture that combines cultivars of two grass species to produce a high-quality turf grass with broad-based disease resistance and environmental tolerance, the company says.

Ringer has chosen Rugby, Parade and Adelphi Bluegrass for superior fusarium tolerance; and Delray and NK 200 Ryegrass for vigorous root systems that establish well even on compacted soils.

LCI

Circle No. 206 on service card.

### Clean up decks and ties with Wolman powder

Wolman Deck Brightener is a new product developed by Koppers Co., Inc., makers of Wolmanized wood.

It restores the natural, fresh look to the pressure-treated wood—the foaming action cleans the top wood layer,



leaving the new-looking wood underneath.

The 6.4-ounce packet is mixed with one gallon of

water, producing a blue solution. It is applied with a sprayer, brush, mop or roller.

Light scrubbing with a stiff bristle broom and rinsing with water complete the process. A packet cleans about 150 square feet.

LCI

Circle No. 207 on service card.

### Six-packs of oil are color-coded for mixing

The Homelite Division of Textron, Inc., Charlotte, N.C., is introducing a six-pack containing twist top, 8-ounce plastic bottles of 16:1 and 32:1 2-cycle engine oil.

No opener or funnel is re-



quired. Each bottle mixes with one gallon of gasoline.

Another feature is a color tint added to indicate the gas/oil mixture. Green means a 16:1 mix, while blue signals a 32:1 mixture.

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## MEETING UPDATES

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## JULY

■ **International Lawn, Garden and Power Equipment Expo 87**, July 27-29, Kentucky Fair and Exposition Center, Louisville, Ky. Contact: Andry Montgomery & Associates, 101 N. 7th St., Louisville, Ky., 40202; (800) 558-8767.

■ **Missouri Turfgrass Field Day**, July 28, UMC South Farms, Columbia, Mo. Contact: David Minner, Dept. of Horticulture, University of Missouri, Columbia, Mo. 65211; (314) 882-7511.

## AUG.

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

## OCT.

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

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

■ **ALCA Interior Plantscape Division Conference (and trade show)**, Oct. 24-29, Hyatt Regency Crystal City Hotel, Arlington, Va. Contact: Rebecca Crocker, Associated Landscape Contractors of America, 405 N. Washington St., Falls Church, Va., 22046;

(703) 241-4004.

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

■ **Southwest Turfgrass Conference**, Oct. 28-30, Holiday Inn Pyramid, Albuquerque, N. Mex. Contact: Charles L. Glover, Southwest Turfgrass Association, New Mexico State University, PO Box 3-Q, Las Cruces, N. Mex., 88003.



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