

WEDNESDAY, NOVEMBER 14, 1984

James B. Beard

LAWN CARE INDUSTRY

SHOW EXTRA

For the Professional Lawn Care Association of America show



Fawcett

Evans

Hassey

Autrey

Anderson

Robinson

Parmley

Optimism reigns supreme

After a successful 1984, "optimism" is the key word for the lawn care businessman's outlook for 1985.

"We more than doubled our business in 1984," says Paul Harder of Prescription Turf Services, Middleton, Mass. "We're going to try to double business one more time (1985), then we'll get more reasonable in our expectations."

So, too, is Red Fawcett optimistic.

"We nearly doubled our business this year," claims Fawcett of The Green Machine, Cambridge, Mass. "Customer retention and doing a good job are the keys the industry's got to be concerned about as we look to the future, though."

Steve Evans of Turf Doctor, Fram-

ingham, Mass. concurs with his close competitors, but sees an obstacle ahead.

"Over the next five years, I think we're going to have problems with government regulations," Evans says. "But 1984 was good, considering the unusual weather."

John Hassey and Phil Green of Stanley Steemer, Columbus, Ohio, are looking ahead with conviction.

"We feel good about our first year," notes Hassey of the jump from carpet cleaning to lawn care.

"We exceeded our expectations, and we've seen things here (the PLCAA show) that have really impressed us," adds Green.

"We're looking to a great 1985," Hassey concludes, pointing to probable expansion into new

markets.

Things went well down south, too—and appear to remain on the upswing.

"It was a heck of a year, volume-wise," notes Vern Autrey of the Tree Lawn Corp., El Paso, Tex. "The 25 percent increase in business was our biggest increase in five years."

"The country is coming out of the recession, and people are doing things they wouldn't normally do—like big renovation jobs."

Autrey expects business to jump nearly 25 percent more in 1985, about half the increase expected by Craig Anderson of Fertilawn, Bloomington, Minn.

"We're a rapidly-growing company," says Anderson, "and we're

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Stalking the floor

● Bob Scobee of The Andersons has been joined on the trade show floor by Doug Masters, Joe DeLuca, Russ Ward and Brian Cope. Scobee, incidentally, is outgoing associate director of the PLCAA. When asked about his year on the board, he said, "It's been very rewarding. It's been a hectic year, but I've learned a lot. I personally have a better pulse of what's going on now. And I hope I've been able to help the organization a little, too. We've been able to accomplish some definite things for the membership."

● New product literature on Woodace tablets, a slow release N-P-K product for shrubbery and trees, is available at the Estech booth. Also available will be literature on Par Ex products.

● Hank Plain is on duty at the Elanco Products booth, and available to give you all the facts on the company's new turf growth regulator. The product is still under

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Convention labelled success

The 1984 Professional Lawn Care Association of America's convention and trade show has been labelled a huge success, following on the heels of a record-breaking first-day crowd.

More than 1300 conventioners flocked to Curtis Hixon Conven-

tion Center Tuesday morning, the most in the five-year history of the event. Expectations were that this year's show would break all existing marks by its close at noon tomorrow.

"This is indicative of the hot market we're in," says executive

director Jim Brooks.

No firm commitment has been made to the 1985 show (originally scheduled for Cincinnati, Ohio), and this week the Board of Directors was rumored to be considering a return to Tampa next year.



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	Booth #	Pg #
Agris Corporation	112	11
Dedoes	214	12
Dow Chemical	400, 402	2 & 3
Howard Johnson Ent.	830	16
Lebanon Chemical Corp.	225	5
MCI Melamine Chemical	327	7
Rhone-Poulenc	Island F	11
Ryan/Cushman	Island K	8 & 9
USS Agri-Chemicals	631	15

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**Stops the
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TURFLON D herbicide is a combination of triclopyr and 2,4-D that will control both the tough and standard weed species without injuring established

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Now there's cost-efficient broadleaf control you can count on. TURFLON D herbicide...your first line of defense...for better weed control! For more information, contact your chemical distributor or write: The Dow Chemical Company, 9001 Bldg, Midland, Michigan 48640.



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"See us at booth #400 & #402!"

The convention in photos



LEFT PHOTO: Paul Morgan of LESCO (right) shows Kathy Hutt and Ross Harbaugh of Green Scape its new aerator. **TOP PHOTO:** Dr. Bob Miller of Chem Lawn gives an appreciation plaque to Glenn Bostrom.



Steve Stys of Rockland Chemical with a couple of stunning fans.



Doug Columb (left), Michael Kravitsky (center) and Jim Gourley (right) enjoy themselves at the Early Bird reception.

1984 Program schedule



Monday, Nov. 12

1-4:30 p.m. Early Bird Workshop: "How to Grow Your Business;" (Lawrence D. Kokkelenberg, Ph.D.; James Skelton, M.B.A. Ed.; T. Wandtke, CPA; Richard I. Lehr, P.A.)
1-3 p.m. "Effective Advertising and Promotion Techniques for the Lawn Care Market" (Kathy Copley, Ray Gibson)
6:30-8:30 p.m. Annual Early Bird Reception, Tampa Hilton

Tuesday, Nov. 13

9-10:30 a.m. Opening Session, Curtis Hixon Convention Center
9:30-10:30 a.m. Keynote Address titled "Successful Failure" (Capt. James A. Lovell)
10:30 a.m.-6:30 p.m. Trade Show and Exhibits, Curtis Hixon Convention Center
1:30-2 p.m. "Our Changing Industry" (Robert Earley)
2-2:30 p.m. "Regulatory Assistance Through the Pesticide Public Policy Foundation" (David Dietz)
2:30-3 p.m. "The Office—Asset or Liability?" (Tom Hofer)
3-3:30 p.m. Break
3:30-5 p.m. "Stress Management: His, Hers, Ours" (Tom Jadin)
5-6:30 p.m. Exhibitor-sponsored Reception and Social, Curtis Hixon Convention Center
8 p.m.-midnight Chipco Bluegrass Festival

Wednesday, Nov. 14

8-9 a.m. New Member Reception and Breakfast, Holiday Inn of Tampa
9-10 a.m. "Reducing Cancellations" (Lawrence D. Kokkelenberg, Ph.D.)

10-11 a.m. Concurrent Sessions: "Principles of Tree and Shrub Fertilization" (Dr. Roger Funk) and "Fertilization of Southern Ornamentals" (Dr. Robert C. Black); or "Business Considerations for Mowing/Maintenance Companies" (Rod Bailey)
10 a.m.-5 p.m. Trade Show and Exhibits, Curtis

Hixon Convention Center
2-2:45 p.m. "Turfgrass Research Update: Water" (Dr. James B. Beard)
2:45-3:15 p.m. Break
3:30-5:30 p.m. "Thatch: General Considerations" (Dr. Kirk Hurto, Dr. A.J. Powell, Dr. Charles Peacock, John Prusa)
5:30-6:30 p.m. Annual Business Meeting

Thursday, Nov. 15

9-10 a.m. "How to Avoid and Respond to Union Activity" (Paul Daverede, James Sackett, Richard I. Lehr, P.A.)
10 a.m.-noon "Expanding into the Commercial Lawn Care Market" (Irv Dickson)
Noon Adjourn: Think Cincinnati, '85!



Quality is Still the Most Important Element.

EVERY PROFESSIONAL KNOWS THAT QUALITY IS STILL THE MOST IMPORTANT ELEMENT IN ANY COMPLETE TURF CARE PROGRAM. Let's face it - low price is no substitute for poor product. Challenged by tough turf problems together with rising costs, you just can't afford to play games with products that don't perform consistently and economically. You need quality turf products you can depend on. You need **COUNTRY CLUB** and **GREENSKEEPER** PROFESSIONAL TURF PRODUCTS from **LEBANON**.

COUNTRY CLUB and **GREENSKEEPER** FERTILIZERS ARE OF THE HIGHEST QUALITY HOMOGENEOUS GRADES MADE TODAY - GIVING YOU MORE FEEDING POWER FOR YOUR DOLLARS. What makes homogenous fertilizers better? Each pellet contains a chemically-balanced combination of N-P-K, regardless of the material's sizing and coverage. The plant root needs only to come in contact with one pellet to receive a balanced diet. Consequently, you get even element distribution.

WHATEVER YOUR TURF NEEDS, THERE'S A **COUNTRY CLUB/GREENSKEEPER** PRODUCT SPECIALLY FORMULATED TO MEET THEM - ALL WITHIN YOUR BUDGET! Backed with over 35 years of extensive university and end-use testing, we offer you the most complete line of fertilizers and control products available on the market as well as a full range of S.C.U. blends and chemicals.

This includes:

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- FERTILIZERS COMBINED W/ CONTROL PRODUCTS
COUNTRY CLUB 19-4-9 with **BETASAN**®
COUNTRY CLUB 19-4-9 with **RONSTAR**®
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LEBANON "PRO" 32-3-8 with 1.5% **OFTANOL**®

- GRANULAR CONTROL PRODUCTS
GREENSKEEPER BALAN® 2.5G



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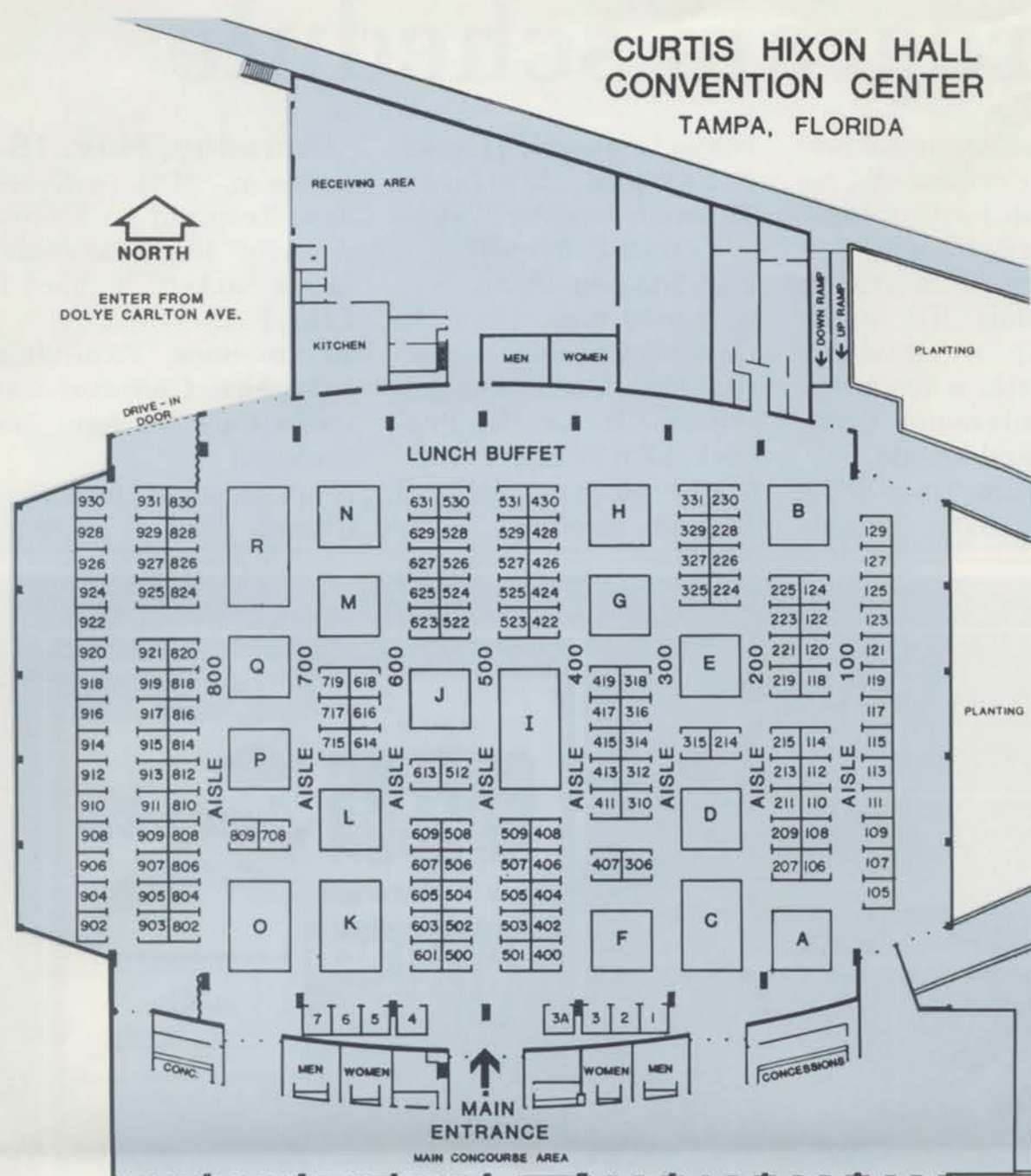


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Statistics

Did you know?...

LAWN CARE INDUSTRY statistics indicate that, for 1983...

● Thirty-nine chemical lawn care companies in the U.S. grossed more than \$1 million. That's an increase of five over 1982. Eleven of these companies are headquartered in Ohio, with the industry's No. 1 company.

● That's ChemLawn, which reported \$200 million in sales. More than 1.3 million homes are served by ChemLawn's 167 branches. Year-round employees, 3700; peak-season, 5200.

● For 1983, gross sales of the leading lawn care companies in the country was \$2.22 billion, an all-time record and a 20 percent increase over 1982 sales.

● An average of 90.8 percent of our readers' accounts were residential in 1983. Projected, this means that LCI readers serviced some 6.4 million home lawns, and more than 7 million total accounts.

● About 70 percent of all LCOs are involved in disease control, aeration and/or renovation.

● Just 5.8 percent of LCI readers use a full-blown telemarketing program, though 21.1 percent use telephone solicitation.

● Most popular means of advertising in the lawn care industry? Referrals and rebates, used by 78.9 percent of this magazine's readership. Yellow Pages ads were second-most popular with 71.1 percent.

● Just 17.4 percent of the LCOs responding to a questionnaire said they have in-house computer systems. That's down from 25 percent in 1982.

● A typical LCI reader spends 29.9 percent of his gross receipts on labor, 15.7 percent on fertilizers and pesticides, 7.9 percent on fuel and 4.0 percent on advertising.

● The average LCI reader's pre-tax profit in 1983 was 20.5 percent. Chemical lawn care companies showed profits of 22.2 percent, landscape management companies 19.6 percent.

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1977 Chevy C-60, PTO-drive,
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1978 GMC, Series 6000, pro-
pane, PTO-drive, 350, 4-speed, 2-
speed rear: \$9500.

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All trucks equipped with Bean
10/10 pumps, mechanically-agi-
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Call Rick White (312) 293-1036,
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Soon, Your Nitrogen Fertilizer May Do A Whole Lot More Than Fertilize...

Not all the results are in, but very soon you may find that the best thing to ever happen to your **pesticide** is the nitrogen in your fertilizer.

At MCI AgSystems, we're working on a whole new concept in nitrogen fertilizers. And it could mean some big changes in the way you do business. Changes you're really going to like. Come by booth 327 at PLCAA and find out more.



Tourist's guide

TAMPA: Gateway to the Gulf

When you touch down at Tampa International Airport, considered one of the most efficient in the country, you're just 12 minutes from downtown.

For detailed information about Tampa, your first stop should be the **Tampa Chamber of Commerce**, 801 E. Kennedy Blvd., downtown.

Tampa is the gateway to South Florida's sprawling West Coast.

You'll eventually want to visit **Ybor City**. Ybor (pronounced Ee-bor) is a small neighborhood on the north side of the business district that, in 1856, was the birthplace of Tampa's cigar industry.

The main road through Ybor City, a National Historic District, is 7th Avenue. The heart of the area stretches from 9th Street to 30th Street.

The grandeur of Ybor City, also called the Latin Quarter, has gone to seed. One upbeat development is Ybor Square, a cigar factory turned mall that offers glimpses of nostalgia and history.

Not any of the cigar factories are left today, but the ones that remain still have a few tobacco craftsmen who hand-roll their product.

At 1818 9th Avenue is the old

cruises. The **Island Adventure** (251-8008) offers similar cruises. Reservations are needed for both bay excursions.

Now, then. What about the restaurants? In Tampa, you won't run out of them. Here are just a few:

Bern's restaurant is famous for "art in steaks." One example is the nine-ounce chateaubriand for something like \$20 that comes with French onion soup, salad, potato and home-grown vegeta-

bles. Phone Bern's at 251-2421 for reservations.

The Colonnade (839-7558) is a family-oriented restaurant with a menu 40 items long. Two favorites: fantail shrimp; and fish and chips. Two can dine here quite nicely for \$30 or less. Dress is casual.

Sicilian and Creole food? Try **Selena's** (251-2116). A bit of romantic atmosphere plus Cajun entrees including Shrimp Manale. Also a wide selection of pastas and a noteworthy selection of wines.

In Ybor City, two restaurants stand out:

The Columbia (248-4961) is an 11-room, 1600-seat restaurant with a generous selection of foods and an impressive list of Spanish and California wines. Two can eat very satisfactorily for \$25-35. Live shows, too. The Columbia opened around 1900 as a cafe for cigar-makers. Its strolling violin players and dancers are spectacular, and the decor is dramatic.

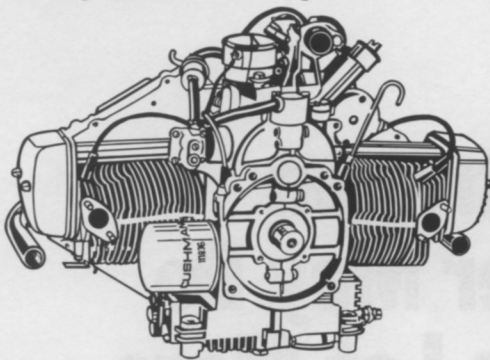
The Spanish Park Restaurant

WHAT MAKES THE CUSHMAN GRASS GROOMING SYSTEM WORTH THE INVESTMENT:

*Twenty-two percent more horsepower.
Improved performance. Increased work value. Nothing cuts, catches
and dumps as fast or as economically.*

The problem with most mowers is that no matter how fast they cut, your work slows to a turtle's pace when it comes to cleaning up the clippings.

That's why we created the Cushman Grass Grooming System. With it, you can cut, catch, dump and resume cutting without interruption.



A NEW 22-HP ENGINE.

At the heart of our Grass Grooming System is the Cushman Front Line™ mower.

And at the heart of the Front Line is a remarkable new 22-hp gas engine.

It gives you the power to maintain blade speed through tall grass, dense weeds and other conditions that might stop other mowers.

It's built the way you want an engine built—tough. The crankshaft is forged alloy steel.

The cylinder heads are reinforced for extra strength under stress. And all the details—from the Teflon-coated O-rings and swaged-in-place valve guides to our exclusive Clean-Air Induction System—were designed with one goal in mind.

Years of dependable performance.

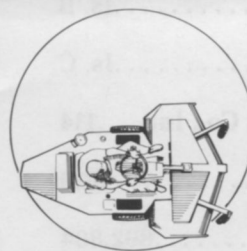
FIRST CLASS MOWING.

Here's where it all pays off: the quality of a Front Line mowing job.

The three cutting blades are positioned to overlap each others' swath slightly. So no grass is left uncut. The driver can maneuver around bushes, trees and sidewalks with incredible precision, thanks to the Front Line's Dual Traction Assist pedals—separate braking for each of the two front wheels that gives you a tight, zero turning radius.

THE FINISHING TOUCH.

Mounted to the Front Line's right side is the Cushman Grass Caddy™—a durable, non-stick



Dual traction assist pedals provide a tight, zero turning radius.

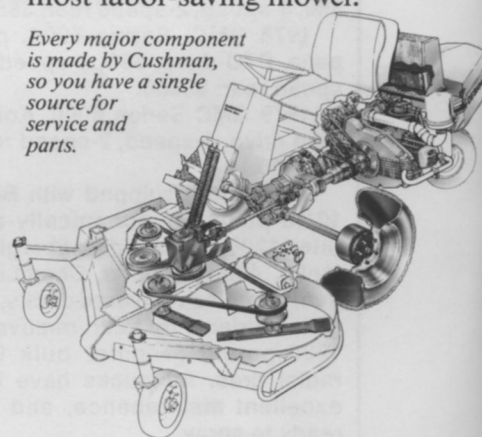
polyolefin hopper that collects up to 16 bushels of clippings and debris.

When it's filled, just back the Front Line up to a truck or container, engage the hydraulic control and the Grass Caddy hopper lifts 4½-feet above the ground and dumps.

In seconds, you're back on the turf mowing again. And you've never once left the driver's seat.

All of which makes the Cushman Grass Grooming System the world's most labor-saving mower.

Every major component is made by Cushman, so you have a single source for service and parts.



A FREE DEMONSTRATION.

See the Cushman Grass Grooming System in action. Call toll-free:

1-800-228-4444.



Two of the hotels LCOs are staying in this week are shown above: the Hyatt Regency (foreground left) and the Hilton (background right).

Ferlita Bakery building, now the **Ybor City Museum**. It's open 9 a.m. to noon and 1 to 5 p.m. For details call 247-6323.

If you smell a hint of yeast in the air, chances are you're near the **Anheuser-Busch brewery** (tours available) and **Busch Gardens**. The latter offers an array of rides, shows and eating stands—plus an exciting, open-face zoo where you can view one of the nation's largest collections of exotic animals from 9:30 a.m. to 6 p.m. For information, phone 988-5171.

The **Pabst brewery**, 1111 North 30th Street, also offers tours, free half-hour sessions from 10 a.m. to 3 p.m., Monday through Friday.

Want to cruise scenic Tampa Bay? The **Spirit of Tampa** (273-9485 or 229-5420) makes daily breakfast, lunch and dinner

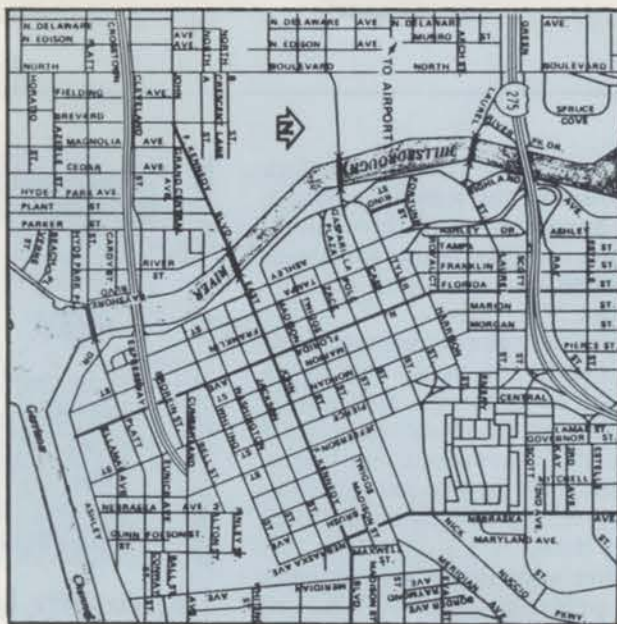
(248-6138) is another popular tourist attraction. Price range is similar to the Columbia's—and you'll score it high on both quality and service.

Downtown in the Hyatt Regency Hotel, try the **Westwind'r**. Seafood and steak selections here are memorable, and a twosome can dine in dandy fashion for \$30-40.

Among the places where you can dine while watching the freighters is the **Seabreeze**, an Italian and seafood restaurant owned by the Licato family since the 1920s.

Cuban-influenced Spanish foods are the staples of the culinary industry throughout Tampa. Introduce yourself to zarzuela, a

T A M P A



sort of seafood stew that's particularly good at **Cafe Sevilla** in West Tampa.

Sample some pompano pap-pillot—pompano baked and stuffed with shrimp and lobster—in the Biero family's mural-filled **Valencia Gardens**, near downtown.

Disney World is just 60 miles east. The Gulf Coast is 20 miles west. Thoroughbred races are run at **Tampa Bay Downs** Tuesday through Saturday at 1 p.m. Greyhounds race at **Derby Lane** at 6 p.m. daily except Sunday, with noon races Monday, Wednesday and Saturday.

There's red-hot action at the **Tampa Jai Alai Fronton**, open 6:45 p.m. nightly except Thursday and Sunday. You can attend at noon on Monday, Wednesday and Saturday.

Dance spots? You betcha. Two of the popular ones are **Thrills**, on Dale Mabry Highway, and **Confetti**, on Cyprus Highway. Another good bet is **Malio's** on Mabry Highway.

For subdued lounging, check out **Jimmy Mac's**, housed in a renovated boom-era home on South Armenia Avenue. Or look in on **Breeze's Lounge** in the Hyatt Regency for the sounds of jazz with the soothing backdrop of an in-house waterfall.

Mother Nature permitting, there are plenty of water activities. Tampa Bay and the Hillsborough River offer a sun-drenched wealth of boating, fishing (no license required for salt-water fishing in Florida!) and diving possibilities. Plenty of companies rent boats and equipment.

You'll find much and many of everything to do and see in Tampa—often described as a working city in a vacation land. It's a city that fills the senses to the brim, satisfies its happy citizens and beckons visitors to participate in its many-splendored treasures. Enjoy!

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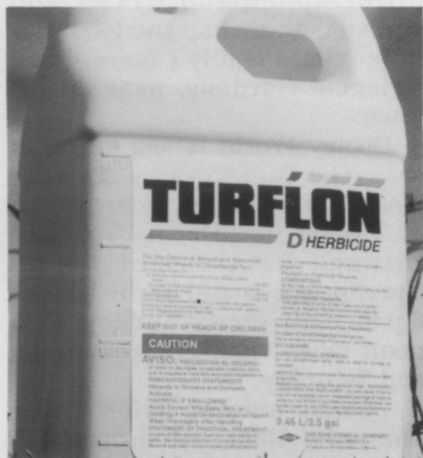
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New broadleaf herbicide announced

New Turflon D from Dow Chemical controls a broad spectrum of weeds, including such hard-to-control species as oxalis, wild violet, ground ivy, spurge and veronica in cool season turfgrasses, says Vince Geiger, product sales manager for turf chemicals.

In addition to excellent weed control, Turflon D is quite immobile in soil; there is minimal chance for damage to ornamental shrubs and trees by root uptake.

Turflon D, which contains two pounds of 2,4-D and one pound of triclopyr butoxy-ethyl esters per gallon, is the first of a family of herbicides being developed for the professional lawn care applicator, Geiger explains.

Seed starter is now available

Lebanon Chemical Corp. announces the availability of Green Gold 11-23-10 Seed Starter with Tupersan.

Spokesperson Amelia Eisenhauer stresses that it offers safe and effective crabgrass control and permits grass seeding at the same time. Most products, she points out, require a 60-day wait between application and reseeding.

Macroscopic tells distance height

Green Pro Cooperative Services has a six-inch-long macroscopic that's super handy for on-site field diagnosis. This instrument makes it easier for the LCO to identify the fungi or insects he's trying to combat.

The pocket-size unit also enables the user to estimate distances and tree heights. Options include a portable light stand and camera adaptor.

Stainless tanks make life easier

Spokane Metal Products sales manager Jim Kuntz stoutly maintains the superiority of stainless steel tanks over mild steel tanks for the lawn care industry.

"These stainless steel tanks," he explains, "can hold herbicide, pesticide and fungicide chemicals in a number of compartments.

The applicator can accomplish any number of jobs in a single visit. Sparger or mechanical agitation can easily be added for sprays that need continual particle suspension."

Extra storage compartments for bulk chemicals, tools and hoses can also be added on. And multiple compartment stainless steel tanks are the answer to many frustrations over how to provide customers with a variety of products at one time.

Other advantages are competitive pricing, few man-hours devoted to lawn care and zero maintenance requirements.



Complete information is available via telephone. Call (800) 572-3709 in Washington state or (800) 541-3601 elsewhere.

New fertilizer is custom-blended

Tyler Enterprises, Inc. is introducing a new line of granular fertilizer called Greensward, a custom blend sold in bulk or in bags. Tyler will also continue to supply custom-blended liquid fertilizer along with a wide variety of turf chemicals.

For more information, contact Warren Shafer, Tyler Enterprises, Inc., P.O. Box 197, Elwood, IL, 60421. His telephone is (815) 423-5808.

Wide variety of vehicles available

Graham Lawn Care Equipment offers a complete line of turf spraying vehicles with different capacities.



The unit shown here is mounted on a one-ton truck and is capable of spraying 200,000 square feet per fill from a 600-gallon fiberglass tank. All tanks are mounted and engineered to withstand various road and hazard conditions depending on the geography and terrain in which the sprayer will be used.

Other features are a rugged steel tool chest mounted under the truck bed, an electric reel and mechanical agitation via PTO unit direct to the truck transmission or by a fuel efficient Kohler auxiliary engine.

All units carry a full, one-year warranty.



Improving both clay and sandy soils

Emerald Isle, Ltd. has introduced Sand-Aid, a granular meal for use as a soil conditioner to counteract compaction, and as a natural organic constituent in topdressing mixtures to increase nutrient and moisture retention.

It contains a natural carbohydrate which creates an electrochemical attraction between fine particles in heavy clay soils and causes them to aggregate into a less compacted structure. In light, sandy soils where moisture and nutrient leaching can be a problem, Sand-Aid acts as an emulsifier and forms a highly desirable porous aggregate.

Sand-Aid can be applied by itself or combined with gypsum to counteract soil compaction. It is also recommended for the transplanting of trees and shrubs. Available in 50-pound, double-strength, plastic-lined bags, it provides an ideal medium and reduces transplant shock.

Rights obtained to two new products

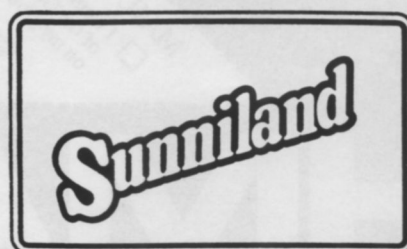
Nice 'N Green Plant Foods has been named the national distributor for two liquid urea-formaldehyde products manufactured by Georgia-Pacific Corp.

The first is NG 1515, a clear liquid urea formaldehyde solution with an analysis of 30-0-0. It is used to reduce burn during summer stress periods. The second is NG6 122, a milky white, light fertilizer suspension with an analysis of 18-0-0. This is also used for burn reduction and extended nitrogen release.

The two chemicals will be produced and shipped from Columbus, Ohio; Vienna, Ga.; Crossett, Ark.; and Ukiah, Calif.

Visit Nice 'N Green at Booth 109, or call them at (800) 982-1515 (outside Illinois).

Mixing Oftanol with turf fertilizer



Donn Woods of Sunniland Corp., P.O. Box 1697, Sanford, Fla. has Sunniland 1.5 percent Oftanol with Lawn Fertilizer for sale.

After measuring its performance with unparalleled precision, Woods is confident of the product's efficacy. A 50-pound bag, he points out, covers 16,666 square feet.

Aerifier improvement over '84 model

The new Ride-Aire II from Ryan/OMC-Lincoln is designed for precision core aerification at up to 12,000 square feet per hour.

Powered by an 8 hp commercial engine, the Ride-Aire II covers 21 inches per swath with a core pattern spaced every 3 1/2



inches, and core penetration up to 3 1/2 inches deep. Standard tines are 5/8-inch diameter, with 1/2- and 3/8-inch tines also available.

The Ride-Aire II weighs 670 pounds and is 36 inches wide for convenient maneuverability in tight spaces.

For full information, contact the Sales Department, Ryan/OMC Lincoln, P.O. Box 82409, Lincoln, NE, 68501. Or call (800) 228-4444.

Mid-size mower solves problems

Walker Manufacturing Co., Ft. Collins, Colo., has developed a mid-size mower to solve the problem of small and medium-size



lawn areas which cannot be mowed with large commercial equipment.

Walker's unit is available for either 36- or 42-inch cutting widths. The company says that LCOs have found it to be an ideal "trimmer" mower for use as a companion to large field mowers.

Features include an unobstructed view of the cutting area, quick maneuverability; a built-in 6.7-bushel grass collection system with automatic "full" signal; and out-front mowing.

Grounds machine has several uses

A new turf and grounds maintenance machine that features four-wheel steering has been introduced by Jacobsen Division of Textron.

With both front and rear PTOs, the 24 hp diesel-powered G-4x4 serves as a mobile power source. It has a low profile, wide 53-inch track and permanently engaged four-wheel drive.

In addition to cutting turf with front-mounted rotary or flail mowers, the G-4x4 can operate a rotary boom and snowthrower or rear-attached spreader and blower.

One product can supply eight nutrients

Agri-Plex 4X supplies eight plant nutrients which help assure quality turfgrass in four ways, says R.G.B. Laboratories.

Agri-Plex 4X helps maintain green color in turfgrass without excessive use of nitrogen; it offers protection against winter dessication; it enhances tolerance to, and recovery from, stress conditions; and it provides increased resistance to diseases.

Details are available from: R.G.B. Laboratories, Inc., 1531 Charlotte, Kansas City, MO, 64108. Or call (816) 474-3342.

Information on thatch is offered

The Ryan division of OMC-Lincoln has published "Thatch and Compaction: What You Can Do About It."

The 8-page booklet describes the causes and results of thatch

build-up, and illustrates equipment that can be used to counter the negative effects.

For information and a free copy, write Ryan/OMC-Lincoln, P.O. Box 82409, Lincoln, NE, 68501.

Three devices can make application easy

Micro-Trak Systems is marketing three machines designed to make spray applications easier.

The Flow-trak puts the full range of essential spraying information at the operator's fingertips: speed, distance, acres worked, gallons of solution applied per acre, and total gallons.

Calc-An-Acre is a basic system featuring two acre counters with independent resets. A separate key provides a direct readout of ground speed with an accuracy of $\frac{1}{10}$ of a mile per hour.

The Flo-Pro Monitor is the perfect system for keeping track of gun-applied chemicals, root-injected solutions or any other pumped liquids. The monitor features multiple inputs, each equipped with two gallon counters.

For further information write or call Micro-Trak Systems, P.O. Box 3699, Mankato, MN, 56002; (800) 328-9613.

Newest lawn care truck is introduced

Denver Leasing and Manufacturing has introduced a new truck: the Jet Mixer DL-1300, an innovative stainless steel tank truck. The diesel-powered engine uses about half as much as standard gas trucks, says the manufacturer.

The tank system is installed on an International Harvester 1654 chassis; the power train is a low-

maintenance IH 6.9-liter diesel coupled with an Allison 545 4-speed automatic transmission.

For more information, contact Bob Smith or Steve Tangarud, Denver Leasing and Manufacturing, Golden, CO, 80903. Phone number there is (303) 422-7608.

New software for lawn care companies

Distribution Management Systems, Inc. (DMSI) recently introduced CLC1, a new software approach to chemical and other lawn care services. Included are programs for production, invoicing, customer service and labor productivity. The package runs in a fixed disk, on-line, fully interactive, multi-use environment.

Spraying system has five pump options

Spraying Devices Inc. has a new Model 500D14-5KE spraying system. Some of its features are: rugged channel frame, all-fiberglass tank with leak-proof cam latch lid, and stainless steel mechanical agitators.

It is available in five pump sizes

from 9 to 51 gpm with maximum pressure ranging from 500 psi to 800 psi. Sprayers are powered by engines ranging from 5 through 37 hp with all-electric start. The above units are also available with 1000-gallon tanks.

Wand, root feeder added to products

Two products of interest to LCOs are being manufactured by Spring Valley Turf Products: a low volume spray wand and a root feeder.

The wand is made to attach to a ChemLawn gun and is designed so that the spray nozzle skims one foot above the ground. Several nozzles are available.

The "Silver Bullet" root feeder is made of stainless steel, thick in the shaft for strength but thin with strong needle for fast and easy injection into the ground.

Trail Hitch makes transporting easier

A recently developed Trail Hitch from Lawn Masters enables Westmac aerifier owners to be plugged into the back bumper of any vehicle for towing and backing with-

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Hannay 12 Volt base mount reel motors, \$100.00 (new). Regular \$160.00. FMC (John Bean) parts and pumps at discounted prices. Hypro pumps parts and accessories at 25% discount. Call: Strong Ent., Inc., Collect: (305) 264-5525.

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out jack-knifing.

In just 60 seconds, the unit can be plugged into a vehicle via a high-speed swivel wheel that drops down for safe transport. The unit eliminates the need for a trailer, straps and/or lifting the Westmac off a vehicle.

Trailer designed for lawn aerifiers

A rugged utility trailer has been introduced by Professional Turf Equipment, Normal, Ill.

It is perfectly suited for trans-

porting aerification equipment or mowers, according to Steve Derrick. Each trailer is equipped with a fold-down tailgate, and can be built to custom size specifications.

Efficiency key to three products

Three products being made by Malinckrodt—Vorlan, Duosan and Dymet—are becoming more popular because of their efficiency.

Vorlan's effectiveness on leaf spot, red thread, dollar spot and pink snow mold is efficient

because it takes so little and lasts so long. Duosan can control 17 disease problems on turf, trees and shrubs; Dymet is effective on 25 insects of turf, trees and shrubs.

For more information, write P.O. Box 5439, St. Louis, MO, 63147; or call (800) 325-7155.

Popular mower adds fourth wheel

The 1985 Cushman Front Line available Mower will be in a four-wheel version, according to an announcement by OMC/Lincoln.

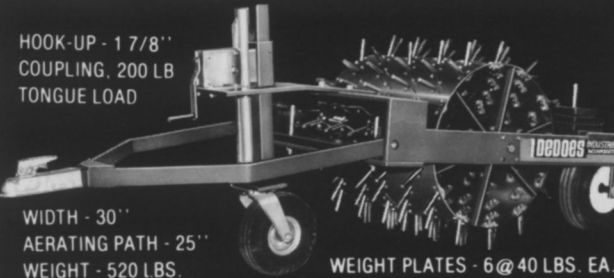
The four-wheel version includes tires that are two inches wider than on the three-wheel models.

With this model, customers can have the same precision cutting unit, with the extra flotation of the four wheels when conditions warrant. The turning radius with four wheels is still zero.

Gas-engine models of the 1985 Front Line Mower also feature a new 22 hp OMC engine, which boosts tractor power by 22 percent with a 35 percent increase in available power to the mower deck.

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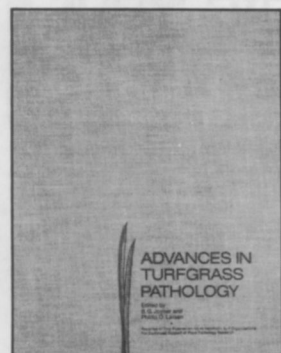
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The PSI E-103 lawn and ornamental spray rig is designed for use where a 35-foot spray is needed. Other uses of the unit are: root feeding, watering and complete lawn service, and low volume herbicide applications.

With a simple adjustment of the bronze pressure relief valve and the change of a spray gun, flow can be regulated from 1 to 10 gpm. Pump, motor and hose reel are all mounted at the end of the frame for maximum accessibility.

For complete information, contact Pumping Systems Inc. at P.O. Box 2368, Columbia, MD, 21045, or phone (800) 638-1769.

Herbicide and insecticide new

Vertagreen Professional Use with Ronstar and with Oftanol are U.S. Steel's newest products for the lawn care market.

Professional Use with Ronstar provides preemergent control of crabgrass and goosegrass. Three hundred pounds treat one acre. Professional Use with Oftanol is an insecticide combination for long-lasting control of chinch bugs, mole crickets and larvae of Hyperodes weevils, sod webworms and billbugs.

EPA approves use for insect implant

Recent approval by the EPA provides greater diversity for Acecap 97 systemic insecticide implants.

The new label allows for: expanded list of host trees; expanded list of insects controlled, including bronze birch borer; and a new mini-Acecap 97 tiny 1/4-inch diameter for use in small trees.

For more information, visit the C.S.I. representative at Booth No. 824.

'Thoroughbred' of all lawn grasses

Finelawn Turf-Type Tall Fescue has narrow, tapered leaves and brighter green color, according to Fine Lawn 1 Research.

It also has toughness that adapts to heat, drought, shade, cold and stands up to heavy traffic.



LCI publisher Bob Earley (left) presents Hydro Lawn president Jerry Faulring with a plaque as "Man of the Year."

'Man of the Year'

Jerry Faulring

Jerry Faulring of Hydro Lawn, Gaithersburg, Md. was named 1984 "Man of the Year" by LAWN CARE INDUSTRY magazine Tuesday afternoon at the PLCAA convention.

"In a voluntary capacity, Jerry has done more than anyone else for the industry," said LCI publisher Bob Earley in presenting the award.

Faulring, one of the founders of the PLCAA, was elected its first president, and served for 2½ years.

"I saw some jobs I thought needed done," Faulring recalled. "I saw the need and the desire—maybe it was even selfish—to

cause the industry to become more recognizable.

"Having the PLCAA has certainly made others realize the industry is an entity. And from that has flowed the opportunity to advance, because I'm part of that industry.

"Lately, my involvement in the PLCAA has diminished," he noted, "but it's been more than offset by my involvement with the Pesticide Public Policy Foundation (PPPF)."

Faulring is a native of New York State. He and wife Paula, who is in Tampa with him this week, have four children.

Golf equipment salesmen lack 'touch' for lawn care

Ways to find, sell, and service the lawn care company were vigorously discussed by 35 manufacturers, distributors, and lawn care operators on Monday afternoon.

The panel session was held in conjunction with the Professional Lawn Care Association of America's pre-convention program.

The consensus of the panel was that more salesmen are needed to do the job. "We need more people approaching customers than the 500-600 salesmen turf equipment companies have today in the U.S.," said Ted Smith of Smithco.

Proving the point were Steve Derrick of Professional Turf Equipment and Keith Weidler of The ShurLawn Co., who both said

they have never been called on by an equipment distributor's salesman.

"If it breaks, we have to fix it ourselves or have a replacement ready," said Bob Kapp of Kapp's Lawn Care. "We can't wait for distributor service."

Harold Block of Storr Tractor thinks his company has discovered the way to reach lawn care companies and other incremental customers.

"We have added 25 dealers in the New York Metropolitan area just to go after incremental business," Block said. "The golf salesmen stick to golf, the new dealers go after lawn care and landscape contractors."

"The dealers are responsible for their inventory, but we help them set up small shows and use direct mail to locate new business," Block said. "It has been a success."

"We need more input from lawn care operators," said Clarke Staples of Cushman/Ryan. "Users, distributors, and manufacturers need to regularly discuss the needs of the lawn care industry."

"First, manufacturers have to decide which landscape market they are after," said Derrick. "There are big differences between lawn care and lower volume businesses. We need your equipment and you need our business. There is much that needs to be discussed."

Lovell comes down to earth for lawn care presentation

Captain James A. Lovell was one of the heroes in America's race to the moon. But in Tuesday morning's keynote speech to the overflow PLCAA Convention, he fascinated earth-bound lawn care operators with vignettes of outer space derring-do.

Now gray-haired but appearing fit and at-ease in front of capacity gathering, Lovell tied his presentation to the lawn care industry.

Lovell's involvement in the space program, ending in 1973 when he retired to begin a career as a businessman, paralleled the growing awareness of professionally maintained lawns in the United States.

From the velvet black of outer space, to the gray of the moon's surface, Lovell kept the LCOs of the convention—those people responsible for keeping things green—glued to their seats with a detailed narrative of his final mission, Apollo 13, the flight that was

aborted because of an explosion.

America's space program has changed dramatically in recent years, he said, becoming more of a commercial enterprise.

"The shuttle goes up and the only thing we throw away is the tank. The rest comes back," he pointed out. The recovery just days ago of two wayward satellites underscored his point. Costing \$40 million each, the insurer was willing to gamble \$10 million on their successful recovery.

Lovell's comments highlighted a morning session that started on somewhat of a disappointing note due to the absence of PLCAA President John Kenney who was unable to attend because of an ear ailment.

Vice-president Bill Fischer got the session rolling, however, with the announcement that more than 1300 participants had already registered with 136 exhibitors in attendance. "There are more

ladies present than we've had before and we're very proud of this," Fischer said.

PLCAA Executive Director Jim Brooks commented that the show is 45 percent larger than the year before. "It's going to take you a while to get around to all the show," he noted.

Noteworthy in the morning session was the recognition given to several key people in the industry.

Dr. Bob Miller of Chem Lawn presented Glenn Bostrom of Bostrom management, Chicago, with a plaque recognizing his efforts in getting the association off the ground six years ago. The full house awarded the former PLCAA executive director a standing ovation.

"I should not be receiving this award," Bostrom said. "It was the staff that did the work and I'm getting the credit. It's a thrill knowing that I got a start with all of you in the early years."

Stalking the floor

from page 1

● "If you have a show in Tampa, all the regional managers want to go," says Paul Mengle of **Lebanon Chemical**. So he's been joined in Tampa by Stanley Kleczynski, Randy Rogers, Ed Price, Harry Mathis and Roger Bechle. Lebanon, incidentally, will soon be offering its own Oftanol product, a granule formulation in combination with fertilizer.

● Five **Ciba-Geigy** sales representatives stand ready to answer your questions about Subdue and diazinon. And also about Triumph and Banner, both of which are awaiting EPA registration. They are: Joy Fulmer, Hugh Hardie, Tino Lopez, Jeff Mellinger and Tom Nash. Ciba-Geigy, incidentally, was sponsor of the airport-Tampa bus you may have rolled in on to the convention hotels.

● Bill Newton of **Bunton** says their booth features 1985 mid-size mowers, all of which have a safety control stop device, spindle covers, a new blade engagement system and a new speed engagement system. Besides the products already being produced, Newton indicates that Bunton will soon be offering a new riding gang mower.

● **Sta-Green** is pushing its complete line of granular fertilizer/pesticide products. Another pitch you'll be hearing if you visit their booth is that Sta-Green can custom formulate, says Denny Reese. Joining Reese on the show floor is Tim Orton, Dick Gethin and Wayne Collins.

● **Mobay Chemical** is offering new literature at its booth, according to Allen Haws. One is a door-hanger, the other an Oftanol pre-sell brochure for consumers. They can be ordered in large quantities, and also can be individualized.

Nominees facing voters in this week's elections

Several of the key officials in the Professional Lawn Care Association hierarchy are due to change this week as the organization holds its annual election. Here is a rundown of the candidates who have been placed up for office by the Board of Directors' Nominating Committee:

Nominated to the office of president was Bill Fischer while Jim Marria was named to run for vice-president. Keith Weidler will run for secretary-treasurer, and Jerry Garnett associate director. Up for three-year terms on the Board are Dr. Paul Schnare and Paul Moore.

Continuing as members of the board are Charlie McGinty, Jim Sackett, Dr. James Wilkinson, Dr. Robert Miller, Paul Davarede, Al Rumbo and Max Graham.

Concluding their terms with the election of new officers is immediate past president Don Burton, associate director Bob Scobee and directors Paul Bizon and Des Rice. Current president John Kenney assumes the immediate past president duties.

BILL FISCHER, 38, has been nominated to move from vice-president to president.

"If elected, I'd like to start out with a planning session and prioritize our goals," says Fischer, a graduate of the University of Illinois in horticulture. "High on that list is member services. Jim Brooks has done a wonderful job with the resources we've given him, but it's time to start doing a few things well, and not everything mediocre.

"We're trying to do all things for all people now, and that's typical of a new, small organization. But we need to organize and continue to provide member services, plus determining exactly our mission."

Fischer founded Spring Green, Naperville, Ill., in 1977. The organization now has 75 franchises in 10 states and continues to grow by leaps and bounds, making it one of the largest lawn care companies in the country.

Fischer is married with two daughters.

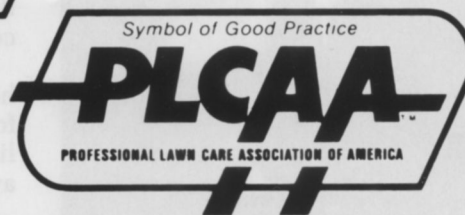
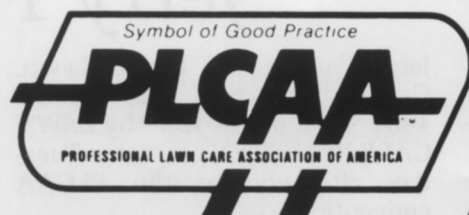
JIM MARRIA, 35, was nominated to ascend from secretary-treasurer to vice-president.

"If elected, I think it's my duty to promote the association and build its membership so we have a strong voice to help protect the industry from anti-pesticide groups and others," Marria says.

His inauguration into lawn care came in the early 1970s with Davey Tree in Kent, Ohio, where he met a former PLCAA president, Marty Erbaugh. In 1976, he and partner Gary Mack formed American Lawn of Maryland, and in 1978 Marria struck out on his own to form Perma-Green, Boise, Ida.

Marria's business now has five branches and more than 100 employees.

Marria leaves finances in good shape. "Much better shape than we were in last year, actually," he says. "We're starting to become a



little more stable."

He is married and has two teenage sons.

KEITH WEIDLER, 46, was nominated for secretary-treasurer.

"The PLCAA," says the head of Shurlawn, Omaha, Neb., "provides member services in terms of the things necessary to operate a business efficiently and profitably."

"One of the prime benefits of membership in the PLCAA is knowledge of the important regulatory developments that will be coming along—and what we can do to prevent problems for ourselves."

Weidler describes the national show as a valuable means for operators to pick up information not only in classroom situations, but also in the exhibit areas.

"We're coming of age as an industry and as an organization," he observes. "I think we're going to see a lot of new product releases timed for the exhibit portion of the PLCAA's national convention. That's quite a statement for the PLCAA and for the industry itself."

"In the past, many companies have used the national golf course shows to release new products. But now they're recognizing the lawn care industry as a moving force in today's turf world."

Weidler speaks enthusiastically of manufacturer support: "Manufacturers are supporting the PLCAA show, and I can see nothing but good coming from that as we grow both in membership and in numbers of manufacturers who expend their efforts to meet our specific needs."

JERRY GARNETT, 36, has been nominated for associate director.

Garnett, of Rhone-Poulenc, says that, "The PLCAA, as a young and growing organization, needs to unify its efforts to professionally represent itself as a responsible industry."

"The pesticides being applied are very much a matter of public

concern because they are in the domestic environment. The lawn care industry needs to be seen policing itself well, and to be establishing high standards.

"Because the PLCAA is made up of entrepreneurial-style business people, they may not have access to the sort of expertise that industry has in dealing with regulatory affairs. Therefore I would see a real need for the PLCAA and industry to join forces to ensure thorough professionalism in the application of pesticides in the urban environment."

"Part of my role on the board as a representative of industry would be to foster and encourage the participation of the supplying industry. And I insist on a very high ethical standard," Garnett continues.

"I look forward greatly to my term of office. It should be exciting. And very rewarding, too, in trying to establish policies which should serve as the foundation on which a code of ethics can be built."

"That's particularly important, since so many environmental

action groups treat ethical organizations with suspicion. But if we establish some good guidelines and approach this professionally, we can do the job."

PAUL MOORE, 53, of Lawn Green is a candidate for the PLCAA board of Directors.

"The PLCAA has already done an excellent job for the relatively short time it's been in existence," he comments. From his office in Las Vegas, Nev., Moore speaks highly of the present board and the PLCAA's achievements to date.

"It's done a lot for its membership, especially the smaller operators like myself. The health and welfare insurance we're getting nationally, and our insurance plan, are good examples," he says. "The debt collection practices are good, too. We use them, and they're very successful for us."

"I like the way the PLCAA keeps us informed on developments within the industry—and how it works closely with the 3PF."

"One of the things on the agenda for our next board meeting is a plan to issue an information bulletin—probably 10-12 times a year—to all the home and garden editors throughout the country."

DR. PAUL SCHNARE, 39, is president of Accu-Spray, Cape Girardeau, Mo. He is also up for a slot on the board.

"The PLCAA has been very active nationally," notes Schnare, who has three degrees from the University of Missouri. "But I believe we could be conducting more activities at the local level."

"Our membership is growing, so we're getting big enough now to be of greater service to operators locally."

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Optimism reigns

from page 1

expecting another very good year—about a 50 to 75 percent growth on top of a 10,000-account base."

Nate Robinson of Leisure Lawns, Dayton, Ohio, is guarded in his optimism.

"1984 was excellent: we did what we wanted to do," he notes. "But, by the very nature of business, that sometimes isn't good enough. We'd like to be able to

surpass our expectations."

Bob Parmley sees industry growth through diversification.

"We're doing winter lawn mower service," says Parmley of Tempo 21, Cicero, Ill. "The biggest problem with that is educating the customer."

"So I'm encouraged, looking ahead to next year. I don't see the growth we had last year or five years ago, but I do see growth."

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PRODUCT	SQ. FT. COVERAGE (50 lb. bag)	
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18-4-10	9,000	50.00% Organic
12-4-8	6,000	35.00% Organic
16-4-8	8,000	8.00% C.R.N.
19-5-9	9,500	9.50% C.R.N.
20-5-10	10,000	12.00% C.R.N.
21-6-6	10,500	5.00% C.R.N.
25-5-15	12,500	10.00% C.R.N.
20-8-8	10,000	7.00% C.R.N.
30-4-8	15,000	10.00% C.R.N.
32-2-3	16,000	6.00% C.R.N.
20-0-15	10,000	20.00% C.R.N.
30-0-10	15,000	15.00% C.R.N.
33-0-11	16,500	7.00% C.R.N.
22-0-16	11,000	11.00% C.R.N.
20-4-12	10,000	12.00% C.R.N.

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PRODUCT	ACTIVE INGREDIENT	FEATURES
28-3-8	2,4-D/MCPP	Controls problem weeds while fertilizing turf.
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16-6-8	Balan®	Controls crabgrass.
26-4-4	Balan®	For pre-emergence control of crabgrass.
19-4-4	Trimec	Broadleaf weed control.
15-5-5	Dacthal®	Pre-emergence crabgrass control.
19-4-8 New!	Ronstar®	Pre-emergence crabgrass control.
18-5-9 New!	Tupersan®	Controls crabgrass and foxtail seedlings.

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26-4-6	Dursban®	Controls sod-webworms, chinchbugs and crickets.
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