

PLCAA widens environmental message with *Grassrecycling*

Mostly they were middle-aged homeowners, and over 200 of them filled the Corpus Christi Garden Center to find out why they shouldn't bag their grass clippings.

A handful of professional lawn and landscape professionals attended the Saturday morning meeting too, as Keith Hansen, the popular, rail-thin Nueces County Extension Agent, said they too can be-

come part of the environmental movement by *not* doing something—by not putting their grass clippings in huge, plastic bags to be hauled off to the local landfill.

The neighborly Hansen,

somewhat of a celebrity in this flower-filled, South Texas city of 100,000 plus, dispenses easy-to-understand, practical information about lawns and landscapes in regular columns in local newspapers, and his face occasionally turns up on gulf coast television too. The folks of Corpus put a lot of stock in what he says, and that's what other extension personnel are finding out



when they tell homeowners across the nation about the *Don't Bag It* program.

See **GRASS** on page 11

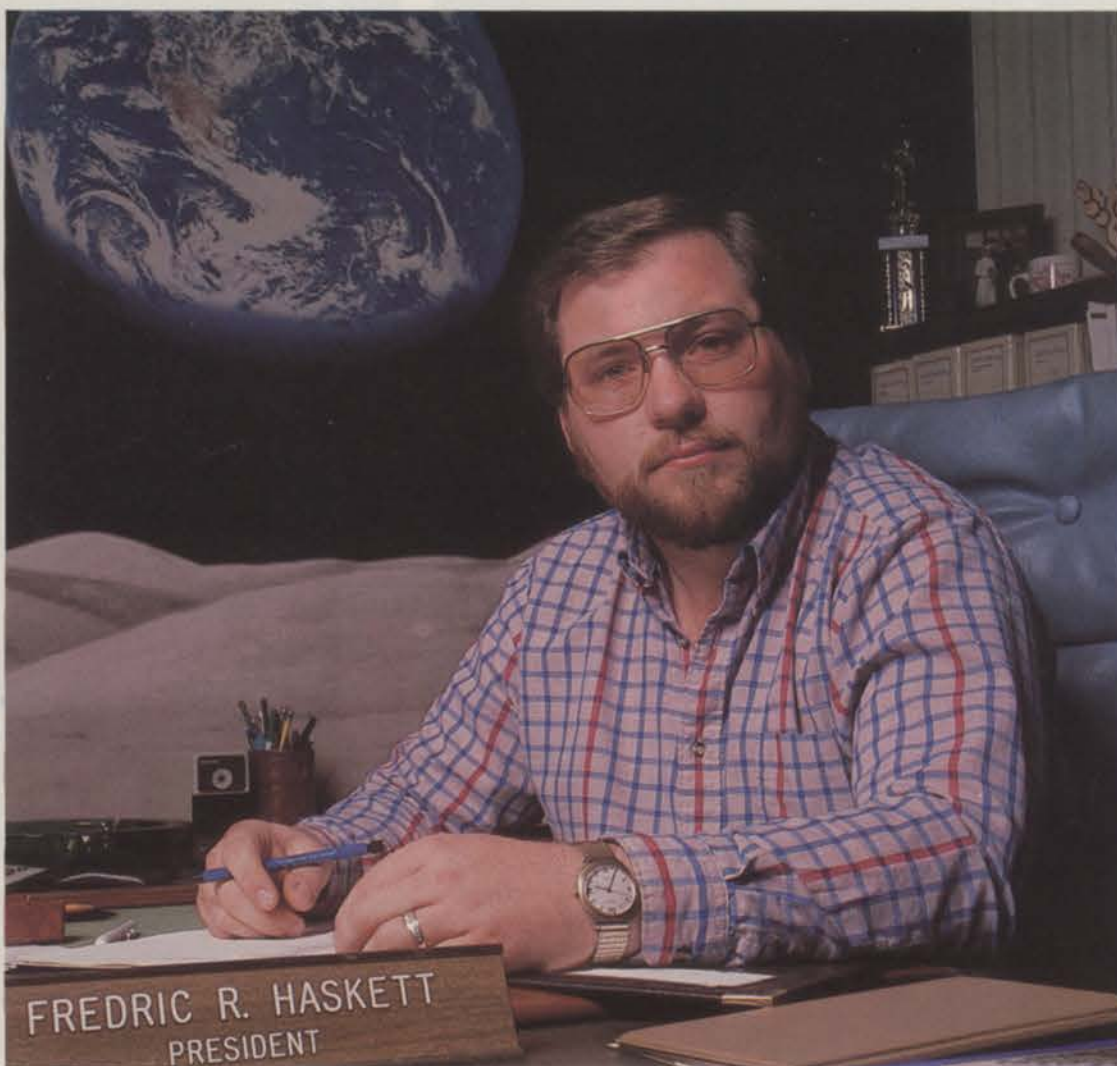
LAWN CARE INDUSTRY

Serving the needs of the professional lawn care operator

VOLUME 14 NUMBER 8

AN EURELL PUBLICATION

AUGUST 1990



Chemical control system of the future? Fred Haskett tells how he built it. Page 6.

Training program for lawn care techs in curriculum stage

WASHINGTON, D.C.—The lawn care technician of tomorrow will be a better trained technician.

That's the aim of a coalition of industry members and government officials that, in several meetings this summer here, began nailing together a model training program for lawn care technicians, a program that—with modifications from state to state or region to region—may be used by LCOs nationwide.

Ultimately, better trained technicians will boost the public's confidence in LCOs as responsible and safe users of chemical control products, believe the individuals just now determining the curriculum of the training program.

More pressing, the U.S. Environmental Protection Agency (EPA) is just about fed up being caught in the middle of pesticide controversies—a

tiny, but extremely vocal, segment of the public clamoring for more regulation on one hand; industry jabbing from a crouch on the other—and it's starting to look at more exacting regulations for chemical applicators in 17 different pesticide-using industries. High on its list, because of the potential for people-chemical contact, is the lawn care industry.

Program needed soon

So, there is urgency for the development of a lawn technician training program, and a so-called Curriculum Committee is penciling in an outline. This committee consists of industry leaders such as Thomas Delaney representing the Professional Lawn Care Association of America (PLCAA), Dave Jones of Lawn Doctor, Robert Andrews of the Indiana State Lawn Care Association along with Bonnie Poli of the federal extension service, Mary Ellen Setting, the head of Maryland's pesticide regulation effort, and others.

At least eight major chemical suppliers to the industry are adding their support, although they've apparently

See **TRAINING** on page 25

No winners in costly spat over advertising claims

ChemLawn, NY end war of words

COLUMBUS, OHIO—A lingering legal dispute between ChemLawn Services Corporation and Robert Abrams, attorney general of the state of New York, is apparently over.

The flap, settled June 29, revolved around certain words and phrases ChemLawn used to advertise or describe its services in the mid-1980s. Specifically,

Abrams took aim at the lawn care leader's use of the words "safe" and "practically non-toxic" which he claimed were inaccurate and misleading. The issue festered for almost three years—aided by lawsuits involving both ChemLawn and the state of New York—and, this spring, bubbled into a national issue.

At a U.S. senate subcommittee hearing in March, Abrams and Peter Guerro of the U.S. General Accounting Office

(GAO) complained that the lawn care industry in general has been doling out inaccurate

See **WAR** on page 8.

Green Industry Expo is Nov. 12-15

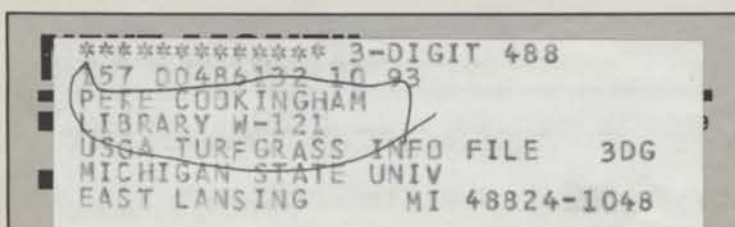
NASHVILLE, TN—Three shows in one. That's the Green Industry Expo 90 set for Nov. 12-15 at the Nashville Convention Center.

Three organizations are combining their efforts for one huge lawn and landscape trade show. They are: the Professional Lawn Care Association of America (PLCAA), the Associated Landscape Contractors of America (ALCA) and the Professional Grounds

Management Society (PGMS).

While the trade show is a cooperative effort, each of the three associations will be conducting its own annual education conference. The PLCAA Conference will run concurrently, and separately, with those of ALCA and PGMS.

For more information: PLCAA, 1000 Johnson Ferry Rd., NE, Suite C135, Marietta GA 30068. 404/977-5222. LCI



Only
Cushman®-Ryan®
helps you make
more money by
the yard.



Cushman Front Line Mower with Grass Caddy®,
and Ryan Lawnaire® 28 Aerator.

We'll help expand your business.

No other manufacturer has the products. No other dealer network has the know-how. No one can help you increase your income from existing customers today, and put you in a better position to compete for commercial clients tomorrow, as efficiently and expertly as Cushman-Ryan.



Ryan Jr. Sod Cutter.

Start with your basic service. Add aeration. Add overseeding. Move up to bigger mowing jobs. You'll not only get the best piece of lawn maintenance equipment for each task, you'll also get a dealer who's more like a business partner with proven ideas on how to sell and price your new services.



Ryan Mataway® Overseeder.



Ryan Lawnaire® IV Aerator.

We'll increase your productivity.

Nobody's been in the business as long as Cushman-Ryan. Our products are proven performers that simply do each job better and stay up and running longer than anything else on the market. Period.

You'll increase productivity by reducing downtime and increasing the ease and speed of operation. You'll reduce operating expenses from fewer repairs and lower maintenance costs. Cushman-Ryan equipment doesn't come back to the shop until the job's done, ensuring you get a full day's work for a full day's profit.

Contact your Cushman-Ryan dealer for a demonstration, and ask about our special lease on as little as \$1,000 worth of equipment. Or call toll-free 1-800-228-4444 for more information today.

CUSHMAN® RYAN®
BUILT TO LAST

9079 Cushman, P.O. Box 82409, Lincoln, NE 68501
© Cushman Inc. 1990. A Ransomes Company
All rights reserved.

UPFRONT



RON HALL

EDITOR

Activists affect seed supply?

larly not timbermen. Uncle Sam says so.

The owl controversy parallels anti-field burning activism aimed at turfseed growers who, like lumbermen, are concentrated in the Pacific Northwest.

This activism may affect the quantity and/or quality of turf seed used in the green industry. Some of the turf varieties that LCOs use on clients' lawns may become scarcer in the future. If farmers can't burn off their fields after harvest, they'll either have to find

alternatives or switch to grasses that don't require a burn (at least not annually). This is very much an economic matter. Farmers must grow crops that generate a profit; turf seed farmers not excluded.

The seed industry says burning is necessary, and that alternatives—microbial agents, vacuuming, etc.—either don't work well enough yet or aren't cost effective.

The turfseed seemingly at most risk from the anti-burn activists are the turf-quality

bluegrasses and fine fescues. Several varieties of improved perennial ryegrasses apparently produce good yields for several seasons without burning.

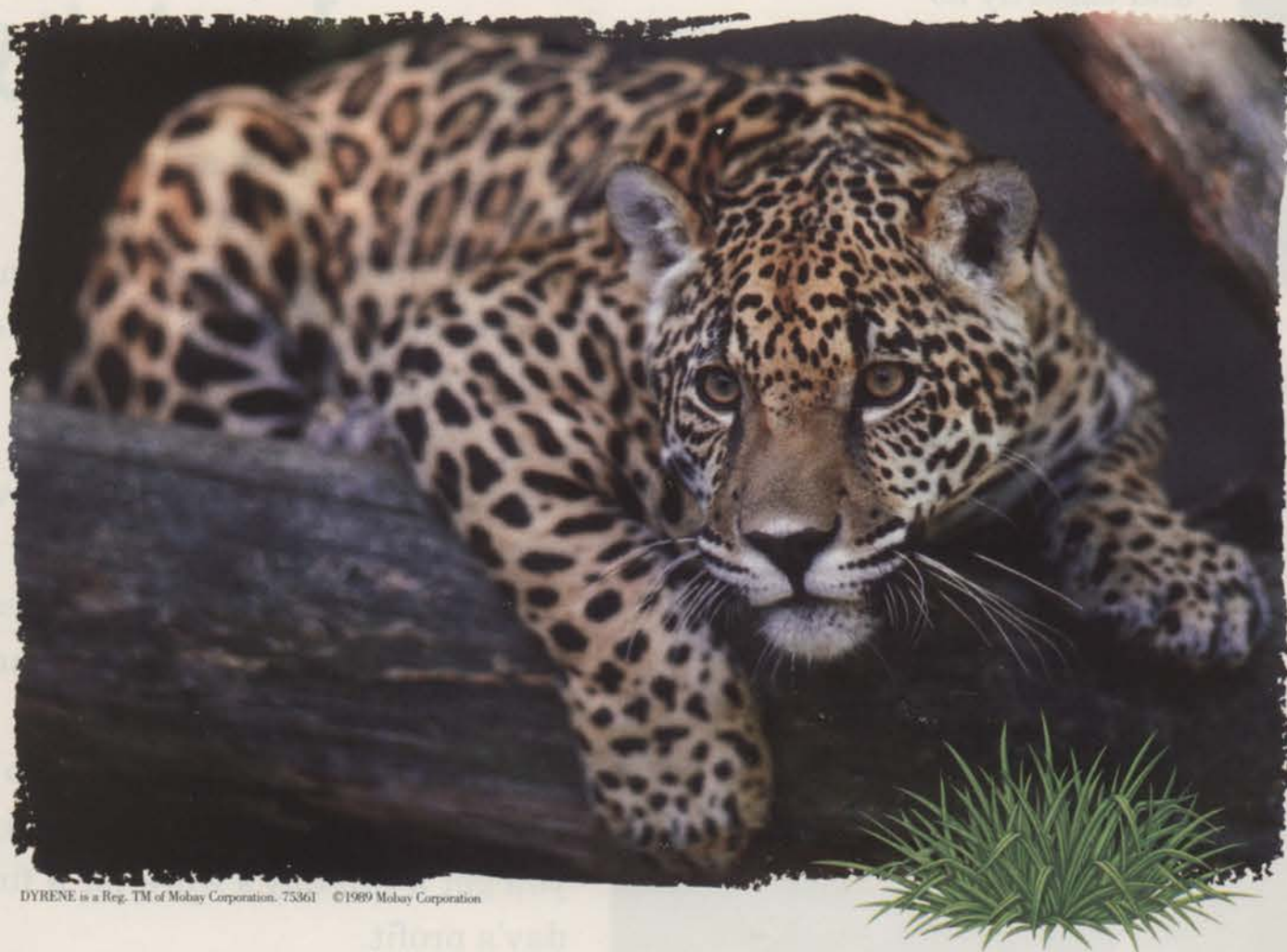
Seed companies in the Pacific Northwest seek alternatives to burning as they breed grasses that require fewer field burnings. Or, compromise may allow propane burning, less spectacular and smokey than field burning.

LCI

You wouldn't want to step in front of a logging truck. Not even an elephant could stop it. But a bird may make a lot of logging trucks skid to a stop.

The northern spotted owl was placed on the threatened species list early this summer. Nobody's going to mess with this bird anymore, particu-

Some Things in Nature Were Meant to Have Spots. Your Turf Just Wasn't One of Them.



DYRENE is a Reg. TM of Mobay Corporation. 75361 ©1989 Mobay Corporation

DYRENE® 4 turf fungicide. Effective control in the prevention of leaf spot. It keeps your turf, and your reputation, looking good. There's no better way to keep your turf spotless.

Mobay Corporation
A Bayer USA INC. COMPANY

DYRENE 4



Specialty Products Group
Box 4913, Kansas City, MO 64120

LAWN CARE INDUSTRY

RON HALL
Editor

JERRY ROCHE
Executive Editor

JON MIDUCKI
Publisher

ROBERT EARLEY
Group Vice President

LINDA O'HARA
Production Manager

ROSEY BRADLEY
Production Supervisor

BRYAN VOLLMAN
Graphic Design

MARILYN COPP
Circulation Supervisor

GAIL PARENTEAU
Reader Service Manager

THEODORE C. MATHEWS
Promotion Director

JOHN PRESSELLO
Graphics Manager

BUSINESS STAFF

Midwest Office:
JON MIDUCKI
(216) 826-2855
Publisher

MARSHA DOVER
(216) 891-2739
Regional Sales Manager
7500 Old Oak Blvd.
Cleveland, OH 44130
FAX (216) 826-2832

Southern Office:
DICK GORE
(404) 233-1817

FAX (404) 261-7022
3475 Lenox Road, N.E.,
Suite 665
Atlanta, GA 30326

Western Office:
BOB MIEROW
(206) 783-0549

FAX (206) 784-5545
1515 N.W. 51 Street
Seattle, WA 98107

Classified
DAWN NILSEN
(218) 723-9349

1 E. First St., Duluth, MN 55802
Please send advertising
materials to:
LAWN CARE INDUSTRY
120 W. Second St.
Duluth, MN 55802
218-723-9192

EDGELL COMMUNICATIONS, INC.

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

LCI ADVISORY COUNCIL



MARTY ERBAUGH
Erbaugh Corp.
Peninsula, OH



A. J. POWELL
U. of Kentucky
Lexington, KY



JACK ROBERTSON
Robertson Lawn Care
Springfield, IL

LAWN CARE INDUSTRY (ISSN 0160-6042) is published monthly by Edgell Communications, Inc. Corporate and Editorial offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130. Advertising Offices: 7500 Old Oak Boulevard, Cleveland, Ohio 44130, 233 North Michigan Avenue, 24th Floor, Chicago, Illinois 60601 and 3475 Lenox Road, N.E. Suite 665 Atlanta, Georgia 30326. Accounting, Advertising Production and Circulation offices: 1 East First Street, Duluth, Minnesota 55802. Subscription rates: \$25 per year in the United States; \$50 per year in Canada. All other countries: \$100 per year. Current issue single copies (pre-paid only): \$2.50 in the U.S.; \$5.00 in Canada; elsewhere \$10.; add \$3.50 for shipping and handling per order. Back issues, if available \$10.; add \$3.50 per order for shipping and handling (pre-paid orders only). Office of publication: Edgell Communications, Inc., 1 East First Street, Duluth, Minnesota 55802. Second class postage paid at Duluth, Minnesota 55806. Copyright © 1990 by Edgell Communications, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

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

ABP VBPA



The New Name in NITROGEN!

This advanced controlled-release material derived from methylene urea polymers is the ideal nitrogen source for all your turf needs. That's because NUTRALENE™ works **two** ways. First, it provides a quick-release nitrogen through hydrolysis. Second, NUTRALENE releases nitrogen more slowly through microbial action for sustained feeding. This dual action (the result of its unique molecular structure) makes NUTRALENE the superior controlled release nitrogen source. The following points show that NUTRALENE meets all the professional's requirements for a broad-use nitrogen.

This quality nitrogen source offers...

- Quick greenup
- Controlled-release nitrogen feeding for up to 16 weeks
- Both hydrolysis and microbial action—not dependent on coating or particle size for release
- Minimal leaching and volatilization
- Consistent release of all nitrogen in one growing season, under all conditions, even during cool soil temperature situations
- Low salt and low burning potentials
- 40-0-0 guaranteed analysis

 **NOR-AM**
NOR-AM CHEMICAL COMPANY
A Schering Berlin Company

3509 Silverside Road, P.O. Box 7495, Wilmington, DE 19803

IMPORTANT: Please remember always to read and follow carefully all label directions when applying any chemical.

Copyright © 1989 NOR-AM Chemical Company. All rights reserved.

Circle No. 115 on Reader Inquiry Card



Fred Haskett couldn't find exactly what he needed. So, he helped design his own facility.

Model chemical control safeguards

Greenworld built anticipating the issues of future

BY DAVID FRASE

Unless you've been pulling a Rip Van Winkle for the past five years, you're aware that one of the major issues facing the lawn care industry is chemical control.

The public eye is seemingly riveted on the use (or misuse) of chemicals as they're applied in our environment. Along with this public attention comes more government regulations to protect both the environment and people.

At this point, LCOs realize they must either comply with the new standards or find another profession. One problem, however, is that no one seems to have a viable solution for chemical control and containment. As Fred Haskett, owner/president of Greenworld in northeast Ohio puts it, "Everyone knows what must be done, but no one knows how to go about it."

Haskett is no stranger to the problems of complying with the new standards. About five years ago, after his company had gone through tremendous growth, Fred realized his operation needed a new facility. He saw the environmental changes confronting the nation and the turf industry. And, he knew that any new facility he built would have to deal with the safe storage, mixing, and handling of chemical products, in addition to spill containment, recycling of residue, employee protection, and water/sewer system protection.

First, he sought answers from the Environmental Protection Agency, the Professional Lawn Care Association of America, and the Ohio Department of Agriculture. "I found out, much to my dismay, there were no real solutions out there," says Haskett.

Then he consulted with an engineer, leaving that interview overwhelmed by the potential cost of the engineer's services. Discouraged but still hopeful, Fred set out to design and build the new facility on his own. Relying on his small amount of design experience, he wanted to draw up a plan that would:

- 1 deal with the chemical concerns,
- 2 keep the project affordable, and
- 3 offer a fairly permanent solution.

Two years later, by the end of 1986, he had done enough research to decide on a design and a building site.

During construction, Haskett sought the advice and support of local and state agencies. The city engineer, water and sewer officials, the local health department, the Ohio Department of Agriculture—all got an oppor-

WHEN YOU TREAT YOUR CUSTOMER'S LAWN LIKE YOUR OWN...



YOU'VE GOT A CUSTOMER FOR LIFE.

Getting a *new* customer can be a whole lot harder—and a lot more costly—than doing the kind of good job that *keeps* an existing customer. And keeping a single customer can mean thousands of dollars over the life of your business.

We're in it for the long haul, too.

For over 25 years, The Andersons has provided the kind of proven product line-

up and results-getting performance that has helped hundreds of lawn care operators grow their businesses in healthy ways.

Our broad range of fertilizers, herbicides, insecticides and combination products have helped us win over many a customer. And our product quality, consistency, exceptional service and reliability have helped us keep them.

We'd like the chance to prove ourselves to you. We think you'll find we're *good people* to do business with.

Call us toll free, 1-800-225-ANDY for a comprehensive full-line Selection Guide or for the name of your nearest distributor.



the professional's
partner

The Andersons

Personal service. Consistently high product quality. Technical service. Proven performance. All backed by a genuine integrity that is all too uncommon in today's business world. That's The Andersons.

tunity to see and comment on his plans. And all were supportive.

By early 1987, Greenworld moved into its new facility and Haskett was pleased. It offered safe storage of chemicals, allowed for safe mixing and handling, and allowed recycling of all waste products. It was also affordable.

Because of his well-thought-out chemical control program, he received savings he had not counted on, such as cuts in his insurance premiums and some additional tax credits.

Following his experiences in implementing Greenworld's new facility, Fred thought maybe his experience could help other turf care people; it has. He developed a slide show about his facility that he presents at industry functions, while also serving as a consultant for the green industry. He's putting together a book and videotape to address chemical problems and include structural designs that can be modified to any particular company's needs. Haskett's hopeful of finishing this project later this year.

Haskett thinks it's time that industry realizes it must make environmental concerns industry's concerns. "I consider our industry an environmentally aware industry. If we do things right, these things are positive towards the environment."

Equally important, Haskett feels it's important that turf professionals be up-front with their local agencies and communities. The days of keeping a low profile are over, and a community's support is essential.

The Greenworld facility is divided into two major areas, primary containment and secondary containment. The interior of the building is coated with a special sealant, resistant to chemicals. Silicone fills the cracks in the concrete. Each section has self-contained sumps that catch all waste and spilled products so they can be pumped out and recycled.

The primary containment has a six-inch dike surrounding it which can hold up to 1,000 gallons of liquid. All chemical concentrates are handled in this area. This area also contains an eye wash fountain, a shower, and a sink that all drain into a sump, which isolates all chemicals and keeps them from entering the water or sewer system.

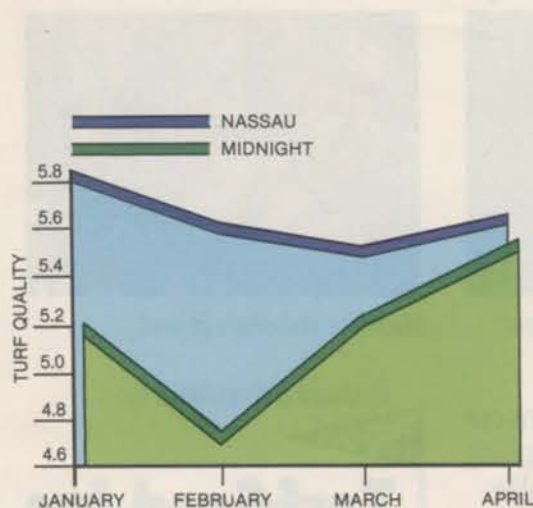
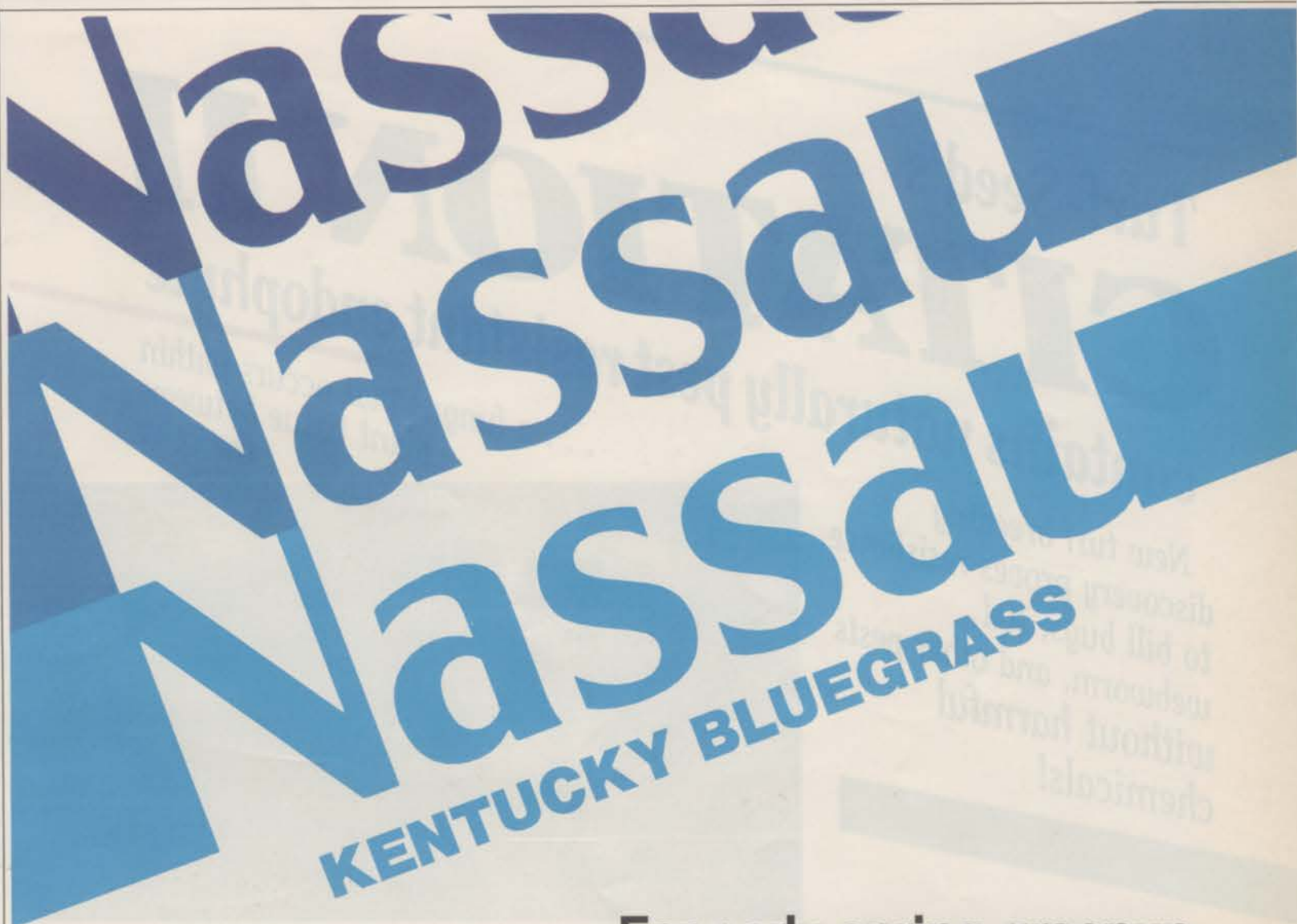
The secondary containment area is surrounded by a four-inch dike which can hold up to 3,000 gallons. Daily operations take place in this area where diluted materials are handled. Trucks are parked within this area and dry chemicals, such as fertilizers, are stored here.

The main water lines run over the secondary containment area and have anti-siphon devices attached to prevent backflow which could enter the water system. Fred says the system would cost anywhere between \$5,000 and \$20,000 to install, but that's minor expense compared to the cost of a clean-up for a chemical spill—not including, of course, additional costs such as increased insurance premiums, injured business, and a poor image within the community.

Greenworld, founded in 1981, basically began as a one-man residential/chemical lawn care operation which



A place for all chemicals and all chemicals in their place at Greenworld.



Winter color retention
and early season color difference between Nassau and another leading bluegrass, Midnight.

U.S.D.A. Trial 1987 Data

For early spring greenup and less maintenance:

- Excellent color retention during winter months.
- Stays dark green with less fertilizer compared to other bluegrasses.
- Superior drought tolerance means less irrigation.
- Produces less thatch than other varieties.
- Excellent disease resistance, decreasing the need for costly fungicide applications.

Get it all with Nassau.



Lofts Seed Inc.
World's largest marketer of turfgrass seed
Bound Brook, NJ 08805
(201) 356-8700 • (800) 526-3890 • (800) 624-1474 (NJ)

Jacklin Seed Company

World's largest producer of turfgrass seed
West 5300 Riverbend Avenue
Post Falls, ID 83854-9499
(208) 773-7581 • (800) 635-8726



A well-thought-out chemical mixing, containment and storage facility can help lower an LCO's insurance payments, reduce pesticide mishaps and fosters a good business image—Fred Haskett, owner Greenworld.

after three years had grown to over 700 accounts.

By late 1983, Greenworld had moved into full service care, including verticutting, core aeration and overseeding. In 1984 and 1985, Greenworld began targeting the commercial market. By 1986 it sold off its residential

lawn care division to Lawnmark.

Today Greenworld offers full service work in the industrial markets, taking care of the entire outside property from the trees and shrubs to the trimming and edging of sidewalks. It has also expanded into vegetation con-

trol for utility companies, including weed and brush control around refineries, oil pumps and tanks, and electrical towers. Greenworld has even expanded into parking lot care to simplify the number of outside contractors a company has to hire to take care of the outside of their facility.

LCI

About the Author

David Frase is a freelance writer specializing in the green industry. He lives in Alliance, Ohio.

WAR

from page 1

claims concerning the safety of the chemical control tools it uses. These advertising statements mislead the public into thinking that professional lawn treatments are safer than they really are, said the two men. Industry representatives at the hearing broadly disagreed as has ChemLawn, specifically, to Abrams' allegations in the state of New York.

"We didn't make any false or misleading statements," ChemLawn spokesman Stephen A. Hardymon, told *Lawn Care Industry* magazine. "They were accurate at the time they were made but, essentially, we agreed to quit saying what we'd quit saying a long time ago anyway."

In the June settlement, ChemLawn agreed to pay \$100,000 in costs and is required to present a copy of the settlement agreement to any New York state customer who asks for it. Otherwise, Hardymon, ChemLawn's vp of Environmental Affairs, said neither side was required to concede or admit anything.

For their part, both ChemLawn and the Professional Lawn Care Association of America (PLCAA, which represents about 1,000 LCOs) turned a sharper eye to how industry advertises its services. And both sharpened their advertising messages to comply with the more critical standards that government agencies are apparently going to insist upon.

On one front, industry representatives met late in July with officials at both the Environmental Protection Agency and the Federal Trade Commission to hash out just what LCOs can and cannot say—and which governmental agency (FTC or EPA) ultimately is going to police this aspect of the lawn care business.

On another, ChemLawn says it will share its guidelines at the August board meeting of the PLCAA so that member companies can benefit from its experience.

LCI

Turf-Seed's CITATION II

contains naturally pest resistant endophyte
... a fungus that occurs within plant tissue between the cells.

New turf breeding discovery proves resistance to bill bugs, sod webworm, and other pests without harmful chemicals!



Left, insect damage in perennial ryegrass. Right, endophytic ryegrass resists insect pests.

CITATION II Turf-Type Perennial Ryegrass

is well known for its rapid establishment, fine texture, dark green color, improved mowability and drought tolerance, both in a monostand or as part of CBS II blend. But, the REAL plus is Citation II's high endophyte level (over 80%) that make it naturally resistant to leaf eating insects.

This plus results in savings... in chemical costs to maintenance people and less exposure to insecticides for applicators, homeowners, golfers and picnickers.

Citation II is not only an investment in finer turf, but it's a savings account for turf managers... and our delicate planet.

PVP 8400142. Unauthorized propagation prohibited.



Black lines are endophyte mycelium in leaf tissue.



Magnified endophyte in seed.

Qualified turf grass associations can earn cash for turf research by saving Citation II Oregon certified blue tags. Call us or write for details.



Produced and marketed by:

Turf-Seed, Inc.

PO Box 250, Hubbard, OR 97032
Outside Oregon 1-800-247-6910
503-981-9571 TWX 510-590-0957
FAX 503-981-5626

Circle No. 116 on Reader Inquiry Card

Have a SPILL?
Call Chemtrec
1-800-424-9300



GRASS

from page 1

similar program in Victoria, Texas, turned out as big a crowd. And when the idea was presented in a suburb of Dallas, city council chambers were so full that over 200 residents were turned away. A program a week later in the same room was again standing room only.

The *Don't Bag It* program actually began over 10 years ago, mostly in Texas, when Dr. William Knoop, a turfgrass specialist at Texas A&M University, began advising homeowners that they wouldn't have to fertilize so often or have to bother with lugging grass-filled bags around if they only practiced better turf management practices, i.e. if they only mowed a bit more often.

"It's really mostly common sense," Dr. Knoop tells *Lawn Care Industry* magazine.

Now, fueled by the widely publicized landfill crisis, the idea is spreading across the country like wildfire.

"Yes, I'm pleasantly surprised," says Dr. Knoop from his Dallas home. "All I ever wanted to do was sell the idea of sound turfgrass management, and this was an idea to wrap it around and take it to the public with."

"It's really only caught fire in the last two years, probably because of the landfill closings. It's really a win-win situation."

In fact, Dr. Knoop's program attracted the attention of the Professional Lawn Care Association of America (PLCAA) which has, with Dr. Knoop's blessings, initiated its own *Grasscycling* program targeted at this nation's LCOs. These same lawn professionals can then help take this positive information to the public.

And what can they tell their clients: that the public can become partners with lawn professionals in bettering the

I'm pleasantly surprised. All I ever wanted to do was sell the idea of sound turfgrass management—Dr. Bill Knoop, "Don't Bag It" originator.

environment.

PLCAA is just now starting to crank up its *Grasscycling* publicity machine, and it hopes to ignite the enthusiasm of this nation's lawn pros.

"This public education program provides a practical solution for eliminating millions of tons of grass clippings taking up valuable space in our municipal landfills," says PLCAA's

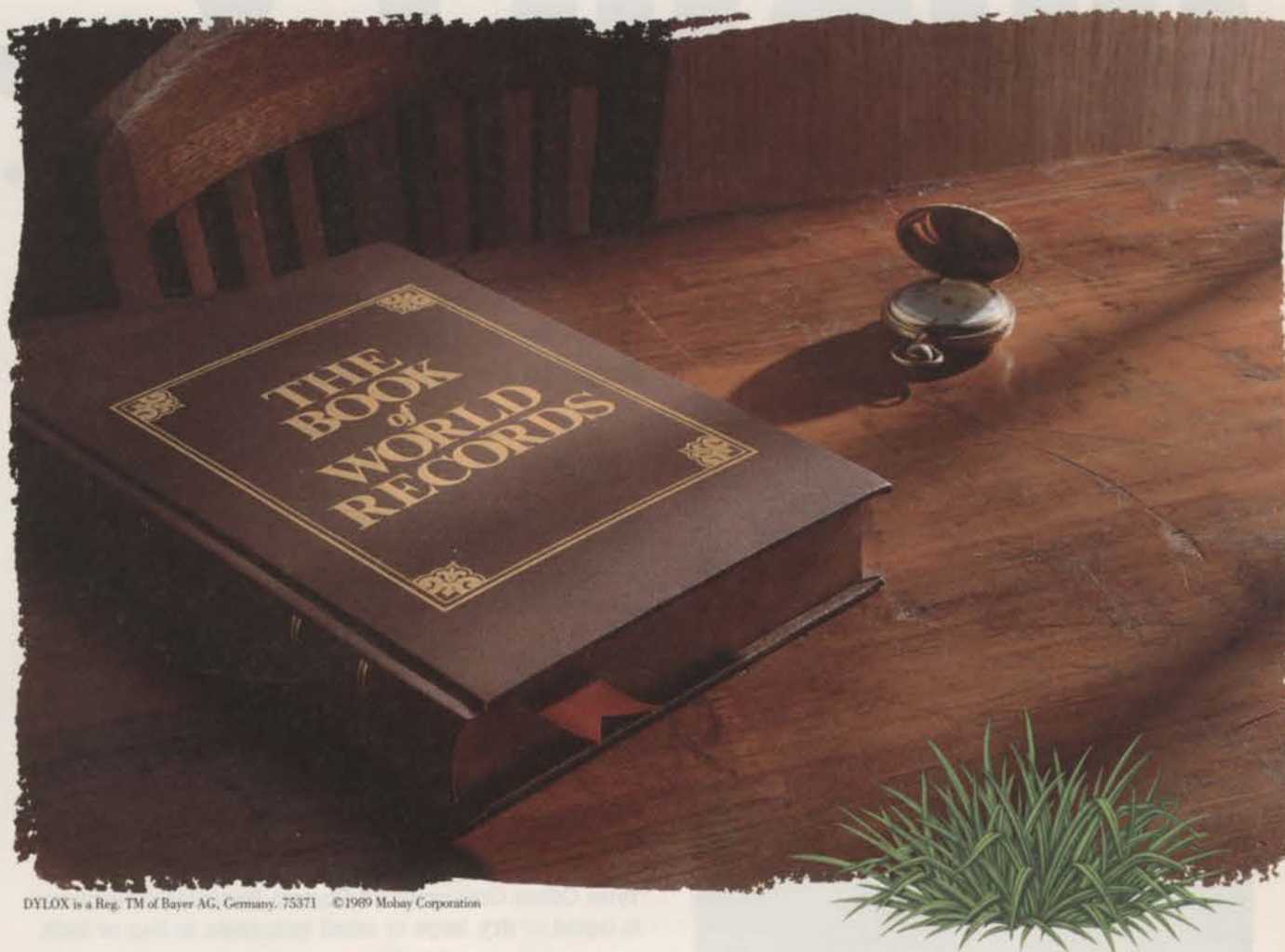
Sandra H. Marting. "At least 10 states have less than five years of landfill capacity and 14 others have less than 10 years of usable landfill space."

Adds extension agent Hansen, "turf care experts never advocated bagging of grass clippings. Golf courses don't bag clippings and neither do athletic field caretakers. It isn't necessary." LCI



Extension Agent Keith Hansen, Nueces County Texas, drew a full house in Corpus Christi with Dr. Knoop's "Don't Bag It" presentation. The public likes grass "recycling".

For Getting Rid of Grubs in Record Time, There's Nothing Faster Than Dylox.



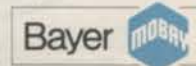
DYLOX is a Reg. TM of Bayer AG, Germany. 75371 ©1989 Mobay Corporation

DYLOX® insecticide stops grubs in their tracks. Fast. Usually in less than 48 hours. And for the record, nothing on the market works better or faster.

Learn why LCOs should encourage Grasscycling to customers on page 24

DYLOX

Mobay Corporation
A BAYER USA INC. COMPANY



Specialty Products Group
Box 4813, Kansas City, MO 64120

Owners should plan for the envitable—their exit from the business

Will your firm survive when you're gone?

BY ROBERT E. ANDREWS

Will your business survive without you? This is probably one of the most important questions facing any small business owner, but it's rarely asked. Is the subject too delicate? Are business owners afraid of the answer?

There's really no reason not to ask this question because every owner of every small business will, someday, leave

their business. It's inevitable, therefore there's no reason not to plan for it. In fact, every owner *must* plan for this reality.

The small business owner, more often than not, is the business. He or she started it, built it, diversified it, risked their financial security on it, and spend most of their waking hours working in it. No matter how big their business gets, the organizational structure resembles an umbrella,

with everyone reporting to the very top. These small businesses are so focused in their knowledge, ability, and authority that the absence of the owner, even for a short period, throws everything in a tailspin. Should that absence become permanent, the business itself probably will not survive.

Given the amount of blood, sweat and tears that you have put in your business, wouldn't it be a tragedy

to see it fail simply because you did not try to plan your withdrawal from it? It's a common mistake for a lot of us to look at our business as ourselves. It becomes more than a job or a company. It's our child. Yet one of the best things we can recognize as its parent, is the obligation we have to see to it, that the business survives beyond our active involvement in it.

Every one of us will leave our business in one of five

ways.

1 We'll sell.

2 We'll pass it to a family member.

3 We'll create management that will operate it for us.

4 We'll liquidate the assets and move on to other endeavors.

5 We'll go bankrupt.

As owners, we have an obligation to make sure that the final two options don't occur. We want one of the first three "exit" options to take place. But first, we must determine what we have to change in our business to make this happen. How can

QUALITY... It's a Way of Life at Tyler.



Mr. Roger Bong, President Roger's Lawn Care

"As a smaller lawncare company, Tyler goes out of their way to take that "Extra Step" to be sure I'm satisfied."

"I like Tyler because of the personal touch they have," says Mr. Roger Bong, President of Roger's Lawn Care.

"The quality of their product is the best I've ever seen and the Tyler salesman goes out of his way to be sure I'm satisfied. He spends the time to answer any technical questions that I may have."

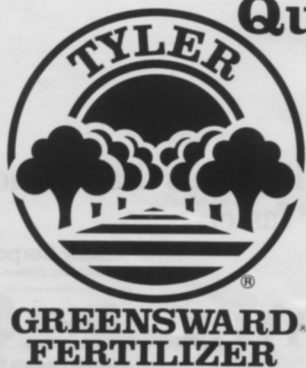
"Tyler's competitive pricing, superior quality, and on-time delivery can't be beat."

The Tyler Sales Staff is committed to serving you with the best technical support available. We also have university support available to us to help solve your individual turf problems.

Tyler Offers Greensward® Custom Formulated Fertilizers in liquid or dry, large or small quantities, in bag or bulk.

Ask us about our grass seed and chemical control products for your turfgrass program.

If you want the very best in technical support, quality products and service, write or call us today.



Quality Products for Quality Turf

Tyler Enterprises, Inc.

P.O. Box 365 • Route 53 South • Elwood, Illinois • 60421
Telephone: (815) 423-5551 • FAX: (815) 423-6331

**TOLL FREE 1-800-421-4740
(IN MILWAUKEE (414) 535-0466)**

Copyright 1990 Tyler Enterprises Inc.

Circle No. 117 on Reader Inquiry Card



The absence of the owner, even for a short period of time, throws everything into a tailspin—Robert E. Andrews, LCO and consultant.

we develop other people in our business so that the knowledge and responsibility is more balanced? What practices and procedures must be put in place so that certain parts of the operation can run on automatic pilot? How can we change so that we have a "life" beyond or outside of our business?

Too often we spend all of our time working in those parts of our business which we enjoy or are good at. They're our strengths. But if we don't pay attention to all parts of our business, they'll become our weaknesses and will limit our ability to meet the succession crisis when it comes.

It's also important for us to remember that poor health or retirement are not the only reasons for succession to occur. You may set, as a goal, the development of your business to where you sell out to a larger firm. You may find a better opportunity. Major changes in the industry might occur which in turn change your

See **FIRM** on page 13

Surface feeders cause major lawn damage but can be managed by IPM

There's an insidious problem lurking in the thatch of home lawns from Maine to California—surface feeders.

"Surface feeders can be a serious problem because the damage they cause often is misdiagnosed as drought stress or disease," says Dr. David Shetlar, extension landscape entomologist at The Ohio State University. "An incorrect diagnosis delays proper treatment, which can lead to severe turf damage."

As the name implies, surface feeders spend most of their time above ground, feeding on grass plants. Surface feeders usually aren't as damaging as soil-dwelling insects, but if left unchecked they can devastate a home lawn.

The list of surface feeders is extensive. The most common are:

- **Chinch bugs**—"hairy" in the North and transition zones, "southern" in the South. These are the most common and damaging surface feeder;

- **Sod webworm**—a dozen species of this pest attack northern turfgrasses;

- **Cutworm**—several species cause damage, usually on golf courses.

- **Billbug**—an unusual pest, the billbug is a surface feeder as an adult and a soil-dweller as a larva.

- **Several others**—armyworms, spittlebugs, greenbugs, winter grain mites, clover mites and tropical sod webworms.

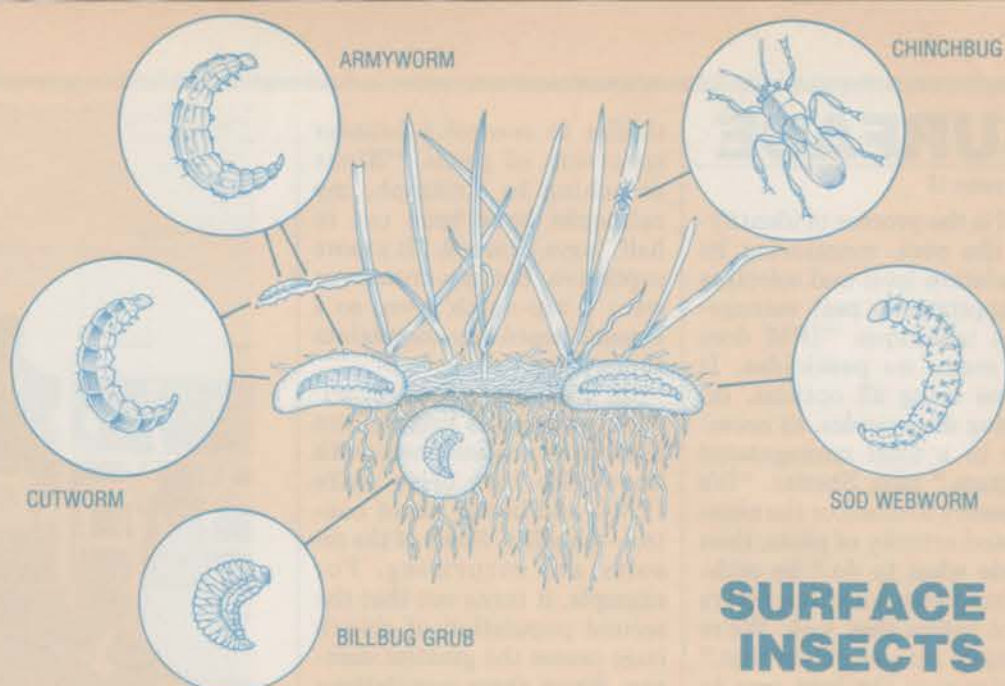
Several insects that most people wouldn't consider surface feeders fall into the category as well. These include fleas, ticks, fire ants (which are both soil and surface dwellers) and mole crickets. There are even "new" surface feeders. Bluegrass scale hasn't re-

ceived much publicity, but it's spreading south from Canada. European crane flies and Australian sod flies are causing problems on the West Coast.

And Rhodesgrass meal-ybugs and Bermudagrass scale feed on southern turf.

According to Shetlar, integrated pest management (IPM) is the key to controlling surface feeders.

See **SURFACE** on page 14



SURFACE INSECTS

On Some Lawns, Grubs Just Aren't a Problem.



OFTANOL is a Reg. TM of Bayer AG, Germany, 75351 © 1989 Mobay Corporation

FIRM

from page 12

mind about the business. Your company may grow beyond your ability to manage it. Crisis in your personal life may translate into crisis in your business. In any event, you need to be prepared.

"How will I successfully get out of my business?" This question must be asked by the business owner. And it must be answered. You as the owner have an obligation to do so—for the sake of your family, your employees, your customers and your creditors. LCI

About the Author

Robert E. Andrews of Robert E. Andrews and Associates, Carmel, IN, will be conducting a series of business seminars for LCOs this winter.

OFTANOL™ controls grubs before they have a chance to do their damage. Providing continuous protection that lasts. Nothing works better. It's your best bet for grub control.

OFTANOL

Mobay Corporation

A BAYER U.S.A. COMPANY

Bayer

Specialty Products Group
Box 4913, Kansas City, MO 64120

SURFACE

from page 13

IPM is the process of identifying the pest, monitoring its population level and selecting an appropriate pest management technique. "IPM does not mean no pesticides. It means using all options, including insecticides, as necessary in a total management program," says Shetlar. "It's necessary to monitor the number and activity of pests, then decide what to do," he adds. "Some lawn care operators shoot before they look. We're trying to get away from that." Shetlar says the best way to monitor insect activity is to "get dirty." Inspect turf closely, on your hands and knees. If you can find chinch bugs easily, for example, you've likely got a problem.

Other methods for monitoring population levels may not be practical for busy lawn care operators. For example, it takes several minutes to perform the standard sod webworm test, where soapy water is poured on a small area of turf. "Applicators just don't have time to wait 10 minutes on every lawn to see how many sod webworms come to the surface," says Shetlar.

If, after monitoring the surface feeders, an insecticide application is in order, several factors should be kept in mind. "The main reason lawn care operators have to retreat lawns is the insecticide didn't reach the level where it will be most effective," says Randy Howard, owner of Lawn Keeper, Fruitland, ID. "With surface feeders, it's important to make sure the insecticide gets to where the insects feed." Howard uses IPM methods to control his primary insect problems: sod webworms and billbugs. He switched insecticides to control a broader spectrum of pests. "Since switching to Triumph, my callbacks have been cut in half," says Howard. "It's more expensive, but my customers want a top-notch lawn, so I haven't heard any complaints about price."

In addition to field experience, research is helping arm lawn care professionals with knowledge that helps make IPM—and better insect control—a reality. Some of the results are surprising. For example, it turns out that the second population of chinch bugs causes the greatest damage. Since these populations hatch in mid-summer, insecticides should be applied then. Earlier research suggested differently, so it was assumed that insecticides had to be applied early in the spring to control chinch bugs.

The billbug is another surprising surface feeder. For years LCOs assumed a four-to-five week "window" for applications to be most effective. Actually, adults are active early in the spring, and the true "window" for applications is seven to 10 weeks. These examples show what research can do for the lawn care industry. Together with practical experience, it can help professionals protect turf from surface feeders. LCI

Keller, STMA's new director

LAS VEGAS, NV—The Sports Turf Managers Association (STMA) named Dale F. Keller, Jr., its executive director. He replaces Mark Hodnik.

Association headquarters mailing address: P.O. Box 98056, Las Vegas, NV 89193. Telephone: 702/739-8052. LCI



DowElanco Chief Executive Officer John Hagaman (above and center, with shovel) and other officials broke ground for the 520,000 square foot research facility at what is planned to be the company's world headquarters just outside of Indianapolis. Hagaman said the complex will consist of the research facility, a 200,000 square foot administration building and a 90,000 square foot employee development center that will employ 800 by its completion. Hagaman is flanked by Indiana Lt. Gov. Frank O'Bannon (left) and Indianapolis Mayor William Hudnut.

WMI: public wants more regs; only pros should get products

OAK BROOK, IL—The public wants more government regulation of professional pest control. So says a survey commissioned by WMI Urban Services, Inc., a subsidiary of Waste Management Inc.

The survey of 1,000 households by Bruskin Associates, New Brunswick, NJ, found:

- More than 86% of respondents feel that more rigid testing and licensing for pest control technicians was either

"extremely" or "very" important.

- More than 78% feel that chemicals used by technicians should be restricted to their use and shouldn't be available to the public through retail stores.

- Almost nine out of 10 respondents think it's "very important" that public places use professional pest control services to protect the health of all who visit those places.

"This survey has direct implications to the lawn care industry," WMI's Don O'Toole, told *Lawn Care Industry* magazine. "I think it seems to indicate that many people feel very strongly that certain chemicals and control products should be limited to the professional operator. I think that's good news to the industry."

WMI Urban Services has gone on record since entering the pest control and lawn care industries several years ago that it advocates new or enhanced regulation for:

- Applicator certification and training.

- Expansion of the list of pesticides available for application exclusively by certified pest control operators.

- Uniform worker safety and health standards for applicators of pest control products.

- Facility environmental design standards and requirements for the proper storage and handling of chemical control products.

- Requirements that both applicators and retailers of pest control products provide customers, upon request, with information regarding the brand and common name of all products used, the reason for the use of each product, and the amount of active ingredients in end-use product and any special instructions appearing on the product label.

- Prompt registration of new pest control products and registration of existing ones.

LCI

End of de Line for Dandelions ...And Other Broadleaf Weeds.



MecAmine D from UAP Special Products contains three herbicides that provide effective, economical control of a wide spectrum of broadleaf weeds. For use on most cool season grasses (except bentgrass), **MecAmine D** offers a wide margin of safety to turfgrasses in a low volatile amine formulation. And it costs less per application than comparable products!

To order your supply of **MecAmine D**, contact your UAP Special Products representative today.

1-800-833-4UAP (Fremont, NE)

1-800-222-9963 (In Ohio)

1-800-821-0170 (States contiguous to Ohio)



SPECIAL PRODUCTS
1035 East Dodge Street, Fremont, NE 68025, 1-800-833-4UAP

MEET YOUR TALL FESCUE NEEDS WITH THE BEST

Lofts has three of the best-performing tall fescues available. Each one offers all the good looks and tough performance you need:

- Attractive, dark green color
- Fine-leaved texture
- Resistance to drought, disease, insects and traffic
- No thatch buildup
- Adaptability to sun or shade
- Less maintenance than bluegrasses or ryegrasses

New Rebel Jr.* even offers the added advantage of slower growth. All of these varieties offer good looks, tough performance and low maintenance. When you need a fescue, choose one of the best!



Lofts Seed Inc.
World's largest marketer of turfgrass seed
Bound Brook, NJ 08805
(201) 356-8700 • (800) 526-3890
(800) 624-1474 (NJ)

Lofts/New England
Arlington, MA
(617) 648-7550

Lofts/Maryland
Beltsville, MD
(800) 732-3332
(800) 732-7773 (MD)

Lofts/Great Western
Albany, OR
(503) 928-3100 or
(800) 547-4063

Sunbelt Seeds, Inc.
Norcross, GA
(404) 448-9932 or
(800) 522-7333

To locate the Lofts' distributor nearest you, call
(800) 526-3890 (Eastern U.S.) • (800) 547-4063 (Western U.S.)

*Limited quantities available Fall 1989. Commercially available Fall 1990.

PRICING MODEL FOR 7,000 SQUARE FEET

1. Income per route per day. Add lines 2 & 3	\$873.00
2. Materials costs at \$1.00/1000 square feet	\$153
3. Revenue/day to cover all costs, except material	\$720.00
4. Time available/day: 8 hrs × 60 mins/hr	480 MIN
5. Cost/min: \$720 divided by 480 mins	\$1.50/MIN
6. Average travel time	15 MIN
7. Average production time @ 1000 sq ft/min	7 MIN
8. Total time per stop: 15 min + 7 min	22 MIN
9. Stops per day: 480 min/22 min	21.8 EA
10. Cost per stop without material: 22 min × \$1.50	\$33.00
11. Material cost/stop: 7000 sq ft × \$1000 sq ft	\$7.00
12. Price for average 7000 sq ft property per stop	\$40.00
13. Price per 1000 sq ft	\$5.72
14. Price per acre	\$249.20

Hone your custom pricing skills

BY PHILIP CHRISTIAN

Large residential or commercial properties that don't fit existing production methods, delivery systems, routes, or price sheets must be custom priced.

Under-price and you lose profits. Over-price and you lose jobs and credibility.

Property owners/managers may demand modified programs with special emphasis on certain parts of the property. You'll need quick, easy and flexible custom pricing capabilities. Certainly, however, your pricing must be as accurate as your standard pro-

gram.

Does the model, at left, fit properties that are much larger than 7,000 square feet? Can the model be used as a basis for custom pricing?

Consider. A customer asked a price for five applications of your standard program over a nine-acre property. Using the constants (those in bold print) in the pricing model, calculate the price-per-round for the nine acre property. What's your "quick and dirty" price?

If you multiplied nine acres times line 14, and applied a

rule-of-thumb discount, you probably priced the property at \$1,500 to \$2,000 per round. This, however, ignores the basics of using the price model.

Holding lines 3, 4, 6, 7, and 11 constant, calculate the price for the nine-acre property using the same methods, material, and equipment. First, separate material. Using line 11, material is priced at \$1 per 1,000 square feet or \$43.56 an acre. Hold that material acre price until all other costs are calculated, then add them together.

At a production rate of 1,000 square feet per minute, as shown on line 7, it would require 43.56 minutes to produce one acre. One acre produced at \$1.50 per minute would equal \$65.34 per acre.

= Material price per acre \$43.56

= All other cost per acre (\$1.50 × 43.56) \$64.34

= or \$108.90/acre

= \$108.90/acre × 9 acres \$980.10

= Round trip: 30 min × \$1.50/min \$45.00

= Extra fill-up round trip: 60 min × \$1.50/min \$90.00

= TOTAL \$1115.00

= \$123.88 per acre or \$2.84 per 1,000 square feet

If the model is accurate, why the big difference? Let's test each constant shown in bold print. Do they fit the nine-acre property?

The \$720.00 in line 3 is income required to cover all costs except material. There could be some operation pluses and minuses, but generally the income shown should be the same for a 21-stop route or an all-day stop at one property.

We held the 8-hour work day constant. That preserved the \$1.50-per-minute income stream.

Travel time, as shown in line 6, remains 15 minutes, but on an all-day job we charge travel time both ways. Travel time is a separate calculation in custom pricing so we can use the actual travel time when needed. We also added 60 minutes to refill the tanker. This could be omitted on smaller properties.

Line 7 is the production rate on 1000 square feet per minute. That equals 60,000 square feet per hour or 1.37 acres per hour. Working on the same property all day does offer opportunity to increase production in square feet per hour. There are also off-setting conditions such as the fatigue factor, and the number of pulls required per acre. Production at 1000 square feet per minute seems conservative, but safe. To increase or decrease the production substantially would require individual tests by the

When you need color and turf density — Glade. It does the job in sun and up to 60% shade. Widely accepted as the improved sun and shade bluegrass variety, Glade gives you confidence that your turf will perform beautifully — excellent texture, pleasing green color, and offers improved disease resistance.

For a healthy turf in sun or shade, insist on glade in every mix — from your local wholesale seed distributor.



Sun Shade

Glade
Glade

Kentucky bluegrass

Another fine, quality controlled product of Jacklin Seed Company

U.S. Plant Patent 3151

Canada License No. 2133

Circle No. 110 on Reader Inquiry Card

LCOs.

A pricing model can be helpful on any size property as long as material is separated. Material costs are proportional to the area; all other costs are time related.

What if eight of the nine acres were flat and open with few obstructions? You might choose to use a more productive delivery system than the tanker or push spreader. If you chose a tractor mounted oscillating spreader, how would the price or profit change?

Material costs would remain the same at \$43.56 per

acre or \$392 for nine acres.

One acre would also cost the same at \$64.35, but eight acres would change. A typical tractor-mounted applicator would increase production from 1.37 acres per hour to 6 acres per hour. The 8 acres could be produced in 1.33 hours or 80 minutes. Eighty minutes x \$1.50 per minutes equals \$120.00 for all other costs.

= Material for 9 acres \$392.00

= Application costs for 1 acre with standard method \$65.34

= Application costs for 8

acres with tractor-mounted spreader \$120

= Tractor & spreader rent: ½ day minimum \$150.00

= Travel time—round trip: 30 minutes \$45

= \$85.81 per acre

= \$1.97 per 1000 square feet

The ability to quickly and accurately price any landscape activity will be a valuable skill in the 90s. LCI

About the Author

Philip D. Christian III of Alpharetta, GA, is a consultant with All-Green Management Associates, in Columbus, Ohio



A step up

The California Landscape Contractors Association recently purchased and moved its headquarters to this 80-year-old remodeled Victorian at 2021 N St., Sacramento. The association also bought the smaller building on the right and is leasing its office space. The organization had outgrown its old location at 2226 K St. LCI

LCOs test mini-bulk deliveries

INDIANAPOLIS, IN—DowElanco is testing a delivery system to eliminate container disposal problems for lawn care professionals.

Some LCOs in Ohio and Michigan recently began receiving the company's Turflon II Amne herbicide in 200-gallon, mini-bulk portable tanks which are delivered and picked up from LCOs by an authorized distributor.

Says Rick Dyer, market manager for Barefoot Grass Lawn Service, Detroit; "We're eager to try the mini-bulk tank because we...had so many 55-gallon drums setting around."

After delivery of the mini-bulk tank, it's placed on pallets so it sits 18 inches off the ground. The herbicide can then be discharged out of the bottom of the tank at a rate of five gallons per minute.

"Drum disposal is no longer a concern since we started testing this delivery system," says Steve Leisring, vice president of operations for Greenlon, Cincinnati. Leisring says the mini-bulk tanks are a practical solution to waste disposal problems and triple rinsing.

Dave Maurer, DowElanco product marketing manager, says his company hopes to expand the delivery system to other products. LCI

Crusade 5G is being tested

WILMINGTON, DE—ICI Americas Professional Products says its new granular insecticide, Crusade® 5G, is being tested by golf course superintendents.

Under the management of Lebanon Chemical Corporation, Lesco, Inc. and Van Waters and Rogers, 40 lbs. of the product are being given to each cooperator to test its effectiveness against turf insects. Greg Gergen, product manager for Crusade, says the product should be available for the 1991 season. LCI

Why this magazine and more than 900 others let us go over their books once a year.

Some magazines, we're sorry to say, keep their readers undercover. They steadfastly refuse to let BPA (Business Publications Audit of Circulation, Inc.) or any other independent, not-for-profit organization audit their circulation records.

On the other hand, over 900 publications (like this one) belong to BPA. Once a year, BPA auditors examine and verify the accuracy of our circulation records.

This audit provides the name, company, industry and job title of every reader each publication reaches. The information helps advertisers to determine if they are saying the right thing to the right people in the right place.

It also helps somebody else important: you. Because the more a publication and its advertisers know about you, the better they can provide you with articles and advertisements that meet your informational needs.

BPA. For readers it stands for meaningful information. For advertisers it stands for meaningful readers. Business Publications Audit of Circulation, Inc. 360 Park Ave. So., New York, NY 10010.



We count, so your ads will.



Dr. Bill Meyer said dwarf grasses becoming more important in tour of plots at Turf-Seed.

The "Turfseed" people

PACIFIC NORTHWEST—For a couple of weeks, usually about mid June, the "seed people" here catch their breaths—and wait. They've seen this so many seasons before—ripening fields of turfgrass turning

from spring green to yellow, a yellow that when the sun slips over the horizon about 10 p.m. or thereabouts settles into a deepening bronze.

Harvest isn't too many weeks away—first one variety,

then another—and, providing the rains don't come and ruin the harvest, the farmers and the big seed houses that have contracted with them have a pretty good idea how the crop will be.

By mid June of this year the 1990 crop in Oregon and Washington (where much of the world's quality grass seed is grown) looked good, real good.

Lawn Care Industry magazine will detail the harvest and the turfseed industry's newest research—and what it all means to LCOs—in its September edition. Look for it.

LCI



Steve Johnson (l.) and Steve Witten direct the aggressive turf breeding program for International Seeds, Inc., Halsey, OR.



Arden Jacklin, co-founder Jacklin Seed Company (l. to r.) with Drs. Joe M. Duich, Penn State, and Doug Brede, Jacklin.

Attn. Small Landscapers: Your Options Keep Growing

TL30 HydroSeeder®

Finn now presents the most efficient and reliable small HydroSeeder in the industry.

- Both paddle agitation and liquid recirculation
- 300 gallon working capacity, for small and spot work
- 18 HP Briggs and Stratton gas engine
- Spray distance of up to 60 feet from end of hose



T60 HydroSeeder®

Our popular 500 gallon machine is now even more productive.

- New slurry pump for even greater operating efficiency
- New axle and wheel arrangement for more flotation
- Spray distance of up to 80 feet from end of hose
- 6000-7000 square feet with one load
- Available with Kubota gas or diesel power

Ideal machines for golf courses, park districts, cemeteries, sports fields & residential applications.

New!
From the
HydroSeeder®
People

FINN
CORPORATION®

Phone (513) 874-2818
Toll Free (800) 543-7166
FAX (513) 874-2914

9281 LeSaint Drive, Fairfield, Ohio 45014



Seed Research's Mike Robinson (l.) extolling hard fescues with (l. to r.) Will Perry Landscape Management magazine, Dr. Leah Brillman, Bob Mierow Lawn Care Industry magazine, and Steve Poitras. Brillman and Poitras are with Seed Research.



Dr. Jerry Pepin, Pickseed West, spoke of field burning issue.



Jacklin Seed researcher Virginia Kanickaberg said uses for primed seed are growing.

OPARR seeks special fund

COLUMBUS, OHIO—The Ohio Pesticide Applicators for Responsible Regulation (OPARR) has been pushing for legislation to increase registration fees for all pesticides to fund research and training programs for users.

Under OPARR's proposal, an annual fee of \$50 would be required for each product name and brand registered to a company and an additional \$75 fee for each pesticide product registered to be put into the state pesticide and fertilizer fund. LCI



Dr. Fred Ledeboer, Turf Merchants, touted new dwarf turf varieties.

Lesco, Inc. records best quarter ever

CLEVELAND, OHIO—Lesco, Inc. reported the best quarter in its history—sales of \$34,853,400. Earnings rose to \$1,888,600, or 46 cents a share in the quarter ending May 31, 1990, more than double the year-ago second quarter earnings.

James I. FitzGibbon, chairman and chief executive officer, said: "Most of our product lines contributed to the gains for this year's second quarter and first half with our business operating at a more traditional level than last year."

FitzGibbon said the second quarter is traditionally one of the best periods of the year because of customer purchasing patterns which are based on regional weather conditions. In the first half Lesco had sales of \$50,849,400. LCI

FOLLOW THE LEADER...

our Pro Series walk-behind commercial mowers are the most "user-friendly" pro-mowers in the industry. With two power units, 14 h.p. or 18 h.p. Kohler engines, and four sizes of mower decks, 36", 48", 52" and 61" to choose from, you can customize your equipment to fit the job.

Here are just a few PRO SERIES features:

- Special Peerless transmission, engineered exclusively for Snapper/Kees
- 5 forward speeds from 1.5 to 5.9 m.p.h., shift gears on-the-go
- Unique handle design for true fingertip control
- Positive reverse drive
- 5-gallon fuel tank
- All critical mower adjustments conveniently located *above the deck*
- On-the-go brake adjustment

Outstanding commercial equipment, easy lease plans, commercial user Snap-credit, Snapper/Kees Pro Division - we're making history...again.

For more information, call or write:
700-800 Park Ave.
Beatrice, Nebraska 68310 • 402-223-2391



WE'RE MAKING HISTORY

...AGAIN!

You already know Snapper Power Equipment and F.D. Kees Manufacturing. Individually, we've been leading turf equipment manufacturers for several years.

Now, we've joined forces. Our combined experience brings 116 years of know-how to the development of the highest quality outdoor power equipment on the market, and the oldest new name is leading the industry... Snapper/Kees.

SNAPPER/KEES™

PRO DIVISION



A turf-free area around a tree solves many problems.

Turf near trees may lead to grass care headaches

BY STEVEN J. DAY

We take for granted turfgrass near and under a variety of trees. Why not? They seem to coexist so well?

The answer is fundamental. We're stewards of the landscape environment, and it's our responsibility to provide for healthy growth and development of both turf and trees. You can't single out or ignore

one without affecting the other.

In a natural situation, trees and turf are rarely found thriving in the same area at the same time, because they compete for available water and elements for growth. There are also spatial considerations, growth-inhibiting chemical interactions among roots of different plants (allelopathy), and other biological factors.

Some researchers observe

an inhibition of tree root development or overall decrease in growth rate of trees grown in turfgrass, especially young trees. Other studies show improved root development of trees if mulch is placed around the base when the tree is young, instead of planting it where the roots are surrounded or covered by sod. We also know the yields of fruit trees drop if sod surrounds them.

But trees and turf can coexist harmoniously in a landscape, and landscape managers should be willing and able to manipulate the cultural environment to allow for healthy growth of each.

For example, in sod, especially high-water-demanding bluegrass sod, trees adapted to low-water conditions should not be planted: Russian olive, ponderosa and pinyon pines and junipers. Trees that generally tolerate greater amounts of water—trees in the *Populus* genus, maples, birches, ashes and lindens—will usually do better in turfgrass.

To keep bluegrass green and thick requires more water and nitrogen fertilizer than many trees require in the same site. This presents a compatibility problem for most pines, firs, and other trees where fast growth compromises structural integrity and vitality. Roots often grow very close to or poke through the soil surface, making mowing difficult and hazardous. Also, people don't like to wrench ankles on tree roots and trees don't like to have their roots butchered, torn out or chemically treated.

Arguably, the most controversial aspect of tree and turf compatibility is with the use of herbicides. Just because tree roots are out of sight doesn't guarantee against herbicide uptake from repeated or excessive applications in turf. A selective broadleaf herbicide for use on turfgrass is not selectively uptaken or metabolized by tree roots. In fact, common systemic herbicides such as 2,4-D and dicamba are known to be absorbed and translocated by trees. Injury that can result may be apparent within days or injury can be insidious, accumulating over weeks and months, even year to year in certain herbicide/soil persistence problems. Lethal "accidents" have occurred to trees from turf-applied selective broadleaf herbicides, whether uptake occurs through roots, stems or leaves.

Another important occurrence affecting the healthy coexistence of turfgrass and trees is the physical scuffing,

TRIPLE PLAY

Elite Turfgrass Seed Mixture

Triple Play is the unique blend of ryegrasses that has been carefully selected to meet specific needs for seeding Athletic Fields, Lawn Areas and Golf Courses.

Triple Play contains the elite turf-type ryegrasses of PENNANT, MANHATTAN II and STALLION. Triple Play will produce a beautiful dark green color with excellent heat and drought tolerance.

Seeding Recommendation 5 to 7 lbs. per 1,000 sq. ft.

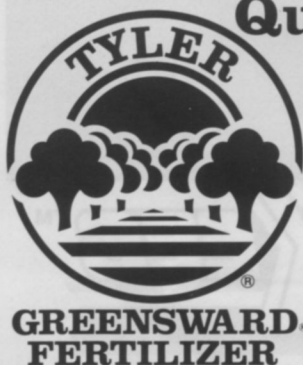
Ask Us About Our Full Line of Turf Grass Seeds.

QUALITY...

It's a Way of Life at Tyler.

If you want the very best in quality products and service, write or call us today.

Quality Products for Quality Turf



Tyler Enterprises, Inc.

P.O. Box 365 • Route 53 South • Elwood, Illinois • 60421
Telephone: (815) 423-5551 • FAX: (815) 423-6331

TOLL FREE 1-800-421-4740
(IN MILWAUKEE (414) 535-0466)

Copyright 1990 Tyler Enterprises Inc.

tearing and bruising of lower bark and wood tissues on trees by mowers and line trimmers. Lawnmowers are the most injury threat to trees. The breakdown of stem tissues over time, perhaps years, can be lethal or lead to internal decay. The solution is easy: remove or kill grass around the base of trees.

It's probably best to maintain a four-foot-diameter turf-free circle at a tree's base. If your client doesn't like to see bare ground or dead areas around the base of trees, place a few inches of mulch over the area. Just about any decorative landscape material is better than allowing turfgrass to grow right up to the trunks of trees.

As landscape managers we must educate ourselves as to the different cultural requirements of trees and turfgrass. There is no reason why the proper trees and turf can't co-exist in harmony for decades. If a tree can survive the first five years after being planted in turfgrass, it stands a pretty good chance of long-term survival.

We should educate our customers about the importance of removing turf around tree bases, providing a cultural environment compatible with turf and trees, assessing the impacts of herbicide overuse in turf (especially multiple broadcast applications of broadleaf herbicides), and proper planting of trees in turf to prevent water reservoirs from developing around the base of trees.

Proper installation of irrigation systems is another area critical to the health of trees and turf. Trenching through turfgrass roots is one thing;

trenching through tree roots is an entirely different thing. Tree roots are competing directly with turfgrass roots for space, water and elements.

It's a myth that tree roots, especially the non-woody type, grow where they are out of reach to a trencher used in system installations. Trenching kills roots. Plan trenching so that minimal injury occurs to tree roots. Where possible, trench at a radius to the tree trunk, not on a tangent; fewer large tree roots will be severed. Where possible, trench as close to existing borders as

possible, such as sidewalks, driveways and fencelines. Where possible, use larger or different types of irrigation materials to minimize the need for additional trenching and line to be installed.

Consider boring under large diameter tree roots instead of cutting through them. When 1/2-inch diameter and larger tree roots are severed, cut the ends cleanly back to the soil interface and don't paint them with anything. Just as with stems, cut back roots to laterals where possible. This will help prevent root rot and fur-

ther decline.

Finally, compacted soil is bad for turf roots and it's also bad for tree roots. Tree varieties that withstand soil compaction have not been developed as have several turf grass varieties. There's no such thing as a "tough-wearing" tree in the context that we consider "tough-wearing" turfgrass. Effects of soil compaction on tree root development and overall tree vitality may take years to manifest themselves.

The things we do to turf show up a lot sooner than the

things we do to trees. Turf managers who satisfy their clients because they're doing the right things for both trees and turf are going to be successful.

Yes, trees and turf can coexist in harmony. **LCI**

About the Author

Steven J. Day is a consultant to the green industry. He operates LANDSCAPES plus, Wheat Ridge, CO 80033.



LET LAWN CARE INDUSTRY MAKE YOU AN AUTHOR!

LAWN CARE INDUSTRY IS LOOKING FOR INFORMATIVE, WELL-WRITTEN BOOKS, MANUALS AND PAPERS ON TOPICS RELATED TO THE LAWN CARE INDUSTRY. TOPICS THAT ADDRESS SUCH COMMONLY ASKED QUESTIONS AS:

- ✓ HOW DO I MAKE MY BUSINESS GROW?
- ✓ WHAT'S THE KEY TO INCREASED SALES?
- ✓ HOW MUCH MONEY SHOULD I INVEST IN ADVERTISING?
- ✓ HOW DO I KEEP MY CUSTOMERS COMING BACK?
- ✓ HOW DO I HIRE GOOD EMPLOYEES?

HERE'S A WAY TO FINALLY GET YOUR WORK PUBLISHED!

SEND YOUR MANUSCRIPT AND AN OUTLINE OF ITS CONTENTS (TYPEWRITTEN, PLEASE) TO THE ADDRESS BELOW AND OUR EDITORS WILL REVIEW IT. IF WE THINK IT WOULD BE OF INTEREST TO OTHERS IN THE FIELD, WE'LL DISCUSS PUBLICATION DETAILS WITH YOU.

TOGETHER, YOU AND LAWN CARE INDUSTRY MAGAZINE CAN IMPROVE THE SUPPLY OF QUALITY INFORMATION AVAILABLE TO OUR INDUSTRY.

SEND TO:

**LAWN CARE INDUSTRY
BUSINESS INFORMATION SERVICES
7500 OLD OAK BLVD.
CLEVELAND, OHIO 44130**

LCOs to get Cutless soon

INDIANAPOLIS, IN—LCOs may be getting Cutless 50W plant growth regulator in the near future, says a release from DowElanco Specialty Products.

The product was first introduced for use on golf courses, but once application techniques are refined it will be offered to LCOs, says the company which claims the product's use will reduce the need for mowing, produce fewer clippings, and reduce turfgrass water use.

DowElanco says Cutless is a "type II" plant growth regulation which means it suppresses vertical turf growth but has little effect on other processes such as seedhead development. **LCI**

Questions about
Pesticides?
Call 1-800-858-7378
National Pesticide
Telecommunications
Network

NEW PRODUCTS



Feldmann's hydro-auger kit makes drilling easy
The new hydro-auger mates to

the Feldmann earth auger powerhead using a section of 3/4-inch pipe, and the sock-head set screw. Hydro drilling is easy in soft, wet soil because the erosion principle moves earth together with mechanical drilling. The hydro-auger kit 2482 includes one 2-inch carbide-tipped bit, the driver coupler with adapter and regulating valve with hose connection.

The kit used with the Feldmann powerhead eliminates the necessity of trenching through lawns and across streets with the expense of re-filling, repaving, etc.

Circle No. 140 on service card.

Eliminate problems with new soil fumigant

Lesco, Inc.'s, Soil Prep is a non-selective, non-permanent soil fumigant for broad-spectrum pest control. It eliminates competition from weeds, germinating weed seeds, fungi, insects and nematodes, resulting in bigger and better ornamentals and increased yields.

Soil Prep is a water-soluble liquid that is mixed with water and requires no agitation. It can be applied with either a sprinkling can or hose-end sprayer.

It's ideal for use on lawns

prior to reseeding, in gardens, fencerows, greenhouses and nursery beds, says Lesco. LCI Circle No. 141 on service card.



O.M. Scott unveils starter fertilizer

O.M. Scott & Sons Company says its Proturf 16-24-12 Turf Starter Fertilizer promotes vigorous seedling development and root growth in new seedings. Turf Starter may be dragged into the top 1/4 inch of soil with the seed, or applied prior to overseeding.

Circle No. 142 on service card.



New skid-mounted Finn hydroseeder fast, easy

The 300-gallon capacity TL30 Hydroseeder is powered by a Briggs and Stratton 18-hp Twin II gas engine. The TL30 has a centrifugal pump and both a mechanical paddle agitator and liquid recirculation for fast and easy mixing of seed, fertilizer and fiber mulch. A variety of options are available.

LCI Circle No. 143 on service card.



Audio cassettes give plant info on the run

Use the time in your car productively by listening to Landscape Audio Cassettes from C.D. Anderson. Cassettes are a great way to learn plant information that can be used in more impressive sales presentations, offer plant alternatives to customers, etc.

Common names of plants are used with growth habit characteristics, native height, preferred location, soil type preferred, etc.

Circle No. 144 on service card.



IMPROVE YOUR DRIVING CONDITIONS.



ORTHENE® Turf, Tree & Ornamental Spray keeps pests out of your club.

Stop pests from playing a round on your course with ORTHENE Turf, Tree & Ornamental Spray. One treatment provides a broad spectrum of protection for turf as well as a wide variety of trees and ornamentals.

ORTHENE kills quickly on contact, then by systemic action. So you'll keep hard-to-kill pests like mole crickets, armyworms and leafhoppers under

control. ORTHENE supplies long-lasting residual action against other insects including tent caterpillars, aphids and thrips.

ORTHENE Turf, Tree & Ornamental Spray. It's more than enough to drive unwanted pests right off your course.

ORTHENE® Turf, Tree & Ornamental Spray

Avoid accidents. For safety, read the entire label including precautions. Use all chemicals only as directed. Copyright © 1990 Valent U.S.A. Corporation. All rights reserved. ORTHENE is a registered trademark of Valent Chemical Co.



Circle No. 120 on Reader Inquiry Card

Why Grasscycle?

The Professional Lawn Care Industry (PLCAA) says *Grassrecycling*:

1 Improves lawn quality. Clippings release valuable nutrients when they decay on the lawn.

2 Grasscycling saves time and work. People may have to mow one more time each month, but that time is more than offset by the time they save by not bagging.

3 Don't cause thatch problems. Returning clippings contributes only .03 inch to the thatch layer each year.

4 Won't damage lawns. Mow regularly and at the proper height to avoid too many clippings on the lawn.

5 Doesn't spread lawn diseases. Watering, fertilizing and sharpness of the mower blade have a greater influence on the occurrence of disease.

6 All lawnmowers can grasscycle. Keep your mower sharp and mow when the grass is dry.

7 Collecting clippings is becoming more expensive. Grasscycling eliminates any fees associated with disposal of clippings.

LCI

Top Texas turfgrass gather

DALLAS, TX—The presidents of six Texas turf-related associations are on the program of the Texas Turfgrass Field Day at the Texas A&M Research & Extension Center here Aug. 15-16.

They'll join four academic representatives for a Aug. 15 afternoon presentation at 17360 Coit Road.

Call Texas A&M Research & Extension Center, 214/231-5362.

LCI

TRAINING

from page 1

agreed among themselves that they will allow the evolution of the model program according to the wishes of the committee. And that they, as suppliers, will not seek any advertising or marketing coups because of their support of the effort.

"Eventually there's going to be some major changes in the way pesticide-using businesses operate," says PLCAA's Tom Delaney, including government-mandated training for lawn care technicians.

In fact, a three-tier process for anyone using restricted use pesticides (RUPs) is being considered by the U.S. Environmental Protection Agency. The updating of part 171 of the Federal Insecticide, Fungicide, Rodenticide Act (FIFRA) would establish the following three product categories:

1 Products that can be applied by a technician "under the direct supervision" of a certified applicator.



Troutman is LCI advisor

CLEVELAND, OHIO—Dr. Barry Troutman has agreed to serve on the *Lawn Care Industry* magazine editorial advisory board. He joins Marty Erbaugh, Erbaugh Corp., Peninsula, Ohio; Jack Robertson, Robertson Lawn Care, Springfield, IL; and Dr. A.J. Powell, the University of Kentucky.

Troutman recently joined Green Up Lawn Care (a part of Massey Services), Orlando, FL. He was formerly the education director of the Professional Lawn Care Association of America (PLCAA) and also owner/operator of Turf and Ornamental Technology, a market consulting firm for turfgrass managers.

A former president of The Georgia Turfgrass Foundation, Inc., Troutman received his B.S. degree from The Ohio State University, an M.S. in Turfgrass Management from the University of Rhode Island, and a Ph.D. in Turfgrass Weed Science from the University of Arkansas. He began his professional turfgrass career with ChemLawn. LCI

2 Products that can only be applied by a certified applicator.

3 Products that can be applied by a technician provided a certified applicator can be summoned to the site "in a short period of time."

Presently, LCOs use very few RUPs, but that's small reason to dismiss the considerations in Washington, D.C., because it's likely EPA will expand the list of RUPs as the result of additional studies, particularly groundwater studies, Delaney tells *Lawn Care Industry* magazine.

Even more regulations

Also, Senator Richard G. Lugar (R-IN) is pushing Senate Bill 2490, the Pesticide Safety Improvement Act of

It's obvious our industry is going to have to become more sophisticated—
Thomas Delaney, PLCAA

1990, also addressing technician training. One provision in this proposal establishes training criteria, including setting guidelines for trainers themselves.

"It's obvious our industry is going to have to become more sophisticated because it's going to be a tougher business to be in," says Delaney.

Bonnie Poli says the Curriculum Committee hopes to have the outline of the model program done by early fall. Several additional months will then probably be needed as the outline is reviewed and scru-

tinized by both private and public agencies and representatives.

Hopefully then somebody will come forward with a proposal to take the outline and distill it into a practical training program, including a manual, videotapes and other supporting material.

(A similar training program for highway right-of-way applicators is well underway at Purdue University.) LCI



Texas researcher says treated seed a good investment

In the favorable climatic conditions of spring and fall, you can practically watch newly seeded turfgrasses grow. What you can't see—but can prepare for—soilborne fungi attacking unprotected seeds and tender emerging roots.

Delayed germination and blighted stands can be avoided by planting seed treated with fungicides and by maintaining a careful watering program, says Dr. Phillip Colbaugh, a research plant pathologist at Texas A&M's Agricultural Experiment Station in Dallas.

Colbaugh recently completed a series of laboratory and field trials in which seedling growth and pythium blight disease control were evaluated on turfgrass seeds treated with a combination of commercial fungicides. The resulting data showed average stand counts were enhanced, and the incidence of infection diminished when seeds were treated with a fungicide mixture.

The tests were on perennial ryegrass, fine fescue, tall fescue and two Kentucky bluegrasses supplied by Gustafson, Inc., Plano, TX.

The study he conducted with assistant Tom McAfee also showed that treated varieties emerged more quickly (with the exception of the inherently slow germinating bluegrasses), and produced stands 20-90 percent fuller than untreated varieties.

"Pythium and other soilborne diseases, like Rhizoctonia and fusarium, lurk in almost every soil that benefits from regular watering and fertilization," says Colbaugh.

Ironically, market estimates indicate that less than 25 percent of the overseed turfgrasses use a seed treatment for disease control.

"I just don't think enough growers realize the economics of planting treated seed," says Colbaugh. "It's like term insurance. You get 30 days of protection while those new roots are getting established and a good stand started."

A good example is perennial ryegrass, which, treated with a primary fungicide costs only about four cents more per pound, or 16 cents per 1,000 square feet, say commercial suppliers in the Pacific Northwest.

Many disease problems affecting turfgrass seedlings are generically described as "damping off," a disease complex that can be caused by one of several pathogens in the soil. Pythium, however, is the most common culprit.

Especially vulnerable are turfgrasses sown at an excessive rate, because the emerging seedlings already will be weakened from having to compete for light and nutrients.

Colbaugh says seeding dates for overseeded grasses are critical in determining the level of threat from disease. If fall seeding dates are too early, soil temperatures are warmer and favor the growth of several pythium species that will invade tender seedlings. Too early in the spring, and you risk the stunting effects of frost.

"Those ideal planting windows are small, and if you plant outside of them, you tip the balance in favor of fungi," warns Colbaugh.

Texas A&M's test plots were seeded on October 20, 1989 with 10 lbs. of selected varieties per 1,000 square feet. Six chemical treatment combinations were used on the five test grasses. LCI

To find an
FYLKING FYLKING FYLKING
elite
FYLKING
bluegrass
FYLKING
at a
FYLKING
friendly
FYLKING FYLKING
price, you
FYLKING FYLKING
ought to
FYLKING FYLKING
read
FYLKING
between
FYLKING FYLKING
the lines.

Compare Fylking's competitive price and advantages! Fylking forms a thick, lush turf that has improved disease and drought resistance. Fylking greens up earlier, stays green longer; can be cut as low as 3/4 inch—even 1/2 inch. Fylking has been proven over many years of international turf testing.

Ask your seed distributor for Fylking.

FYLKING
KENTUCKY BLUEGRASS

U.S. Plant Patent 2887

Another fine, quality controlled
product of Jacklin Seed Company

CLASSIFIED

RATES: \$1.00 per word (minimum charge, \$35). Boldface words or words in all capital letters charged at \$1.25 per word. Boxed or display ads charged at 1X \$85; 3X \$80; 6X \$75; 9X \$70; 12X \$65 per column inch (one inch minimum). (Frequencies based on a calendar year). Agency commission allowed only when camera ready art is provided by agency. For ads using blind box numbers add \$15 to total cost of ad. Send ad copy with payment to: DAWN NILSEN, LAWN CARE INDUSTRY, 1 E. First St., Duluth, MN 55802. (218) 723-9505. Fax Number (218) 723-9615.

BUSINESS OPPORTUNITIES



Environmental Care Inc. CAREER OPPORTUNITY

Technical / Training person wanted to do field research and training with large maintenance contracting firm. Knowledge of landscape maintenance practices in western states desirable. Ability to work with others and problem solve is essential.

Please send confidential resume to:
Manager of Technical Services
Environmental Care, Inc.
825 Mabury Road
San Jose, CA 95133.

Realistically make \$500-700 a day with a lawn Aerator & a truck. Robin Pedrotti explains step-by-step how he turned his weekend summer job into a full business using the latest technology in aeration. Effective advertising and soil conditioner sales. You can make \$40-90 an hour plus. \$6,500 investment. Manual price \$89.99. Special inside industry offer \$39.99, ends Sept. 7, plus \$4.00 P&H. Make checks payable: Robin Pedrotti, 3403 Dorchester Dr., San Diego, CA 92123. VISA/MC. 619-571-2884. 8/90

CURBIMATE. The growth industry of the 90's is concrete landscape edging installed by the Curbmate machine. Excellent profits, low overhead, low start-up. \$5,495. Call 801-273-3938. 8/90

HOW TO EARN UP TO \$300 PER HOUR WITH LAWN RENOVATION SERVICES. Approx. 150 pages, \$39.95 postpaid. **HOW TO EARN AT LEAST \$60 PER HOUR MOWING GRASS...AND STILL BE THE LOW BIDDER!** 195 pages, by contractor with 15 yrs. experience, \$29.95 postpaid. GOMC, 10490 Bluegrass Pkwy., Louisville, KY 40299. VISA/MC. (502)499-9031. 10/90

SELLING- BUYING- EXPANDING A GREEN INDUSTRY BUSINESS? Any size, any type, anywhere in the United States. Confidentiality maintained. Valuations, sales, mergers, acquisitions, analysis of operations. **NILSSON ASSOCIATES- GREEN INDUSTRY CONSULTANTS.** (203-621-6199). TF

WANTED

WANTED TO ACQUIRE

Lawn care companies of all sizes in U.S. and Canada being sought by national corporation. Complete buy out or stay and grow with us. If interested, please call me directly:

Don Karnes
Senior Vice-President
TRU GREEN CORPORATION
(404) 442-8700

STRICT CONFIDENTIALITY
MAINTAINED

TRU GREEN

Wanted to Buy - Lawn care companies of all sizes anywhere in U.S. wanted to purchase by national corporation. If interested, please respond to LCI Box 197. Strict confidentiality maintained. TF

SERVICES

Training Programs: Effectively train your new and experienced employees in the least amount of time with minimal management involvement. Complete weekly lesson packages including handouts, quizzes and documentation forms. Train at your location, at your convenience. Topics include pesticide safety and handling, agronomic and horticultural issues, customer service and sales, driver safety and more. Both lawn and tree and shrub care programs available. Recertification credits often available. Pesticide Compliance and Training Services, Inc. Call Paul Skorupa at 401-294-1384. 10/90

FOR SALE

Long Island, NY based Tree & Shrub care firm for sale. Comprehensive spray/fertilization program. Serving both residential & commercial clients. Fully trained staff. Large, well maintained, late model fleet. Fully computerized. Highly profitable. Annual sales exceed \$600,000. For further information, respond to LCI Box 227. 9/90

FOR SALE: Lawn & tree care company suburban Washington, DC/Baltimore area. Established 11 years. Excellent reputation. Residential & commercial accounts. Owner will stay if desired. Send confidential inquiries to LCI Box 224. 8/90

Commercial landscape and wholesale nursery: Est. 1978. Excellent California growth area. Gross \$750,000, net \$100,000 year. \$85,000 nursery inventory, \$65,000 equipt. \$650,000 contracts signed, price \$235,000, 30% down - owner/finance. (916)663-1913 or (916)652-0481. Ask for Bob. 9/90

TOUGH CARRY BARRELS

The tough, heavy duty and long lasting landscaping and refuse barrels.

- Used by nurseries and landscapers everywhere for grass cuttings and general maintenance
- Wide top, ideal for loading and dumping
- Wide top, ideal for loading and dumping
- Available in many lively colors
- Available from 20 gallons to 130 gallons
- Capacities in many styles
- Available for shipping and storage savings
- Tapered for shipping and storage savings
- Manufactured in NY, TX, FL and CALIF.

CHEM-TAINER INDUSTRIES, INC.

361 NEPTUNE AVE. ■ NO. BABYLON, NY 11704
800-645-5607 ■ (NY) 516-661-8200 ■ FAX 516-661-8209
NY ■ RI ■ PA ■ IL
FL ■ TX ■ CA ■ TN

HANNAY HOSE REELS: New in the box. E1526's and E1530's - \$359. We will ship and pay freight anywhere in the U.S.A. and Canada. Immediate delivery. Other size reels and parts available at fabulous savings! Call 313-543-2200, in Michigan. Outside Michigan - 1-800-843-LAWN. TF

KELWAY® professional SOIL ACIDITY and SOLUBLE SALTS TESTERS, available from distributors nationwide. HB-2 and SST brochures from **KEL INSTRUMENTS CO., INC.,** Dept. 2, P.O. Box 2174, Vineyard Haven, MA 02568. (508)693-7798. 12/90

SPRAY RIG: 1987 NAVISTAR 1654. Allison Automatic Transmission. Heavy Duty Chassis. Dual Fuel Tanks. Low Mileage. 1,300 gal. 2-Compartment S.S. Tank with Dry Storage. Twin Hannay Reels with Hose, Flow Meter, 150 gal. Poly Pony Tank with Reel and many other extras. \$25,000. LaFlamme Services, Inc., P.O. Box 6377, Bridgeport, CT 06606. Tele: (203)333-1912. 8/90

FRANCHISE: Lawn care company located in Southwest Wisconsin. Established business, 350 active accounts, annual sales \$50,000. Experienced good growth since its beginning in 1987. Business is priced at \$45,000. Owner will stay for smooth transition. Interested parties reply to LCI Box 226. 8/90

USED CHIPPERS, BUCKET TRUCKS, BOOM TRUCKS: Stump grinders, stake bodies, tree trucks and dumps. New Morbark and Woodchuck Chippers. Rayco stump grinders at discount prices. We also buy trucks and equipment. Opdyke, Inc., Hatfield, PA (Phil. area) 215-721-4444. 8/90

FREE PARTS CATALOG - If you own a 32-36-48-52-61" walk-behind or riding mower and feel you're paying too much for your parts and equipment call **PRECO DISTRIBUTORS** today. We have BELTS, BLADES, WHEELS, GRASS CATCHERS. Replacement parts that fit Bobcat, Buntion, Kees, Exmark, Scag & others. Engines and Parts for Honda, Kawasaki, Briggs & Stratton and more. Order your free catalog 24 hours a day. TOLL FREE 1-800-428-8004, US, in Mass. 1-800-421-3900. Preco Distributors, 97 Center St., Ludlow, MA 01056. TF

SPRAY TRUCKS: 84 & 86 Ford F350's, 600 gallon tank with Hypro D-50 PTO pumps, 6.9 Diesels low miles, \$9,500 and \$11,000. Both excellent. (315)685-5257. 8/90

SOFTWARE

The Service Solution

A Computer System for Lawn and Tree Care that Can Increase your Customer Base and, Most Importantly, Help You Keep It!

Call Today: 1-800-326-7032

Practical Solutions, Inc.

7100 North High Street
Worthington, Ohio 43085

Scheduling Solutions for the Service Industry

LET CLASSIFIEDS WORK FOR YOU!

HELP WANTED

Landscape Supervisor: Established Michigan Contractor looking for self-motivated individual with 5 years minimum experience to manage crews and oversee landscape installation. Send resume and salary requirements to: DeAngelis Landscape Incorporated, 22425 Van Horn Road, Woodhaven, Michigan 48183. EOE. 8/90

Manager needed for private chemical lawn care company. (No cutting etc.) in the Rochester, NY area. Able to plan 1-2 years ahead, market research and trends, delegate and motivate, sales and business background all important. Employing 30 plus people year round. Send resume to LCI Box 223. 10/90

LANDSCAPE DIVISION MANAGER: well established, rapidly growing company seeks individual to take over for retiring manager. Individual must be able to run both a maintenance and a planting division simultaneously. Requires exceptional organizational/management skills as well as complete command of plant materials and maintenance techniques. For consideration contact David Gorter, 855 Skokie Highway, Lake Bluff, IL 60044. 708-615-0800. 10/90

General Manager needed for established full service multi-million dollar Denver Landscape Care firm. This position reports directly to the President and has full operational responsibility. Qualified candidates must demonstrate operations knowledge centered around the greens industry, strong leadership and team building skills and an ability to implement an aggressive customer service driven business plan. Good benefits and excellent profit sharing plan. Send resume detailing experience and salary requirements to: Wilhelm Tree & Lawn, 8200 E. Harvard, Denver, CO 80231. 8/90

DISTRIBUTORS NEEDED FOR ORGANIC LAWN AND GARDEN FERTILIZERS: NATURAL Lawn Food 8-1-3 and **NATURAL** Garden Food 2-4-4 are tested and proven products. Distributors are needed throughout the USA. For consideration contact: Hiram Lund, CFS Specialty Division, Box 24, Rt. 2, Cashton, WI 54619. 800-822-6671. 9/90

MISCELLANEOUS

C.C.L. CONSULTING INC. Comprehensive Consulting Services for Lawn Care Companies Expanding Into Tree/Shrub Care Services.

- * Minimum Risk/Costs Associated With Trial and Error Strategies
- * Alternative Operations, Marketing and Financial Strategies Developed/ Assessed to Capitalize on Opportunities Available to Your Company
- * 12 Years Operations and Business Development Experience With The Nation's Largest Horticultural Service Company

Call/write:

Dana Rudolph (513) 891-6630
B.S. Landscape Horticulture
M.B.A. Finance & Operations Mgmt.
4128 St. John's Terrace
Cincinnati, Ohio 45236



Use our
Classified
Blind Box
Service
for
Confidential
Results!

AD INDEX

NO.	ADVERTISER	PAGE
101	The Andersons (Regional)	6
102	Cushman-Ryan	2-3
104	DowElanco (Regional) ..	23
105	DowElanco (Regional) ..	17
103	DowElanco	27
107	Finn Corp.	18
109	Jacklin Seed Co.	7
110	Jacklin Seed Co.	16
108	Jacklin Seed Co.	25
106	Kees Mfg. Co.	21
111	Lesco, Inc.	28
135	Lofts Seed	15
112	Mobay Corp.	4
113	Mobay Corp.	11
114	Mobay Corp.	13
115	NOR-AM Chemical Co. ..	5
116	Turf Seed Ind.	8
117	Tyler Enterprises (Regional)	12
118	Tyler Enterprises (Regional)	22
119	UAP	14
120	Valent USA Corp.	24

This index provided as an additional service. The publisher assumes no liability for omission or error.

Classified Advertising is •Easy •Effective •Economical

Help Wanted: We have position open for experienced serviceman. Domestic and industrial installation and service. Pleasing personality and desire to advance will be advantageous. Salary commensurate with productivity. Excellent benefits and retirement. Send complete resume Attn: Roy Cope, West & Co., P.O. Box 1041, Modesto, Calif. 8/89

Send all Classified Advertisements to:

Dawn Nilsen, 1 East First Street, Duluth, MN 55802
(218) 723-9200

William
Wilson

**Broadleaves
won't be coming back
to haunt you.**



Introducing Gallery.TM

Nothing's more terrifying than to hear a customer say, "They're back." Dreaded broadleaves. Costly callbacks. You want to scream.

Your nightmares are over at last. Elanco introduces the unique preemergence broadleaf weed control for turfgrass—new Gallery 75DF. Featuring an advanced new chemistry, it casts broad-

leaves into the dungeon and throws away the key all season long.

Your customers won't be haunted by spurge. Or oxalis. Or white clover. Or 41 other tough broadleaves. And you'll be haunted less by costly callbacks.

Yet turfgrass has nothing to fear. New Gallery is actually more tolerant on your turf than other herbicides. So there's no risk of off-site damage to nearby ornamentals, gardens and trees.

Put an end to the horror of broadleaves. Instead of hearing "They're back," start saying, "They're gone." With new Gallery. See your Elanco distributor. Or call toll-free: **1-800-352-6776**.

Elanco Products Company
A Division of Eli Lilly and Company
Lilly Corporate Center
Dept. EM-455, Indianapolis, IN 46285, U.S.A.
GalleryTM—(isoxaben, Elanco)



Circle No. 103 on Reader Inquiry Card

A reliable old friend.



**Three-Way
bentgrass
formulation
also available.**

Always read and follow
instructions on package
before using any
chemical product.

For outstanding and economical broad-spectrum weed control, one product stands alone. LESCO Three-Way Selective Herbicide.

The combined efficiency of 2,4-D, MCPP and dicamba stops more than 30 weeds with a single application. Including tough problems like ground ivy and spurge.

And just as important is the cost effectiveness of Three-Way. Why pay more for herbicides that do less?

Outstanding weed control at an economical cost. No wonder LESCO Three-Way Selective Herbicide is still the first choice of professional turfgrass managers.

It's nice to know you can rely on an old friend. Order today.

LESCO

(800) 825-3726

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